

**ALAMEDA GOLF COMMISSION
MINUTES OF REGULAR MEETING**

Tuesday, March 13, 2012

1 CALL TO ORDER

Chair Jane Sullwold called the regular meeting to order at approximately 6:30 p.m. at the Chuck Corica Golf Complex, Ladies Lounge, 1 Clubhouse Memorial Road, Alameda, CA 94502

1-A ROLL CALL

Present: Chair Jane Sullwold, Commissioner Ray Gaul, Commissioner Betsy Gammell, Vice Chair Bill Schmitz, and Secretary Jeff Wood

Absent: None

Staff: John Vest, General Manager and Matt Wisely, Superintendent

1-B APPROVAL OF MINUTES

The minutes of the regular meeting of January 10, 2012, were approved unanimously.

1-C ADOPTION OF AGENDA

The Commission unanimously adopted the agenda.

2 ORAL COMMUNICATIONS

None.

3 COMMISSION COMMUNICATIONS

Regarding the cancellation of last month's meeting, Chair Sullwold explained that she called City Attorney Janet Kern as soon as she learned that Commissioner Wood had a last minute conflict, knowing that Commissioner Gammell was on vacation. Ms. Kern advised that since the Commission is slated for seven members, even though two slots remain unfilled, the quorum requirement is four. She also advised that the meeting could be held in the absence of a quorum only for the purpose of receiving reports. Chair Sullwold noted that the language in the municipal code ("The votes of a majority of the entire membership of the Commission shall be necessary to take any action thereof") is susceptible of two different interpretations, but the City Attorney has chosen the one that makes things more difficult for Commissions like ours that have unfilled positions. Chair Sullwold also stated she had wanted to call a special meeting prior to the March 6 Council meeting, but had not realized that the new Sunshine

Ordinance requires seven days notice for special meetings as well as regular meetings.

4 WRITTEN/ORAL REPORTS

4-A Maintenance activities report by Matt Wisely

Matt Wisely stated that numerous repairs have been made on the greens, particularly the 3rd green on the Clark course. The pumps on the Fry course were repaired and replaced in February. The kikuyu grass is coming out of dormancy and is starting to turn green. Rainfall for the year has been minimal. Aerification of the Fry greens was done last week and the Mif was done last month. Other small projects in progress include sod work on Fry No. 14, raising the fairway trench on Fry No. 5 with sod, and raising the edge of the cart paths on Fry Nos. 5 and 13. Tees will be both aerified and seeded in the next week.

4-B Golf Shop and Driving Range activities report by John Vest

John Vest stated that rounds in February 2012 were over 2,000 more than 2011, which was attributed to good weather and new players who came out as a result of Groupon specials. Research is being done on finding some new directional signs for the Complex. Tournament play continues to increase as Mike Winkenbach reaches out to new groups, with \$40,000 in future events booked in February. One recent Sunday saw over 500 rounds played on all three courses, which is comparable to a Sunday in the summer. Both green fee and cart fee revenue were up in the month of February. Merchandise was up \$4,000 over the prior year.

On the promotional side, Wacky Wednesdays is still quite popular. Get Golf Ready is up and running with five instructors involved in the program. Junior clinics will start in April. An aerification special of \$25 with a cart/play the nine twice proved quite successful.

4C Beautification Program and Junior Golf Club by Mrs. Norma Arnerich

Junior Golf had a table at the Little League opening ceremonies recently, and many Junior Golf Club applications were distributed.

4-D Golf Complex Restaurant Report, Jim's on the Course

None.

5 AGENDA ITEMS

5-A Status Report on long term lease, Mif Albright negotiations, and proposal for Golf Complex reconfiguration by Ron Cowan and Harbor Bay Isle Associates, including Golf Commission recommendations, if any.

Chair Sullwold stated the Ron Cowan proposal was rejected by the City Council, and City Manager John Russo was authorized to negotiate with KemperSports and Greenway Golf for the long term lease of the Golf Complex. Mr. Russo has asked the evaluation committee to conduct additional interviews with both companies. David Sams, the City's golf consultant, is preparing a draft of questions for both companies. Chair Sullwold asked that other members of the Golf Commission or the public to submit any questions they would like answered by email no later than Monday, March 19. Both companies will make presentations to the City Council on April 3rd.

Chair Sullwold asked John Vest about the source of the email addresses for an email that went out to golfers from the Alameda Youth Sports Foundation in support of the land swap. She indicated that she had been asked to look into this matter by several golfers who were concerned about how their addresses could have gotten to that organization. John said that Kemper had received a request for the database, that the request had been referred to City staff, possibly the City Attorney, and that the database had indeed been released, but he was not sure of the precise details. He agreed to look into the matter further and report back.

5-B Update on Golf Complex Finances

Bob Sullwold stated that through the first seven months of the fiscal year 2011/2012, the net operating income is \$681,000, payments to the City total \$312,000, and \$240,000 was added to the Enterprise Fund, leaving a cash balance of over \$1,000,000 as of the end of January. The January financial statements from the City still show transfers for PILOT, fixed charges and transfers to other funds.

While rounds for the first seven months of the fiscal year are up 16%, revenue has only increased 7.5%. Bob asked John Vest whether the difference in the percentage increases is due to discounted green fees. John agreed, and said that the difference is also due to a steep increase in play by the volunteer marshals, who get complimentary green fees.

Bob suggested to the Golf Commission that they should send a bill to Ron Cowan for \$21,500.00 for appraisals of the Mif and North Loop Road properties. He also questioned what capital expenses were made totaling \$65,000 over the last seven months, and also \$28,000 of "other City expenses" and \$20,000 of "parks repair work," which together is more than \$100,000 in non-operating expenses. For the calendar year 2011, Kemper's payroll expense was \$86,000 higher than 2010, and other expenses were \$125,000 lower than 2010. John Vest explained that the higher payroll figure included a new Sales and Marketing position added in 2011, and also that payments to golf instructors are now included in the payroll figure. On the expense side, John explained that most of the decrease had to do with water, which

was down \$100,000 from prior year, and also a decrease in equipment repair, which was down due to the new equipment that was purchased.

6. ORAL COMMUNICATIONS, NON-AGENDA (Public Comment)

Norma Arnerich stated that the fears expressed by many after Junior Golf's letter to John Russo announcing that Junior Golf did not want to run the Par 3 course proved to be unfounded now that all four golf operators responding to the RFP made proposals that included operation of the Mif Albright course. The letter was prepared on the advice of John Russo.

7. OLD BUSINESS

None

8. WRITTEN COMMUNICATIONS

None

9. ITEMS FOR NEXT MEETING'S AGENDA

- Status Report on Long Term Lease negotiations, including Golf Commission recommendations, if any
- Update on Golf Complex Finances

10. ANNOUNCEMENTS/ADJOURNMENT

The meeting was adjourned at 7:43 p.m.

The agenda for the meeting was posted seven days in advance in compliance with the Alameda Sunshine Ordinance, which also complies with the 72-hour requirement of the Brown Act.