

ALAMEDA GOLF COMMISSION
MINUTES OF MEETING

Wednesday, May 17, 2006

1. CALL TO ORDER

Chair Betsy Gammell called the meeting to order at 7:00 p.m. in Room #360, Alameda City Hall, 2263 Santa Clara Avenue.

1-A. Roll Call

Roll call was taken and members present were: Chair Betsy Gammell, Secretary Ray Gaul, Commissioner Bill Schmitz, and Vice Chair Bob Wood. Absent: Commissioner Jane Sullwold and Commissioner Sandré Swanson. Also present were General Manager Dana Banke and Head Golf Professional Matt Plumlee.

1-B Approval of Minutes - Regular Meeting of April 19, 2006.

The Commission approved the minutes unanimously.

1-C Adoption of Agenda

The Commission approved the agenda unanimously.

2. ORAL COMMUNICATIONS

3. AGENDA ITEMS:

3-A Discussion on Junior Fees and Policies at the Chuck Corica Golf Complex.

The General Manager reported that the Golf Commission has had two Work Sessions to discuss the potential fee increases. The fee increases need to be agreed on before they are brought to the Golf Commission for approval along with the Clubhouse Project financial packet. The General Manager stated that through the previous discussions it was determined that there was opposition to increasing the Resident Junior rate. The new proposal puts the Resident Junior rate back to \$1 Monday through Friday with stricter policies on the weekends and holidays allowing the Resident Junior and Non-Resident Junior rates be effective only after twilight which is 3:00 pm during daylight savings time and 2:00 pm during standard time with no exceptions. Other changes from the April proposal is an increase to the Non-Resident Monthly Ticket to \$195, the surcharge of \$3 would be eliminated. Also mentioned was a new policy to allow golf carts on the Mif Albright Course for \$8. The General Manager referenced the report showing the potential new revenue generated from the increases adding that the percentage of

attrition was reduced to 20% from 25%. The new projected revenue based on the rounds of golf last fiscal year and the 20% attrition is approximately \$316,617. The final approval of the fee increases from the Golf Commission will take place once the Clubhouse Project financial packet is completed and brought to the Commission for approval. The suggestion was made to restrict the Resident Junior and Non-Resident Junior rates on the Earl Fry Course Monday-Friday to after 12:00 pm with the exception of the Alameda Junior Golf Club events. The Golf Commission agreed and the restriction will be included in the final proposal.

4. ORAL REPORTS

4-A Golf Shop and Driving Range activities report by Head Golf Professional Matt Plumlee.

The Head Golf Professional reported that the Northern California Golf Association (NCGA) has started a new program for juniors named Youth on Course funded by the Tom Morton Foundation. The program allows juniors to join the NCGA for \$2. The Chuck Corica Golf Complex is then subsidized up to \$5 every time juniors that join through this program play golf at the Complex. The thought is that the Alameda Junior Golf Club could register their members through the program next year. The Head Golf Professional will look into the details.

4-B General Manager Dana Banke's report highlighting maintenance and operational activities for the month at the Golf Complex.

The General Manager reported that the web site and email marketing are under way. Also reported, the General Manager and Superintendent are looking into repairing and restarting the golf course water wells. The Complex spends approximately \$300,000 on water every year. Prior to 1990 the golf courses were irrigated with the well. In July 1990 the City of Alameda entered into a 21-year contract with the East Bay Municipal Utility District (EBMUD) to use reclaimed water. At the time of the contract Northern California had suffered severe drought years and EBMUD required contracts be signed in order to receive water from them. The contract currently has 5 years remaining. The contract requires the Golf Complex to use 350 acres of water per fiscal year although EBMUD has stated that they would be lenient regarding that requirement. Management has met with Dave Archer of Pump Repair Services to get an idea of what it would entail to get the wells up and running. The first step is to get the water tested to assure it is useable and then send a scope down the well to determine what repairs need to be made prior to using them. The high estimate for repairing a well is approximately \$67,000. The wells at peak performance can produce 650 to 700 gallons per minute. Upon repair it is undetermined what percentage of well water will be used although a savings would be seen on the water expenditures. The General

Manager was approached by a member of the Alameda Women's Golf Club regarding the use of her personal golf cart at the Complex. The member was told that there would be certain insurance requirements, which would be decided by the City Attorney's office, and a trail fee would apply. The City of Alameda is currently encouraging residents to use electric vehicles. The cart would not be allowed to be stored at the Complex although possible maintenance services could be provided for a fee. The City Manager's office is reviewing the proposal. The question was raised as to when the Request for Proposal (RFP) for the maintenance equipment will go to City Council. The General Manager responded that it would not happen until after the budget is approved, possibly July or August.

4-D Beautification Program by Mrs. Norma Arnerich.

No report given.

5. COMMISSIONERS' REPORTS

5-A Marketing and Promotions, Chair Gammell.

Chair Gammell reported that the new scorecards have been received and they turned out great. The Complex is going to run an ad in the Alameda Magazine for a year. The ad will also run in the new Oakland Magazine. The ad will emphasize the web site and internet specials. The magazines come out every two months and have been very well received since its inception.

5-B Golf Complex Financial Report, Secretary Gaul.

Secretary Gaul reported that the revenue for golf on all three courses for April 2006 versus April 2005 was down 121% and rounds of golf were down 123%. The fiscal year to date revenue for golf was down 13% and rounds were down 14%. The Mif Albright Course revenue was down 135% from last year and down 42% for the fiscal year. All other concessions excluding golf were down 49% for the month and down 12% for the fiscal year. Total revenue for the Golf Complex was down 84% for the month of April 2006 versus April 2005 and down 13% for the fiscal year 2005/2006. Also mentioned was that the month of April 2006 had 16 rain days compared with 4 in April 2005.

5-C New Clubhouse Project, Commissioner Schmitz.

Commissioner Schmitz reported that the previously discussed fee proposal would be tied to the Clubhouse Project financing proposal. Also mentioned was a comment made to Commissioner Schmitz wondering

why the Chuck Corica Golf Complex is building a new clubhouse when the golf courses are in need of so much drainage improvement. The General Manager reported that he has contacted Kyle Phillips, the world-renowned golf course architect who worked on the Alameda Point project, to set up a meeting to discuss areas of the golf courses that can be redesigned to help the drainage. The idea is to put together a long-term improvement plan for the drainage problems on the courses and get some insight for a scope of work.

- 5-D Maintenance, Buildings, Security, Albright Course and Driving Range, Commissioner Sullwold.

Vice Chair Wood mentioned that the mats at the Driving Range are in need of more rubber tees.

- 5-E City Council and Government Liaison, Commissioner Swanson.

No report given.

- 5-F Front Entrance Beautification Project, Vice Chair Wood.

Vice Chair Wood reported that he met with a structural engineer regarding the Fire Tower building at the front entrance of the Chuck Corica Golf Complex. The engineer came up with an estimated weight for the structure and stated that there was no problem holding up the building or even adding additional weight. The main concern would be seismic issues. Vice Chair Wood also reported that he had met with Karl Danielson of The Dahlin Group to discuss what could be done to improve the tower. The General Manager stated that the contract with Dahlin has been approved and signed and they should be working on the cost estimates. When the cost estimates are completed they will be brought to the Golf Commission along with the financing package and proposed fee increases for approval. Vice Chair Wood also stated that the City of San Mateo should have a lot of background information regarding the construction of their clubhouse, including price and any add alternatives. The General Manager stated that the City of Alameda has not yet purchased the plans for the clubhouse from the City of San Mateo and once that is done all of the other information will be included.

- 5-G Golf Complex Restaurant Report, Jim's on the Course.

The General Manager stated that Erik Alterman has been hired as the new Manager for the restaurant.

6. ORAL COMMUNICATIONS, NON AGENDA (Public Comment)

Nothing to report.

7. OLD BUSINESS

Nothing to report.

8. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing the surcharge payment for April 2006 of \$4,151. The year-to-date total to the General Fund is \$107,531 for the fiscal year 2005/2006.

9. ANNOUNCEMENTS/ADJOURNMENT

The Junior Golf Club will hold its Junior/Adult Scramble on May 20, 2006.

The meeting was adjourned at 8:16 p.m.

The agenda for the special meeting was posted 24 hours in advance in accordance with the Brown Act.