

**ALAMEDA GOLF COMMISSION  
MINUTES OF REGULAR MEETING**

**Tuesday, January 9, 2018**

**1 CALL TO ORDER**

Chair Ed Downing the called the regular meeting to order at approximately 6:32 p.m. in Room 360, City Hall, 2263 Santa Clara Ave, Alameda, CA 94501

**1-A ROLL CALL**

**Present:** Chair Ed Downing, Vice-Chair Cheryl Saxton, Commissioner Ron Taylor, Commissioner Joe VanWinkle and Commissioner Ron Carlson

**Absent:** None

**Staff:** Greenway Golf Ken Campbell, Recreation and Parks Director Amy Wooldridge

**Also Present:** None

**1-B APPROVAL OF MINUTES**

**2 ORAL COMMUNICATIONS**

None

**3 COMMISSION COMMUNICATIONS**

None

**4 WRITTEN/ORAL REPORTS**

**4-A Beautification Program and Junior Golf Club by Mrs. Norma Arnerich**

Connie Wendling stated that they have had 120 juniors register for the coming year.

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

Recreation and Parks Director Amy Wooldridge stated that the Concession Agreement amendment which was for the change in the area of the event center was approved by the City Council in December. Tom Geanekos has been working closely with Marc Logan of Greenway regarding timelines and responsibilities. She was asked if she was aware of the timeline of the shipment of the event center and she does not have that information, but based on conversations, it is on time for opening in connection with the opening of the South Course. A question was asked as to when the permit was going to be issued and Ms. Wooldridge stated the Mr. Geanekos was working closely with his architect to finalize the building plans.

## **5. AGENDA ITEMS**

### **A. Facility and Renovation Report by Greenway**

Ken Campbell stated that on the South Course all fine turf areas have been seeded and germinated, and the native areas are being prepped for a combination of seed and sod. All cart path curbing has been completed, as well as the internal drainage. The cart path backfilling is in progress. Next steps will include detail work will be finished off as well as completion of bunkers. Mr. Campbell stated that the opening day is looking to be in May.

Mr. Campbell stated that the patio work is underway in preparation for the Clubhouse Patio/Putting Green remodel. This area will be under construction over the next 60 days to possibly have it open by March, weather permitting. The putting green will be one larger green and will be bent grass in connection with the South Course. The putting green will be closed on January 15, and will be seeded and should be open in early summer. A small stone wall will be constructed around the patio dining area to have separation.

Regarding the North course proposed plans, both the City and Greenway legal teams have completed review and drafts of the agreement amendments and proposed plans for the North course improvements. The City and Greenway are talking through one final item on terms but expect to proceed to present to the City Council on February 20, and are looking to have a special Golf Commission meeting February 13 for their review.

Mr. Campbell stated that the golf shop closed on January 2 for remodel and repairs. A temporary shop is operating out of the golf shop room adjacent to the shop. The remodel is expected to take 60-75 days then will be restocked with merchandise and set reopening in March. There will be a sneak preview event (date to be determined) prior to opening to introduce the new look.

Overall the course is in good condition, however recent heavy rains caused flooding on the North. Rain for the month of December was only 0.7" with 4.36" already in January. The wet weather has provided excellent before and after comparisons on performance with both the Par 3 and the South regarding water run-off. A total of 56 dead trees have removed from the property in December and that will continue.

## **B. Discussion of South Course Rates for Alameda Residents**

Mr. Campbell stated that the rates have not been finalized, as he plans to get back to the Commission in March for their recommendation and then on to the City Council for approval. There will be multiple rate structures which will include Residents. County rates, northern California rates and non-resident rates, as they feel that the golf course will appeal to a large demographic. The weekday rates that are being considered for walking are \$35-\$43 for peak times, and twilight rates will be offered. The rates with a cart would run from \$50-\$58 which is about \$6-\$10 above current rates. The current proposed weekend rates would run \$45-\$53 for walking and \$60-\$68 with a cart. The county rate is being considered as several golfers consider Corica their home course, but are not Alameda residents, and don't want to lose them as loyal customers. Also being considered is offering an Alameda County Loyalty card which would run from \$199-\$250 per year that would provide residents of Alameda County comparable to the resident rate structure. Chair Downing asked about the purchase of the loyalty card if that would guarantee the comparable resident rate, and Mr. Campbell stated that they are still working through, he feels that the easiest way is to purchase the annual card. He stated that the northern California rate would possibly be about \$15 more than the resident rate. There will also be a non-resident rate that will top out at about \$100-\$125 including a cart.

Chair Downing asked for clarity on the Golf Commission's role in the setting of rates, as the lease agreement states that Greenway can set the rates they want, with a discount to residents, and are comparable to rates in the area. Ms. Wooldridge stated that the Commission is an advisory body for the City as their input is valuable in advising the City on what they feel is a fair rate for the resident. Mr. Campbell stated, that they are seeking the Commission's endorsement, but contractually it only requires the City Manager's approval. Chair Downing asked about the approval of the rates other than the resident and was informed that Greenway can set them without approval from the City.

Mr. Campbell was asked about the youth rate structure and also access to the south and he stated that they will have access to the south, and as long as the north is still open, they will alternate events between the two courses, and the rate structure for the south has not been determined.

Commissioner Van Winkle asked about monthly and annual passes for the south course, and Mr. Campbell stated they will not be offered in 2018. Chair Downing asked about the Founders Club regarding how many memberships have been sold and Mr. Campbell stated that 19 of 20 have been sold, and was asked if the limit might be increased, and stated that they are considering increasing it to 25.

Commissioner Taylor asked if they were going to offer a senior rate for the south course and Mr. Campbell stated that they are working on it based on residency. He is drafting the concepts and is working with the operations team as well as comparing to other courses in the area. There will be a senior rate, but there may not be a differential between resident and non-resident. The cart policy will not change, and there will be no mandatory cart at any time.

### **C. Discussion of Club Rates and Tee Times**

Mr. Campbell stated that the service clubs will continue to be offered their existing rates, days and times on the North course will all 18 holes remain open. Rates will range from \$6-\$11 more per player on the South for any current service clubs that may move wish to move their play. Once 9 holes are closed on the North for remodel, the rates will be revisited and clubs will have the option of playing the North nine holes twice at a more preferred rate than current rates.

The Alameda Golf Club will still play at the resident rates for both the North and the South during official events, and tee times will remain as they are now. They have asked the club to rotate their events between the two courses until the North closes, then all events will be on the South. The other service clubs will be offered the same. Firm no show policies will be in place for South course events. He was asked if the nine hole club would be able to play the South, and he stated that he has not met with them, but play on the South will be limited, and are still working through the rates, but anticipates the range to also be \$6-\$11 more.

Mr. Campbell stated that these rates will be revisited on an annual basis for review. He then asked the Commission what their thoughts were on the rates, and all were somewhat agreeable, but Chair Downing was concerned about the price of the Loyalty card. Commissioner VanWinkle shared his concern regarding the difference of only \$1-\$14 on weekend rates and \$5-\$16 on weekdays, and Mr. Campbell is working through several ranges. He stated that the tee times on the South will run every 10 minutes (as opposed to 7-8 minutes on the North) and that will result in fewer players on the South, and that was used in considering the rate structure, as well as the premium carts that will on the South which will include GPS.

Commissioner Carlson stated the Men's club members are offered the resident rate when they are not playing events, and asked if that would still be the same on the South and Mr. Campbell stated that they are planning to only offer the resident rates to the members during official events, but they are considering something similar to the Loyalty card to these members at a severely discounted rate.

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

### **7. OLD BUSINESS**

### **8. WRITTEN COMMUNICATIONS**

None

**9. ITEMS FOR NEXT MEETING'S AGENDA – March 13, 2018**

Greenway's Annual Report

**10. ANNOUNCEMENTS/ADJOURNMENT**

The meeting was adjourned at approximately 7:30 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.

**Alameda Golf Commission Meeting January 9, 2018****Agenda Item - Discussion South Course Rates for Alameda Residents**

- Plan is to offer multiple rate structures (Resident, County, Norcal and Non-Resident)
- Resident rate structure under consideration for South Course opening:
  - Weekdays                    - Rates under consideration (\$35 - \$43 walking | \$50 - \$58 with cart)
  - Weekends/Hol.            - Rates under consideration (\$45 - \$53 walking | \$60 - \$68 with cart)
- Considering offering an Alameda County Loyalty Card - \$199-\$250/yr. that would provide residents of Alameda County comparable rates to resident rate structure

**\* Note: All rates are for discussion purposes, have not been finalized.  
The Corica Park rates represent a range of possible rates being reviewed.**

Property	(DRAFT) Local Resident Rates Prime Time (Non-twilight)			Cart Fee
	Mon- Thu	Friday	Weekend	
<b>Corica Park South</b>	<b>35-43</b>	<b>35-43</b>	<b>45-53</b>	<b>13-15</b>
Corica North (Current Rates)	29	29	37	15
Metropolitan Golf Links	30	30	39	16
Monarch Bay Golf	27	27	44	15

**Agenda Item - Club Rates and Tee Times**

- **All Local (existing) Affiliated Service Clubs** – Service clubs will continue to be offered their existing rates, days and times on North while all 18-holes remain open. Rates will range from \$6-\$11 more per player versus North rates for any current Service Clubs that desire to move to South course for some or all their play. Once 9-holes of North is closed for remodel, rates will be revisited and clubs will have option of playing North 9 twice (if playing 18) at a more preferred rate than current rates or they can elect to play 18-hole event on South 18.
- **Alameda Golf Club Events** – Alameda Golf Club will to play at resident rates for North and/or South Course for all its members during official events. Tee times will remain as they are now. Firm no show policies will be in place for South Course events.