

ALAMEDA GOLF COMMISSION
MINUTES OF REGULAR MEETING

Wednesday, November 19, 2008

1. CALL TO ORDER

Chair Jane Sullwold called the regular meeting to order at 6:33 p.m. at the Chuck Corica Golf Complex, Ladies Lounge, 1 Clubhouse Memorial Road, Alameda, CA 94502.

1-A. Roll Call

Roll call was taken and members present were: Secretary Bill Delaney, Commissioner Betsy Gammell, Vice Chair Ray Gaul, and Chair Jane Sullwold. Absent: Commissioner Bill Schmitz and Commissioner Jeff Wood. Also present was Assistant Golf Professional Mike Robason.

1-B Approval of Minutes -- Regular Meeting of October 15, 2008

The Commission approved the minutes unanimously.

1-C Adoption of Agenda

The Commission adopted the agenda unanimously.

3. COMMISSION COMMUNICATIONS

Chair Sullwold reported that she sent an email to City Council member Frank Matarrese following the City Council meeting of November 6, 2008. She had addressed her remarks to Council on the staff recommendation that Kemper Sports take over all aspects of the golf complex management, including the golf maintenance department. It was apparent, however, that City Council had already made the decision to accept the ACEA Union proposal to spare the maintenance department from the interim management proposal. Chair Sullwold was disappointed that no effort was made by staff to determine what cost savings would result by the union proposal before accepting it. The salaries in the maintenance division are the largest expenditure for the golf complex and the question is whether the City of Alameda will save money without turning over maintenance to the interim manager. Councilmember Matarrese responded that he felt the ACEA proposal would help with potential future workforce reductions. He also stated the interim management period will allow the City of Alameda to reevaluate whether the Golf Complex can become a self-sustaining enterprise as it once was, and for the City of Alameda to find a way to reduce the General Fund take-backs of revenue from the Golf Complex so that capital improvement projects can be pursued. Secretary Delaney stated that he feels the response was very encouraging.

4. AGENDA ITEMS:

4-A Discussion on City Council Action for Golf Course Management.

Chair Sullwold reported that the City Council, at its November 6, 2008 meeting, approved the proposal from Kemper Sports Management to manage the Golf Complex Operations for an interim period of one year. The City of Alameda will save approximately \$32,000 by having the Complex managed. The City of Alameda has offered golden handshake retirement packages to eligible employees. Alan Elnick, the union business agent, advised Council that as many as six employees will accept the retirement packages. The ACEA union employees that retire will be replaced with non-union employees hired by Kemper Sports. Chair Sullwold noted a maximum of about \$170,000 could be saved by the City of Alameda should all six of the employees accept the offer immediately, but that is unlikely. The one positive note is that Kemper Sports is very experienced in managing golf courses. Ron Salsig encouraged the Golf Commission to voice their support for the retention of the teaching professionals at the Complex under the existing compensation scheme. The Mif Albright Course will be closed permanently on November 30, 2008. Mrs. Arnerich stated that all of the trees on the Mif Albright Course were donated and dedicated to the memory of loved ones.

4-B Update on the Rate Increases.

Secretary Delaney stated that he has noticed an increase in play on the Earl Fry Golf Course and a decrease on the Jack Clark Golf Course that could be due to the rate increase. Mike Robason suggested a more likely explanation is the relatively poor condition of the Clark course recently. Sales of monthly passes are down considerably over last year. Mike reported that many local golf courses are offering specials this time of year to attract play, and this may be luring our monthly customers away. The Golf Commission asked Mike to put together more special packages for the Chuck Corica Golf Complex to increase play and stay competitive. Chair Sullwold reported that for the first four months of fiscal year 2008/2009 actual revenue exceeded that predicted in the budget by \$273,000. Although the number of rounds played in November 2008 are slightly lower than in November 2007, revenue has held steady due to the rate increases.

5. ORAL REPORTS

5-A Golf Shop and Driving Range activities report by Assistant Golf Professional Mike Robason.

Mike Robason reported that another \$245 was received from the Youth on the Course Program, bringing the total received from the NCGA to \$4,165 for the year. The tee times for Thanksgiving Day will be in a shotgun format, and the Pro Shop will be having a large merchandise sale over the weekend.

5-B Golf Complex Maintenance activities report by Superintendent Doug Poole.

No report.

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

Mrs. Arnerich reported that the Alameda High School Girls Golf Team ended their season quite well, and offered special congratulations to the team members who came up through the Alameda Junior Golf program.

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

The General Manager from the restaurant reported that sales are up from last year. He also mentioned that employees have been spoken to about customer service.

6. COMMISSIONERS' REPORTS

6-A Marketing and Promotions, Commissioner Gammell.

Nothing to report.

6-B Golf Complex Financial Report, Secretary Delaney.

Secretary Delaney reported that the net income year-to-date improved by \$151,000 and rounds are up by 770. The Golf Commission is pleased to have received the line item budget report which allows the Golf Commission to review the various items.

6-C Maintenance, Buildings, Security, Albright Course and Driving Range, Commissioner Wood.

No report.

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

Mrs. Arnerich was disappointed at the November 6, 2008 City Council meeting that all of the praise for the Golf Complex was given to Mr. Lillard, with no mention of the actual staff members who have been running the Golf Complex. She made a point of praising the staff at the City Council meeting last night. Ron Salsig mentioned that Dong Yi, formerly of the Alameda Junior Golf Club, has completed the 2nd stage of the PGA "Q" School, making him eligible to play on the Nationwide Tour and possibly qualifying for the PGA tour.

8. OLD BUSINESS

None.

9. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing the surcharge payment for October 2008 was \$11,283. The

year-to-date total to the General Fund is \$58,587 for fiscal year 2008/2009.

10. ITEMS FOR NEXT MEETING'S AGENDA

- Update on monthly pass sales
- Update on marketing for weekday play
- Update on the rate increases.

11. ANNOUNCEMENTS/ADJOURNMENT

The Meeting was adjourned at 7:32 PM.

The agenda for the meeting was posted 72 hours in advance in accordance with the Brown Act.