

**ALAMEDA GOLF COMMISSION
MINUTES OF REGULAR MEETING**

Tuesday, November 14, 2017

1 CALL TO ORDER

Chair Ed Downing the called the regular meeting to order at approximately 6:30 p.m. in Room 360, City Hall, 2263 Santa Clara Ave, Alameda, CA 94501

1-A ROLL CALL

Present: Chair Ed Downing, Commissioner Ron Taylor and Commissioner Joe VanWinkle

Absent: Vice-Chair Cheryl Saxton and Commissioner Ron Carlson

Staff: Greenway Golf George Kelley and Marc Logan, Recreation and Parks Director Amy Wooldridge

Also Present: None

1-B APPROVAL OF MINUTES

The minutes of the regular meeting of September 12, 2017 were approved unanimously

2 ORAL COMMUNICATIONS

None

3 COMMISSION COMMUNICATIONS

See attached South Course Schedule Analysis – Exhibit “A”

4 WRITTEN/ORAL REPORTS

4-A Facility Reports by Greenway

George Kelley of Greenway reported on the following items:

Linksoul Lab Update – Agreement has been completed and plans are moving forward. The golf shop merchandise has been cleaned out ahead of this change and for the holidays, Linksoul has set up a small merchandise area to promote the coming remodel, brand and new logo. Current plans are to close the existing golf shop first week of January to begin the shop makeover. A temporary golf check-in proshop will be set up in the adjoining golf shop admin office utilizing the exterior sidewalk door access for it. It is anticipated the remodel will take 60-days with reopening in March or as soon as completed. The new shop will be promoted as the Alameda Corica Park Linksoul Lab.

Facility Rebranding – As we have shared with the golf commission previously, ahead of the reopening of the South, we have been working to draft plans for rebranding the property. In support of this, a new website has been developed with the new logo and refreshed club name. With this the club will start promoting new web address of CoricaPark.com. the existing AlamedaGolf.com will still be active and will be directed to new website. A press release has been drafted to announce this along with the new Linksoul Lab. See Press Release. Here forward, you will begin seeing everything related to club updated to support the refreshed branding of the facility.

Clubhouse Remodel – In follow up to past presentation of the exterior Clubhouse remodel plan, Greenway is working to finalize quotes and materials in order to proceed to City Planning Board for review and approval. Some revisions have surfaced as result of the process, 1) the preliminary idea of one section of exterior of the golf shop having sliding windows is proving to be more challenging and may result in either a solid non-opening framed window or possibly a window garage door overhead sliding door system similar to some restaurants. Further, we have concluded painting the roof top vents and wall will sufficiently hide it along with adding decorative Corica Park individual letters to the roof line, see updated artiest rendering.

Incidents at Golf Course – There have been two concerning incidents at the golf course in the past 30-days. 1) Multiple cars were broken into during a weekday morning; and 2) on a different day a couple golf carts were taken for joy rides just after dark while staff was still cleaning and putting carts away. This caused some limited damage to 6 greens on North, which have been addressed. We don't believe these two events are connected.

To assist efforts to better protect the facility, adding more security cameras in cart, range and parking areas is being reviewed. Further, to better limit access to the golf courses, Greenway is considering the possibility of adding a fencing system of some type along the entire perimeter next to entry road, parking lot and North hole 1 and

south new 9 and cart staging entrance area. No determination has been made but is being evaluated.

North Course Proposed Plans Update– Due diligence on the proposed North Course remodel has been ongoing. Although originally targeted for October City Council, the complexities of the terms and proposal have required further review between City, Greenway and legal councils. However, the primary terms and scope have been agreed to, we are now finalizing the final remaining items including the fire tower and the agreed language regarding a few items within the amendment. Although the process is taking more time Greenway and City mgmt. have worked well together to keep this moving along. Greenway is confident it will move forward to Council for consideration in the coming months and want to reassure the Commission the extended time to work through the terms has not impacted the desired timelines for the North project.

South Course Update

Marc Logan conducted preview tours in the past two weeks for the courses service clubs, with over 60 people attending each tour

Marc Logan stated that the sandcapping and seeding on 15 has been completed, and hydroseeding in the native areas on the back of 6, 10 and 18 has been completed. After this was finished, they would be completing the cart path curbing, which is now done.

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

None

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

5. AGENDA ITEMS

A. Founding Membership – South Course

See attached Staff Report from Amy Wooldridge – Exhibit “B”

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

7. OLD BUSINESS

8. WRITTEN COMMUNICATIONS

None

9. ITEMS FOR NEXT MEETING’S AGENDA – January 9, 2018

10. ANNOUNCEMENTS/ADJOURNMENT

The meeting was adjourned at approximately 8:15 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.

South Golf Course Schedule Analysis - Joseph Van Winkle

November 13, 2017

November 2014	Closed 9 holes and began import of required soil
July 2015	Closed remaining 9 holes
April 2018	32 months or 2 years and 8 months (assume opening in May) Includes soil import and construction and grow-in period.

How long should it take?

"Planning and design is mostly done within one year; the construction work typically takes 2-2.5 years, depending on the topography of the site, the quality of soil, the availability of water, the climatic conditions and of course the expected quality, complexity or playing difficulty of the designed golf course." 17% of courses in the study took 2-3 years for construction phase.

Source: KPMG <http://static.golfbenchmark.com/media/2/9/3/9/2939.pdf>

1. "Quality of Soil" – heavy clay, salt build up, zero drainage, still underwater after 4 year drought. Required significant soil critical to raise grade for optimum drainage. Soil also provided a protective cap over the old "dump site."
2. "Climatic Conditions" of unprecedented rains Sept. 2016 – April 2017; highest rain in 100 years; Train of "Pineapple Express" storms; an "Atmospheric River"
3. High Quality Scope:
 - a. Drainage and Water Management – 6 Bio-swales capture and "clean" the water with native wetland plantings, mile of canals restored and replanted resulting in abundant aquatic life; 3 lakes rebuilt with 70% increased capacity,
 - b. Native grasses and shrubs (e.g. Buck Wheat– grown by UC Berkeley Nursery) often required long lead times.
 - c. 8-12" Sand Cap – provides better root structure and drainage to allow carts on sooner without 90 degree rule, but doubles the amount of effort. Soil has to be positioned, moved by dozer, shaped/sculpted and then raked by hand and the
 - d. Quality hardscape – stone bridges, 10' wide cart paths with 12" recycled road base, rock work to limit erosion into canals, stone pavers at restrooms, etc.
 - e. Precision Irrigation - 5000 irrigation heads (3x North course) enabled by satellite geo-mapping and computer control via wired controllers and sensors
 - f. 5 tees per hole allow range of player experience
 - g. Quality for visuals and maintenance with 7 types of grass and 100+ lined bunkers
4. Bird Delay – giving hawk fledglings time to mature in their nests delayed work on holes
5. Neglected. 1970s was the last rebuild. Asbestos pipes and more than 40 years of decay.

Change orders may have added to schedule, but Greenway has absorbed the costs.

By comparison, Palo Alto is also opening a rebuilt course in Spring 2018. Baylands Golf Course will have cost the City of Palo Alto over \$13m in design and construction.

"EXHIBIT B"

Informational Report on Corica Park Founding Membership Program

To: Honorable Chair and Members of the Golf Commission

From: Amy Wooldridge, Recreation and Parks Director

Re: Informational Report on Corica Park Founding Membership Program

BACKGROUND

Greenway Golf previously reported to the Golf Commission on the development of a Founding Membership Program. Greenway is working toward implementing this program and this agenda item is an opportunity for the Golf Commission to receive detailed information and ask questions.

DISCUSSION

The table below outlines the details of the Founding Membership Program.

OFFER

Exclusive	20 Members
Term	5 Years from opening of the South Course
One Time Cost	\$15,000

Unlimited Access to Golf Facilities.

- Two 18 hole courses
- Par 3 course
- Short Game Practice Area
- Practice Range
- Preferred \$10 Cart Fees apply
- Will receive Founding Member Bronze Bag Tag

14 Day advance booking window for tee times

Family Access (spouse and children under age 25 included)

- 3 Complimentary Accompanied Preferred Guests per Quarter.
- Guest pass valid for play after 11am Monday-Thursday. Guests must be accompanied by the member.
- Guests required to pay a cart fee.
- 20% off regular golf rates for accompanied guests at all other times.
- Weekend play before 12pm on the South Course is limited to Primary Member.

Holidays Excluded (e.g. Christmas, day after Thanksgiving)

Invitations to Member Events – social / golf / wine tasting / other

20% off Pro Shop Apparel (excludes hard good / non-sale items)

Bonus: South Course Advance Preview Play - Valid for Member and one accompanied guest to play

the new South Course prior to opening

OTHER

Transferable	May transfer once during term with paid transfer fee of \$1000
Finance Plan	\$1,000 refundable deposit to hold a spot. Within 10 days an additional \$4,000 is required. Balance of \$10,000 due on or before 2/1/18.
Refund	Nonrefundable once application is submitted
Change of Management	In the event Greenway is no longer the management company, the prepaid membership will transfer to the new operator.
Other	Offer valid until first twenty are sold or 12/31/17

Final details of the membership terms will be confirmed by Greenway before the applications are finalized. This membership program will be implemented consistently with no special deals, exceptions or individual modifications offered outside of the final terms of the program. This is a very limited program designed not to be the right fit for all, but more specifically for a few which will assist Greenway's efforts to raising funding for club improvements while also creating some strong committed fans that can help promote the new South Course to a broader audience.

FINANCIAL IMPACT

This program is designed to raise funds for Greenway Golf in order to implement additional club improvements sooner than originally planned.

RECOMMENDATION

Receive informational report on Corica Park Founding Membership Program

Respectfully submitted,
Amy Wooldridge, Recreation and Parks Director