

ALAMEDA GOLF COMMISSION
MINUTES OF MEETING

Revised 11/16/06

Wednesday, October 18, 2006

1. CALL TO ORDER

Chair Betsy Gammell called the meeting to order at 5:30 p.m. at the Chuck Corica Golf Complex in the Ladies Lounge.

1-A. Roll Call

Roll call was taken and members present were: Chair Betsy Gammell, Secretary Ray Gaul, Commissioner Jane Sullwold and Vice Chair Bob Wood. Absent: Commissioner Bill Schmitz 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 September 20, 2006.

Vice Chair Wood added the following statement to Item 3-B concerning the Miracle League endorsement: Vice Chair Wood was opposed to taking action to endorse the Miracle league since the item was not placed on the agenda as an action item.

The Commission approved the minutes unanimously with the aforementioned addition.

1-C Adoption of Agenda

The following changes were made to the agenda:

Item 3-B should read: Approval of Junior Golf Tees, not Junior Golf Fees.

The Commission adopted the agenda unanimously with the aforementioned correction.

2. ORAL COMMUNICATIONS

3. AGENDA ITEMS:

3-A Nominations for Golf Commission Board Positions for 2007. (Action Item)

The Nominations for Golf Commission Board positions for 2007 were as follows:

Chair:	Bob Wood
Vice Chair:	Ray Gaul
Secretary:	Jane Sullwold

The Nominations for Golf Commission Board positions for 2007 were approved by the Golf Commission unanimously.

3-B Approval of Junior Golf Tees. (Action Item)

The General Manager stated that during a conversation with Mrs. Arnerich, the idea of placing new tee blocks on the 18-hole courses for the junior golfers was mentioned. The San Ramon Golf Club has such tees and they are a success. The tees are placed in the fairway approximately 100 yards from the green for the par 3 holes, 150 yards from the green for par 4 holes and 200 yards from the green for par 5 holes. The Junior Tees work well to acclimate the juniors to the championship course from the par 3 course and helps with the pace of play. The General Manager suggested the Junior Tees be placed on the Jack Clark Course for a trial period and a final decision be made at a later date. The Golf Commission decided to call the tees the Family Tees. The Commission approved placing the Family Tees on the Jack Clark Course for a trial period unanimously.

3-C Discussion on Special Joint Meeting with Alameda City Council.

Chair Gammell stated that at the last work session it was decided a meeting would be scheduled between the City of Alameda's Chief Financial Officer, the General Manager and Commissioner Schmitz to discuss the joint meeting. The meeting will be held on Tuesday, October 24, 2006. The General Manager stated that the main concern at the work session focused on the affordability of the clubhouse project. Commissioner Schmitz and Commissioner Sullwold are going to compose a statement to be read at the Joint Meeting generally recommending that the revenues earned at the Chuck Corica Golf Complex should be reinvested into the Complex for repairs and upgrades. Also mentioned was the need for another work session to discuss a priority list of facility improvements. The next work session will be held on Wednesday, November 1, 2006 at 3:00 PM. Also at the last work session the Golf Commission directed the General Manager to research the purchase of a temporary tent structure to serve as a banquet facility for the 2007 golf season. Vice Chair Wood has been looking at structures made by Creative Tent International a company from Arizona. It has been determined that a structure 40 ft by 80 ft with the lowest point being 8 ft, would accommodate 200 people at a sit down dining event. The General Manager handed out a drawing of the structure and maps showing the different areas of the Complex where the structure could be placed. The cost is approximately \$30,000, which does not include the site preparation. The structure has the ability to be equipped with a Heating, Ventilation and Air Conditioning (HVAC) System for an additional cost. A structure of this size would need a 12 ton system and would run around \$15,000 if purchased through Creative Tent International. It was mentioned that an HVAC system might not be necessary in Alameda due to the climate, although it would allow for winter functions if there were heating. The General Manager mentioned that the Chardonnay Golf Club in Napa has a similar structure and he would like to go and take a look at it in the near future. The structure can be made out of different qualities of surface, with the highest quality providing the most durability and there is a pleated interior liner that can be purchased to hide the inside structure beams. The structures with more openings all the way around are more attractive. Commissioner Wood proceeded to review the structure location

maps. Map #5 has the structure placed completely on the cement in the front of the existing restaurant. The site would need to have the retaining wall, trees and flagpole removed for it to work. The site does have enough room for the carts to pass by. This location places the south end of the structure right up against a window of the restaurant. Map #6 shows the structure half on the cement and half on the grass area near the 1st tee of the Jack Clark Course. Placing the structure in this location blocks the Pro Shop view of the 1st tee, which is the case with maps 7 & 8 also. Map #7 has the structure completely on the grass, which requires more paving. Map # 8 is also on the grass although is rotated giving the long sides with the most windows a nice view. It was mentioned that the restaurant has held banquets out on the cement area in front of the building and they seemed to work out well. Map #9 places the structure on the grass area between the restaurant building and the Driving Range. The diagram shows white dots inside the structure that represent round tables for eight in rows of four for a capacity of 192 patrons. The tables are tight on the sides of the structure although there is plenty room at either end for buffet tables. The view in this location would be of the 9th green of the Jack Clark Course and the parking lot on the other side. It was mentioned that the main concern would be getting electricity to the structure. Commissioner Wood then referenced the schematic drawing of the structure. The drawing is generic and shows the different types of windows and door available. Upon ordering the structure it would be received in about 4 weeks and would take a few days to erect.

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 new range balls have been received and will be put into use in a few weeks.

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 maintenance crew has been working on repairing and painting the buildings at the Golf Complex. The golf courses are in good shape after being aerated recently and debris has been removed throughout the courses. The Jack Clark Pro Am was postponed due to a lack of entries and will be held on November 20, 2006. The tournament has been renamed the Jack Clark Invitational and will no longer be a PGA sanctioned event. The General Manager also reported that a fire started in the equipment building in the maintenance yard last Thursday. The only piece of equipment that was destroyed was the spray rig valued at approximately \$20,000. Other damage occurred to the structure, the sweeper and new range balls that were being stored in the building. The City of Alameda's insurance has a \$25,000 deductible. It was mentioned that new scorecards and tee signs are needed for the Mif Albright Course. They have not been updated since the course was remodeled. The question was raised if it was fine for the Golf Commission to meet at the Golf Complex at the new time. The General Manager stated that he had asked the City Clerk and was told that there was no problem with changing the venue or time as long as the board or

commission members have approved the changes. The General Manager reported that he received an email soliciting advertising for the AT&T Pro Am on our golf carts. The program runs for two months, during December and January and the company will pay the Complex \$4,000. The suggestion was made to make the November 1, 2006 work session into a Special Meeting and place the advertising promotion on the agenda as an action item and all agreed.

4-D Beautification Program by Mrs. Norma Arnerich.

Mrs. Arnerich reported that she is having a tree planting on November 5, 2006 for the nephew of Miriam Delagrange, of the Development Services Department. He was tragically killed recently on his motorcycle leaving the Metropolitan Golf Course. He was 31 years old.

5. COMMISSIONERS' REPORTS

5-A Marketing and Promotions, Chair Gammell.

Nothing to report.

5-B Golf Complex Financial Report, Secretary Gaul.

Secretary Gaul reported the revenue for golf on all three courses for September 2006 versus September 2005 was down 2% and rounds of golf were down 4%. The fiscal year to date revenue for golf was down 5% and rounds were down 7%. The Mif Albright Course revenue was down 11% from last year and down 28% for the fiscal year. All other concessions excluding golf were up 6% for the month and up 1.5% for the fiscal year. Total revenue for the Golf Complex was up 1% for the month of September 2006 versus September 2005 and down 2% for fiscal year 2006/2007.

5-C New Clubhouse Project, Commissioner Schmitz.

No report given.

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

Commissioner Sullwold reported that she has noticed that a lot of repairs are being done on the golf courses and facilities and the improvements are being well received.

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 has been working closely with the maintenance crew on the painting of the clubhouse buildings. He is also looking into getting a permanent sign for Jim's on the Course since it doesn't seem like a new building will be coming soon. The lettering that was on the building for Legends and Heroes was made of cast aluminum letters 10" high and pin mounted into the cinder block. The letters were manufactured at a foundry, which do not really exist anymore. The new technique for making similar lettering is done with a water jet process and can be done in any style and typeset. The question remains as to what the restaurant would like on the building and who will be paying for the signage. Commissioner Wood also mentioned that he would like to see the flagpole repainted. Apparently the pole has a hinge mechanism to allow the pole to drop horizontally for painting, although no one knows how to operate it. The Commissioner Wood took photographs of all of the buildings at the Golf Complex and distributed them to the Golf Commissioners on a CD.

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

The restaurant manager Erik Alterman reported that the restaurant had a busy September with banquets although it seems to be winding down now. The public address system in the restaurant is not working and they are trying to repair it. A designated smoking area has been set for employees on the patio near the bar entrance. They are planning on placing an ATM machine in the restaurant soon. Working on a new code for the employee discount. The staff currently has to type the employees first and last name into the register and it is time consuming.

6. ORAL COMMUNICATIONS, NON AGENDA (Public Comment)

None.

7. OLD BUSINESS

Chair Gammell reminded the Golf Commissioners to be sure to complete their ethics testing by the end of the year.

8. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing the surcharge payment for September 2006 of \$13,145. The year-to-date total to the General Fund is \$48,490 for the fiscal year 2006/2007.

9. ANNOUNCEMENTS/ADJOURNMENT

The meeting was adjourned at 6:45 p.m.

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