

ALAMEDA GOLF COMMISSION MINUTES OF SPECIAL MEETING

Tuesday, February 15, 2018

1 CALL TO ORDER

Chair Ed Downing called the special 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, Vice-Chair Cheryl Saxton, Commissioner Ron Taylor, and Commissioner Ron Carlson

Absent: Commissioner Joe VanWinkle

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

Also Present: None

1-B APPROVAL OF MINUTES

The minutes of the regular meeting of November 14, 2017 were approved unanimously.

The minutes of the regular meeting of January 9, 2018 were approved unanimously

2 ORAL COMMUNICATIONS

None

3 COMMISSION COMMUNICATIONS

None

4 WRITTEN/ORAL REPORTS

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

Tom Geanekos stated in the next two weeks, they will be painting the bar area and finishing all the restaurant. New TVs will be installed in the snack area. New refrigeration will be installed as well as new countertops. The patio will have two firepits, as the gas will come from the restaurant. The pavers will be installed in the next few weeks and they will have to reroute the entrance to the restaurant. Regarding the windows, as Greenway has specified the windows for the pro shop, they will have the

same windows, and that will be done by the time the South Course opens. They have just had the final review with the engineer regarding the Event Center and he feels it should be done by the end of June. If the South Course opens before that, the opening ceremony can be done in the restaurant and they will close it off to regular customers. Mr. Geanekos does not anticipate any delays in the permitting and review process for the event center.

5-A Corica Park Annual Plan with 2017 Highlights and 2018 Plan

Golf Operations Facility and Renovation Report

Ken Campbell reported that the clubhouse Patio/Putting Green demo is underway and new granite tile is being installed on sidewalks followed by pavers for patio area and completion of stone wall. The granite once set will be sprayed and sealed to tie in to new exterior plans. This area will be under construction with Marc managing the project. Cart and player traffic will be redirected as needed.

Clubhouse Putting Green demo is underway and plans for design of new putting green will begin in coming weeks. Once completed will be seeded for grow-in.

Pro Shop demo work is continuing inside with windows/frames beginning week of Feb 19th. New windows will be installed toward beginning of March then interior build out will begin.

South Course - Cart Path backfilling in progress. Grow-in of turf continues and is going well with recent weather temps. Several new California Sycamore trees have been planted on the South. The target date for opening is late May, early June. Once the opening date is set, there will be VIP events as well as an opening ceremony.

Greenway Annual Report attached as Exhibit A.

5-B Review and Recommend a 15-Year Lease Amendment with an Option for a Ten-Year Extension Between the City of Alameda and Greenway Golf Associates, Inc. for Premises located at the Chuck Corica Golf Complex

Director Amy Wooldridge presented the lease amendment terms and background. Jane Sullwold stated that she feels that this a great proposal but is concerned about the project labor agreement (PLA). She feels it is outrageous that Greenway is willing to put several million dollars into this City owned property, and they are being strong armed by City Council members to pay into essentially union funds so unions can put out more money to bring more of their candidates to City Council. She is hoping Greenway got something out of this, that it's a better deal for having to put out additional monies. Ms. Wooldridge responded will be providing information to Council as to what the City conceded in exchange for the PLA, which is an additional five years to the original proposal and an additional two years at the \$175,000 as the 8% would have started in year nine.

Commissioner Taylor expressed his concern for the 50 year lease term, and feels it might be too long, he thought maybe 30 years with a 10 year option. Ken Campbell

stated that this is not unusual due to the size of the investment being made. Chair Downing asked if there are any performance clauses in the lease amendment, and Ms. Wooldridge stated there were no specific time line requirements in the amendment. Chair Downing expressed his concern that the north course renovation will take longer than expected as did the south course, and Ms. Wooldridge explained that there were things that affected the original timeline that will not be in play with the North Course. For example, it took a year to obtain the environmental report along with permitting, which is now in place. Also, Greenway is not sandcapping the North Course and the irrigation situation is different. Mr. Campbell stated that will start grassing immediately instead of waiting till the holes are done, as well as sodding. They are proposing the renovation will take 2 to 2-1/2 years.

Tom Geanekos stated his support of the lease amendment for Greenway.

Commissioner Carlson made a motion and Vice-Chair Saxton seconded the motion to recommend the City move forward with the Lease Amendment with Greenway. The motion passed unanimously.

5-C Approve South Course Alameda Resident Golf Rates

See attached Exhibit B for the proposed rate schedule.

Ken Campbell stated that they had previously provided the commission with a range of rates for the south course resident rate, and is looking for the Commission's endorsement and ultimately the City's approval to have the South Course Alameda resident rate to be \$40 Monday- Friday and \$50 Saturday, Sunday and holidays. These will be considered prime time rates, there will lower twilight rates later in the day. Chair Downing asked about rates for the service clubs and Mr. Campbell explained that they would pay the resident rate on tournament play only, but stated that they are still looking at an Alameda County resident card which would give them a similar resident rate.

Commissioner Carlson made a motion and seconded by Vice-Chair Saxton to approve the proposed rates, and the motion passed unanimously.

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

None

7. OLD BUSINESS

None

8. WRITTEN COMMUNICATIONS

None

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

Facility and Renovation Report by Greenway

10. ANNOUNCEMENTS/ADJOURNMENT

The meeting was adjourned at approximately 8:13 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.

Exhibit "A"



Corica Park Golf Club

2018 Annual Plan Review

January 31, 2018

Corica Golf Annual Plan

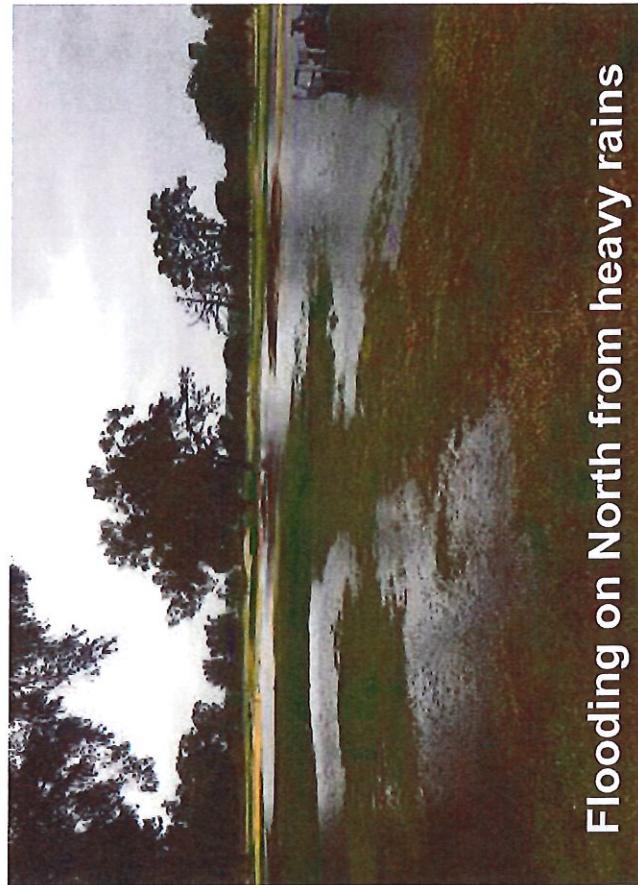
2017 HIGHLIGHTS

Golf Courses –

Overall course conditions on North and par-3 course were excellent all year especially given the record 31" of rain. Property experienced significant wind storm on April 6th, 2017, which damaged maintenance storage facility, equipment, and caused damage to 56 trees.



Damage from April 2017 Storm



Flooding on North from heavy rains

Corica Golf Annual Plan

2017 HIGHLIGHTS

Facilities/Operations:

North Course Golf Cart Replacements –

Replaced 40 of 80 golf carts on North with plans to change out remaining fleet with North remodel.

Golf Practice Matt Replacement –

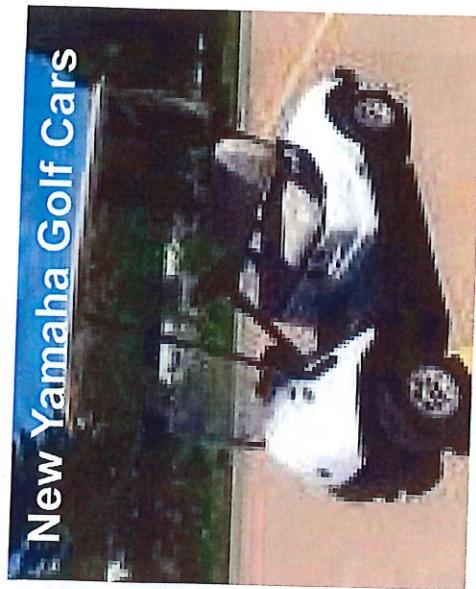
Replaced 15 practice range mats at range.

Founders Club Membership –

A new limited golf program was developed to create a core group of Brand Ambassadors for the reopening of the South Course. The Founders Club members enjoy special privileges on all courses.

Critical Rainfall Amounts –

- 2017 Total: 31.53" | 2016 Total: 25.71" | 2015 December total: 15"
(*2017 included 56 days of precipitation; 27.23" Jan-Apr & 4.16" Oct – Dec)

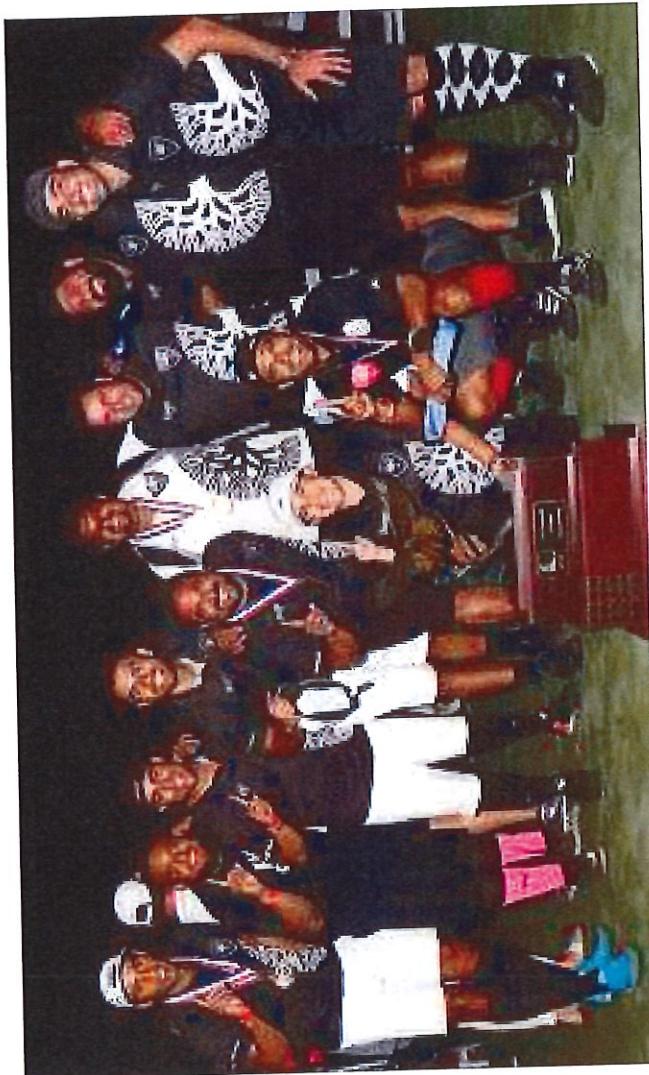


New Yamaha Golf Cars

Corica Golf Annual Plan

2017 HIGHLIGHTS

FootGolf – Footgolf was introduced for play on the par-3 course. FootGolf is a new sport that combines golf and soccer and can be played along side regular golf. In its first year at Corica Park, 759 rounds were played.



Corica Park FootGolf Introduces more kids to the property and as one of the top conditioned local courses it assisted training efforts for the Oakland FootGolf club to win the 2017 National FootGolf Championship

Corica Golf Annual Plan

2017 HIGHLIGHTS

Facilities/Operations:

In advance of the South Course reopening, a Property rebranding program has been designed, which included a refresh of logo/name and plans developed for a clubhouse exterior update, shop remodel and new signage.

**CORICA
PARK 1927**

New website and url address developed...

CoricaPark.com



View of Pro Shop

Corica Golf Annual Plan

2017 HIGHLIGHTS

2017 Rounds & Revenue Recap –

North Rounds	62,109
South Rounds*	n/a
Par-3 Rounds	20,030
Total Rounds	81,139
Total Facility Revenue	\$2,419,410

* South Course closed all of 2017

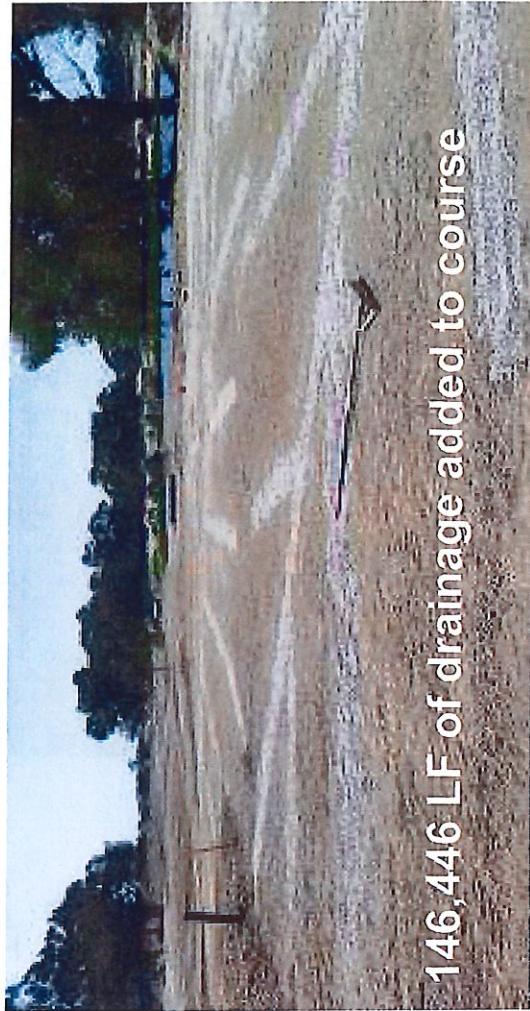
Corica Golf Annual Plan

2017 HIGHLIGHTS

South Course Renovation 2017 Recap –

The core portion of the course was completed in 2017, which includes:

- All shaping, drainage, irrigation & finish work completed on all holes
- All fine turf playing areas seeded and germinated
- All cart path curbing completed
- Cart path internal drainage completed



Project Summary

146,446 LF of golf course drainage was installed into the golf course, this also includes 312 catch basins throughout the fairways and roughs.

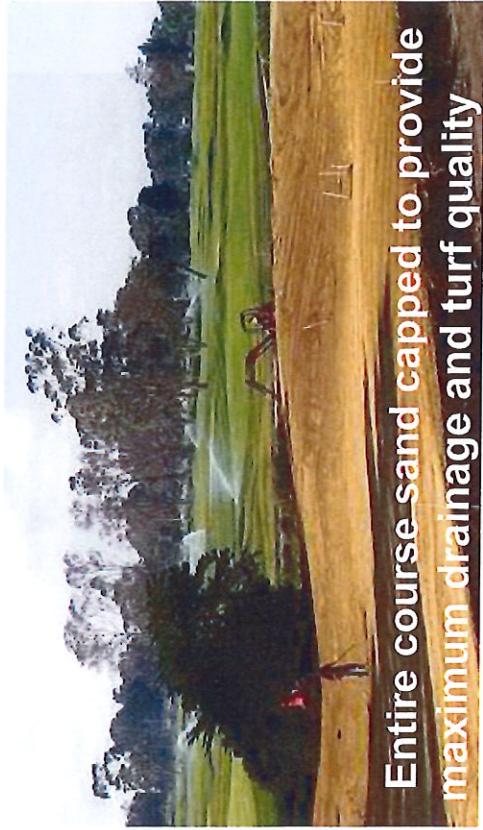
146,446 LF of drainage added to course

Corica Golf Annual Plan

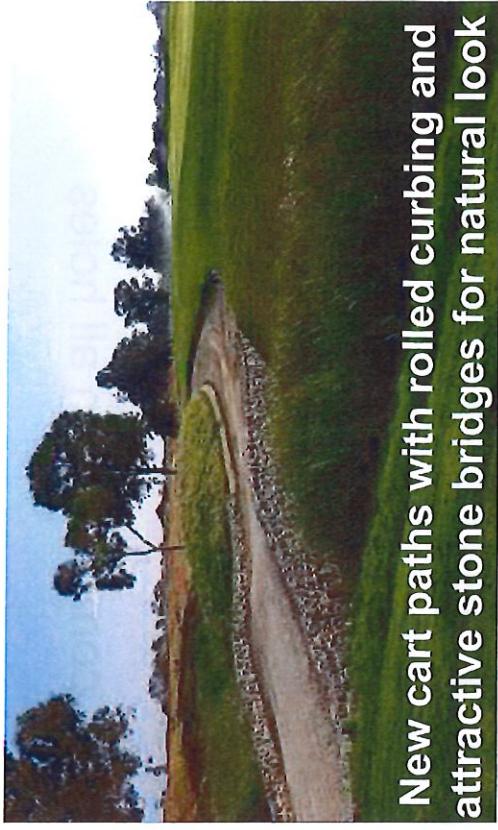
2017 HIGHLIGHTS

South Course 2017 Continued –

- 210,560 tons of a sandy loam was used to cap the entire golf course to improve drainage and the growing medium for turf grasses. The sand cap ranges from 8 to 12" deep. The sandy root zone is already assisting in plant health with root depths from 7 to 12". Deeper root structure allows for less water and fertilizers lowering the impact to the environment.



Entire course sand capped to provide maximum drainage and turf quality



New cart paths with rolled curbing and attractive stone bridges for natural look

- 27,130 LF of cart path has been installed with rolled curbing on both sides. Final 3" of the path to be installed when native areas are complete. Path has drainage inlets installed to manage water that accumulates.

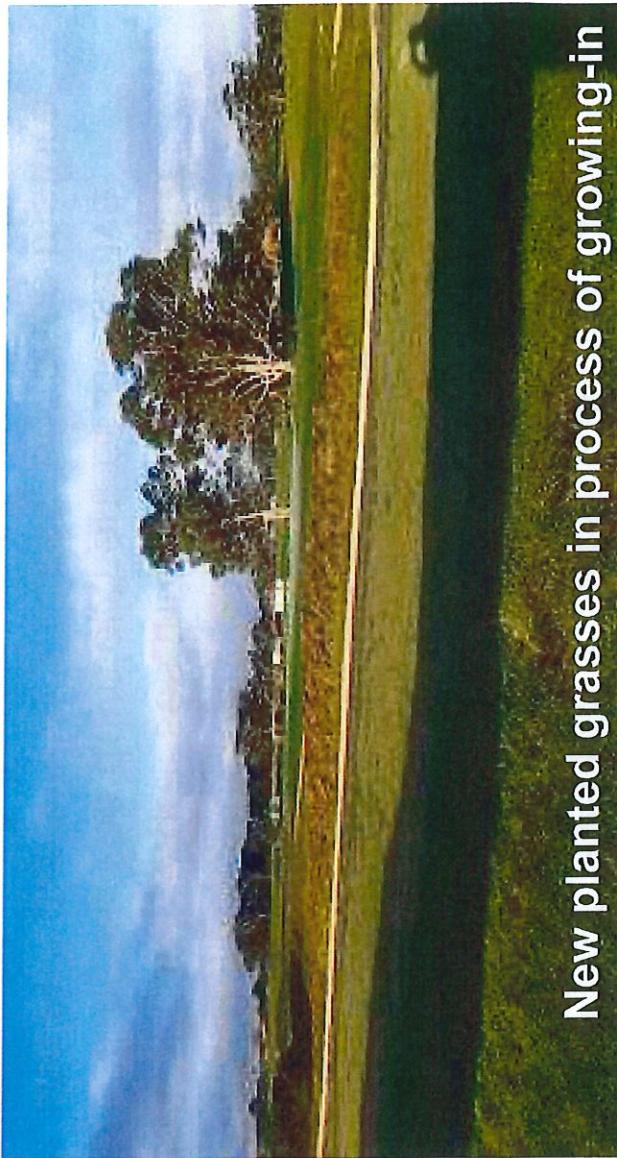
Corica Golf Annual Plan

2017 HIGHLIGHTS

South Course Renovation 2017 Recap Continued –

- The entire course was planted out and is at various stages of development. The grasses used on the fine turf areas were selected for being the most drought tolerant and low inputs in terms of fertilizers and chemicals, which lowers the impacts to the surrounding environment. These grasses also provide the best playing surfaces for golf.

- In addition all native grass areas are planted out with true Californian native grass species, these grasses were selected because they provide habitat to many species of birds, amphibians, reptiles and insects that support the local ecosystem.



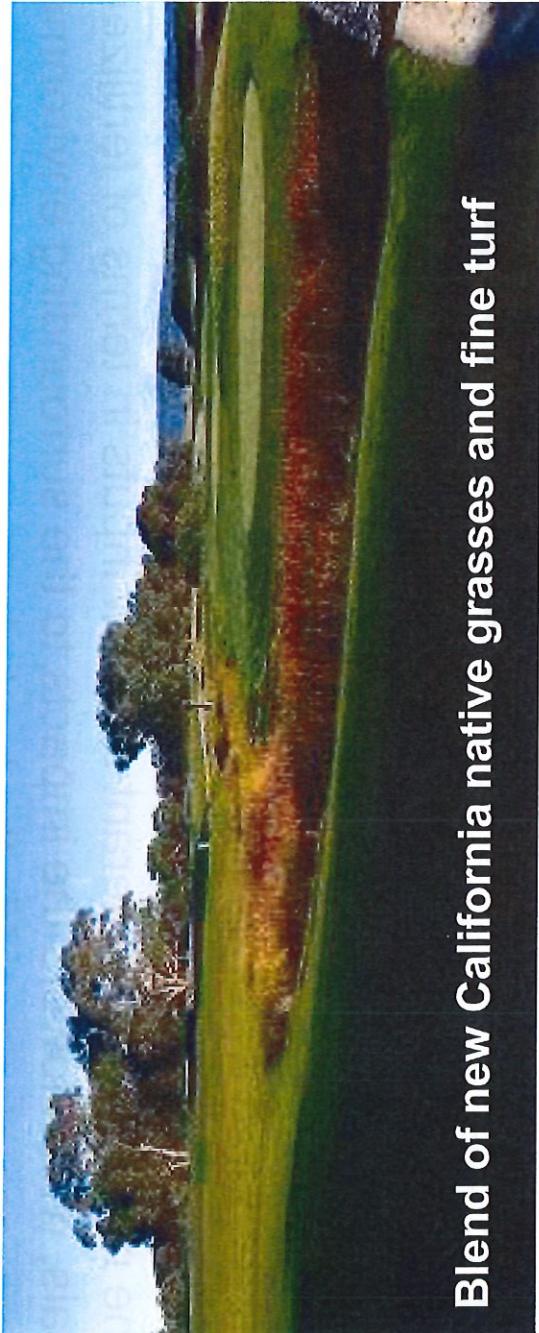
New planted grasses in process of growing-in

Corica Golf Annual Plan

2017 HIGHLIGHTS

South Course Renovation 2017 Recap Continued –

- Native Grasses - The south course is the only course in northern California that has used these native grasses throughout the entire heavy roughs and property fringes. The development of the native grasses is a time consuming and expensive process, but once mature they become much easy to maintain and blend well to the surrounding grass land areas of Alameda and the Bay.



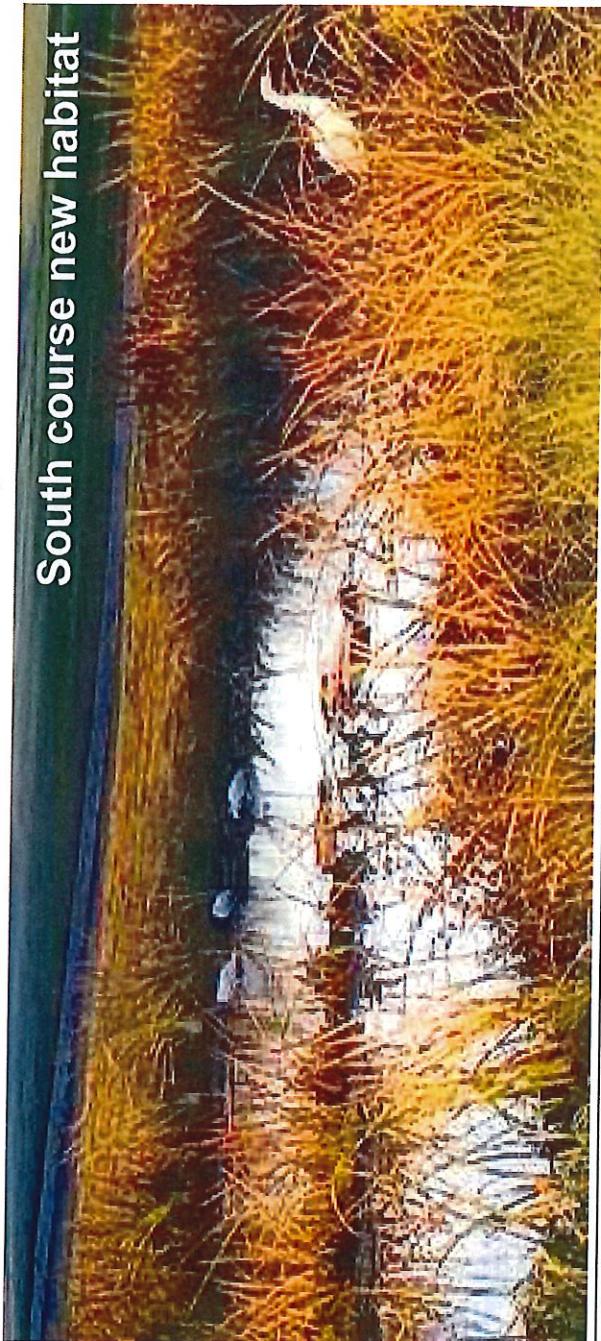
Blend of new California native grasses and fine turf

Corica Golf Annual Plan

2017 HIGHLIGHTS

South Course Renovation 2017 Recap Continued –

- Ponds, Channels and Wetlands – Have been planted out with native aquatic plants to improve water quality, provide habitat and manage storm water flow. These improvements to the aquatic areas are already showing great benefit to habitat support for frogs, fish, Crustaceans and birds. Interestingly the current North course does not have any of the aquatic life the south is showing.

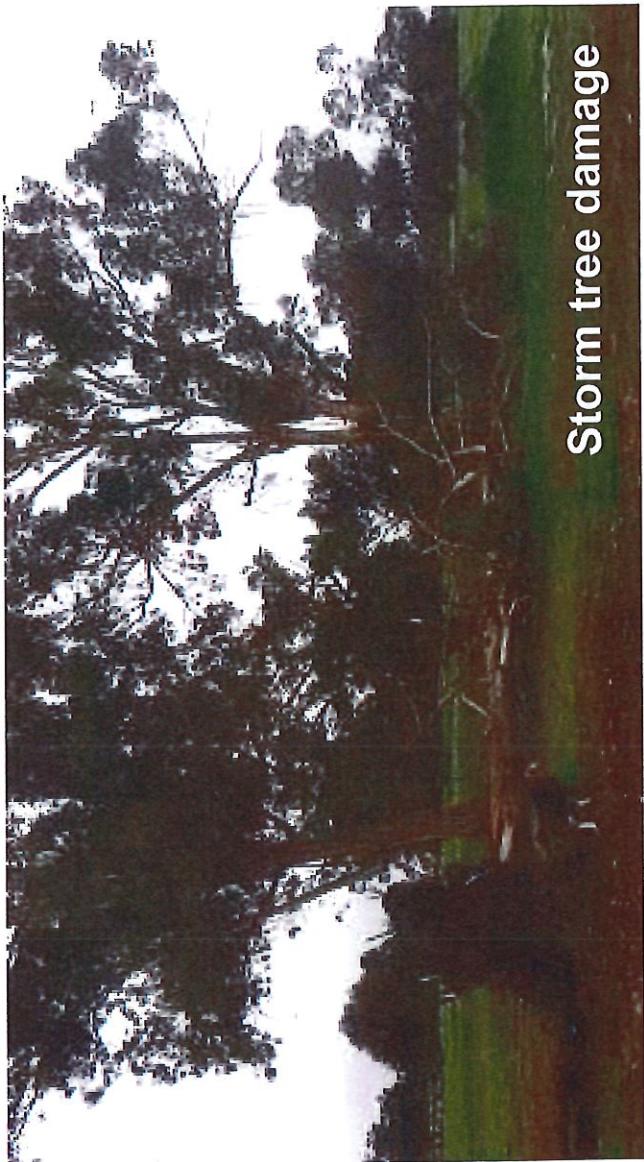


Corica Golf Annual Plan

2017 HIGHLIGHTS

South Course Renovation 2017 Recap Continued –

- Trees - Many large non native trees have perished due to the drought for several years and then extensive rain fall, this has weakened these non-native species and they have succumbed to insect and root rot diseases. Also severe storms caused significant tree damage where many of the trees blew over in the storm events.



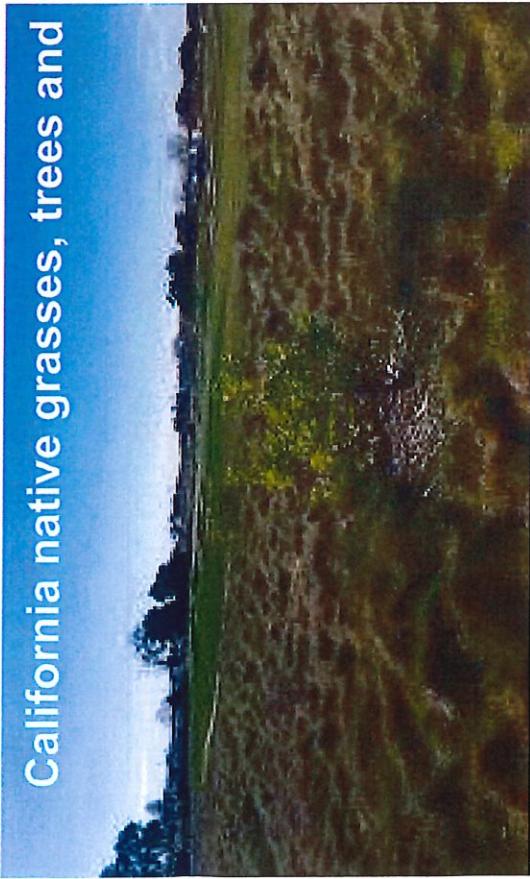
Storm tree damage

Corica Golf Annual Plan

2017 HIGHLIGHTS

South Course Renovation 2017 Recap Continued –

- New Plantings - The loss of non-native trees has allowed for improved development of native grasses and replacement with more Californian native tree species which will provide a greater habit diversity and are more conducive to the environmental conditions of the site. Additional native trees that fits into the Rees Jones Design plan for the south course will planted as part of a long range plan over the next 5 -7 years.



California native grasses, trees and



plants have been placed on South

Corica Golf Annual Plan

2017 HIGHLIGHTS

South Course Renovation 2017 Recap Continued –

- South On-Course Restroom, Pump-station & Electrical Buildings –

All have been reroofed, paneling/sightings and paved around. The water line to the restroom building was also upgraded to the property line as it was in very poor condition and needed to be replaced.



Corica Golf Annual Plan

2017 HIGHLIGHTS

South Course Renovation 2017 Recap Continued –

- Significant progress was made in 2017 on the south course renovation.
The last hole 15 was planted in December 2017.



Corica Golf Annual Plan

2017 HIGHLIGHTS

South Course Renovation 2017 Recap –

Construction & Opening Impacts –

- April 2017 storm resulted in turf seed and much of the sand cap to be blown off two holes, which resulted in about 2-3 week delay to redo.

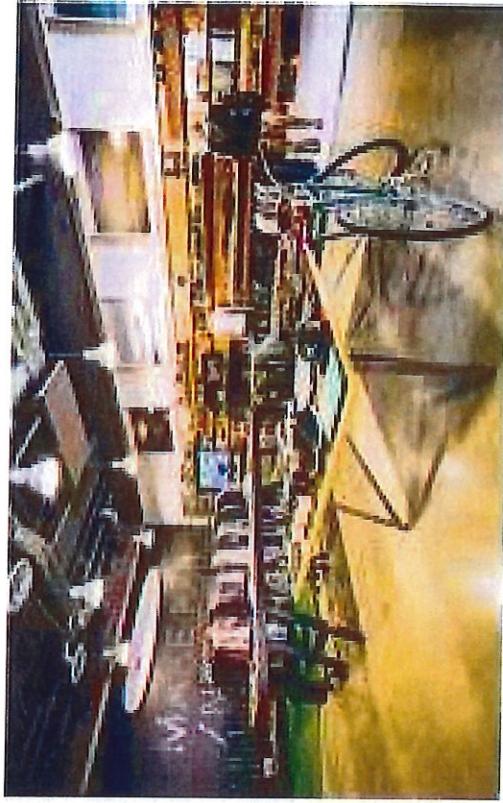
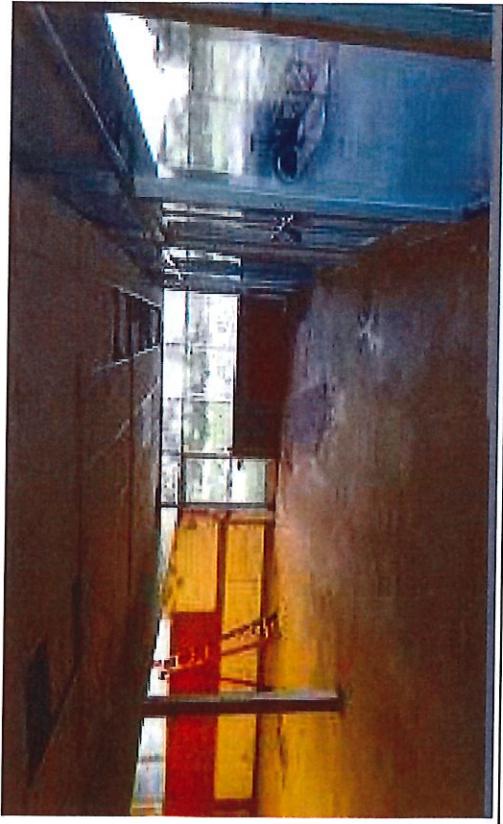
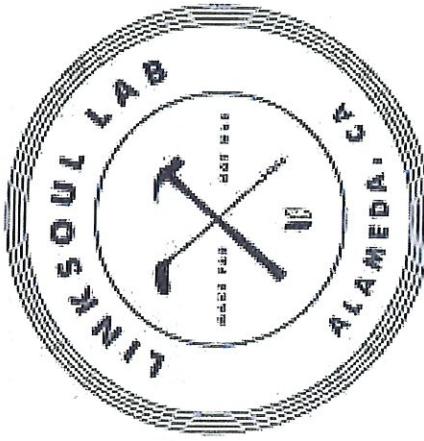
Additional delays occurred from challenging sand deliveries and crews having to be redirected to address trees that had died from the dramatic changes in climate and moisture. The trees presented potential safety concerns, as such resources were directed to remove them. This was time consuming due to the size of the trees.

Corica Golf Annual Plan

2018 PREVIEW

New LinkSoul Retail Shop -

Greenway and golf apparel company LinkSoul will begin a retail partnership that will include a full remodel and repair of the existing Pro Golf. Repairs begin in January and are expected to take 60-75 days to complete then will be restocked and set up for reopening targeted for March. A temporary shop is to operate out of the admin office adjacent to the shop. Alameda residents and local club members will receive merchandise discounts.



Corica Golf Annual Plan

2018 PREVIEW

North Course Renovation Plans Submission -

Updated plans have been submitted to City and are under review for proposed upgrades to original repair plans for North Course. Scheduled to go before City Council spring 2018 for review and vote. Objective is to ensure best repair of North and position it as a quality value priced course.

North Course Plans Proposed:

- Propose to close 9-holes at a time to complete repairs
- Full renovation and elevation of all 18-holes as a parkland redesign to ensure proper drainage and exciting playing conditions
- Repair and replacement of all tees, fairways, bunkers, roughs & greens
- Installation of drain tiles and catch basins for improved drainage
- New cart paths

Corica Golf Annual Plan

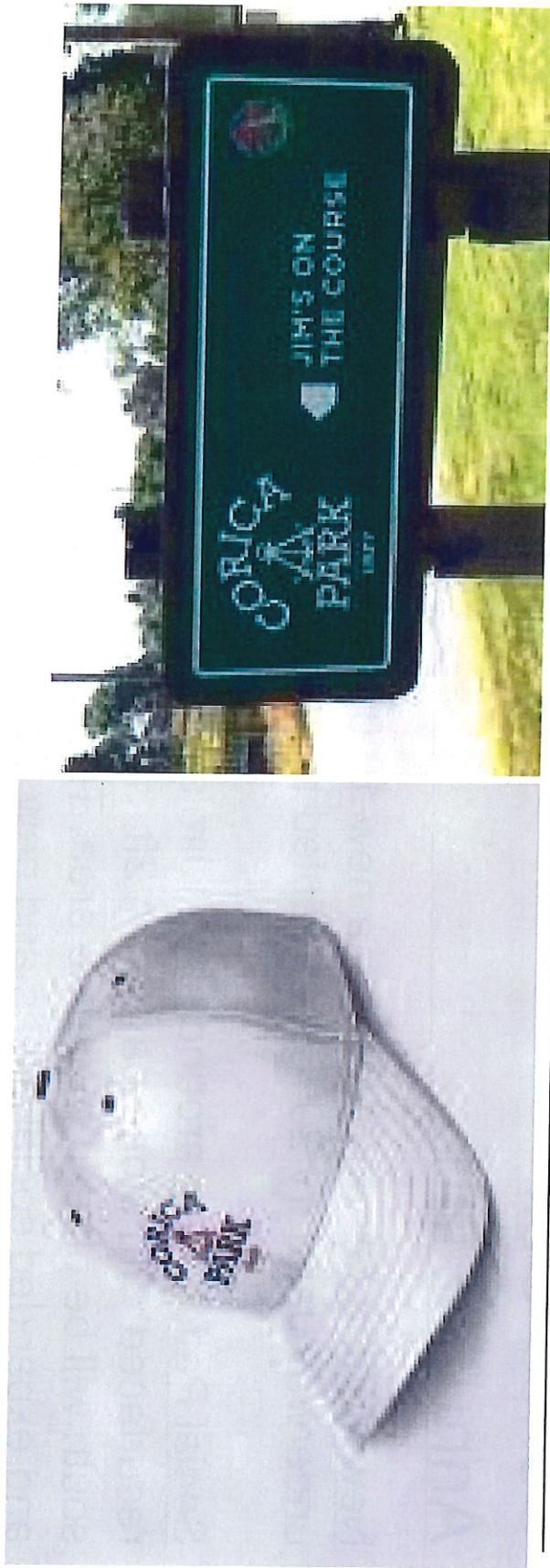
2018 PREVIEW

Clubhouse Improvements:

Carried over from 2017, Clubhouse plans consist of updating men's and women's restrooms, golf shop and exterior clubhouse re-facing/painting. Golf shop to be completed March followed by restrooms and clubhouse.

Club Branding (Refresh):

New signage and merchandise is planned for Property as part of the rebranding for Corica.

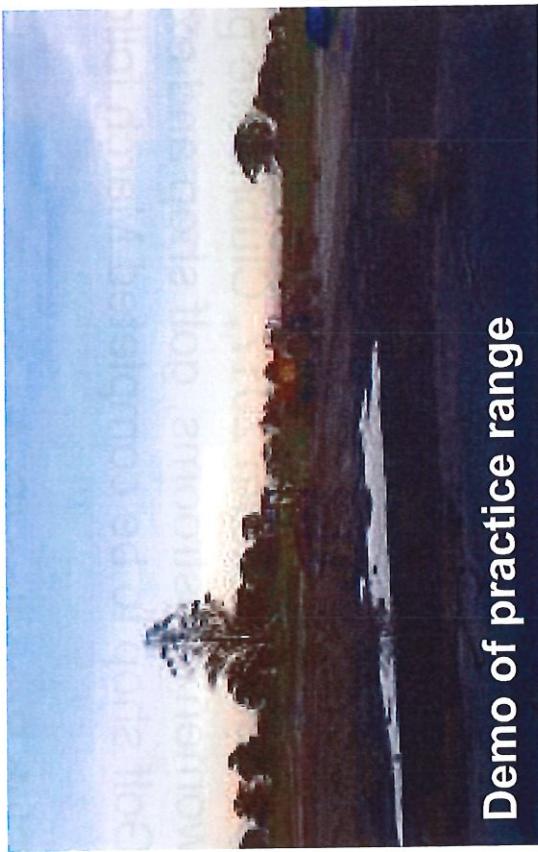


Corica Golf Annual Plan

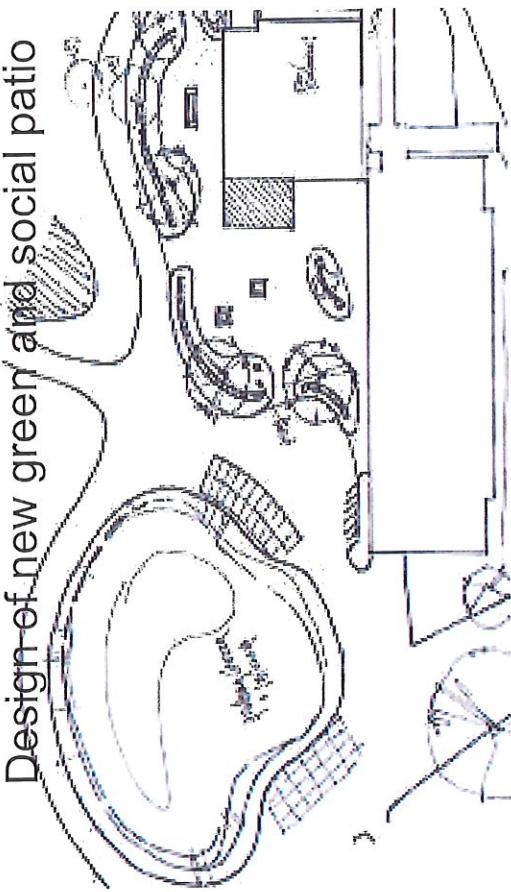
2018 PREVIEW

New Putting Green: Work on a new 10,000 Sq. ft. practice putting green is underway January 2018, scheduled to reopen summer 2018

Social Patio: Area around shop, Jim's and clubhouse/existing patio is being resurfaced with stone pavers. A 2ft. stone wall matching the bridges on south will be placed to define area. There will also be two custom fire pits and expanded social areas and new Commuters Memorial. Expected completion is spring 2018.



Demo of practice range



Design of new green and social patio

Corica Golf Annual Plan

2018 PREVIEW

2018 Rounds & Revenue Projections -

North Rounds	30,000
South Rounds*	39,000
Mif Par-3 Rounds	21,000
*Total Rounds	90,000
Total Facility Revenue	\$2,882,000

- Projections currently assume a May south course reopening but are subject to change based on actual opening date. Rounds on North projection reflect expected impact from opening of South Course.

Corica Golf Annual Plan

2018 REVIEW

Key Management Positions:

Plans are in development to further elevate efforts on creating fun entertainment experiences at the Club. In support of this golf management positions are being restructured with additional new positions added. These include:

Director of Fun (aka Dir. of Golf) - Position will serve as the senior onsite golf operations manager and ensure all services and products are delivered to expected standards while being a relentless promotor of fun.

Event Director – A dedicated position is being created to focus on sales and service of outings and special events. This will be a full-time position to assist in the planning of all service clubs, outings & tournaments.

Guest Services Manager – This position will serve as assistant to the Dir. of Fun and focus on guest service training with all staff and implementation of service standards and premiere packages.

Marketing Manager – Will focus on social media & marketing of programs.

Corica Golf Annual Plan

2018 PREVIEW

South Course Grand Opening – Summer 2018

Plans are in development to support the opening all 18-holes of South course in May/June time frame. This includes finalizing rates, preview events, staffing plans, press releases, course amenity package, marketing and promotional campaigns.

Alameda Resident South Course Rates: A range of golf rates have been reviewed with Golf Commission and received unanimous support. South Course planned resident rates will be submitted for City approval in Feb.

South Course Golf Carts:

In conjunction with opening of the south course, a new golf fleet will be put in place. The new fleet will be a premium color golf cart with fold down windshields, sand bottles, GPS and onboard USB charging station.

Best New Course/Top 100 Course Submissions: Coria Park South Course is being reviewed for Best New Course and Top Public Courses in America.

Exhibit B



Chuck Corica Park

1 Clubhouse Memorial Road
Alameda, CA 94502

To: Amy Wooldridge, City of Alameda
From: Ken Campbell, Greenway Golf
Date: February 7, 2018
Re: South Course Proposed Alameda Resident Golf Rates

Amy,

In preparation for the opening of the South Course, Greenway Golf is submitting for review and approval Alameda resident walking golf fees of \$40 per player Monday-Friday and \$50 per player on Saturday, Sunday & Holidays. Below is an outline of the proposed resident fees and other resident comparison courses. In reviewing other city resident rates, it is important to note the other courses only offer one course as Alameda offers two. The strategy at Alameda is to offer separate resident rates for North and South courses reflective of their design, condition and quality. The North course is positioned as the lower priced of the two Alameda courses and in line with other comparable local resident courses including Metro and Monarch. The South course is positioned to be of good value for new construction and quality conditions.

Alameda Residents Green Fee Rates and other Comparable Course Comparisons

Property	City	Local Resident		
		Mon-Thu	Friday	Weekend
Corica South Proposed	Alameda	40	40	50
Corica North Current	Alameda	29	29	37
Metropolitan Golf Links	Oakland	30	30	55*
Monarch Bay Golf	San Leandro	27	27	44
Presidio Golf Course	San Francisco	54	80*	82*
Callippe Preserve	Pleasanton	40	40	56

* Mandatory cart fee included

Sincerely,

A handwritten signature in black ink that reads "Ken Campbell".

Ken Campbell
Greenway Golf