

ALAMEDA GOLF COMMISSION
MINUTES OF MEETING

Wednesday, January 19, 2005

1. CALL TO ORDER

Chair Sandré Swanson called the meeting to order at 7:00 p.m. in Room #360, Alameda City Hall, 2263 Santa Clara Avenue.

1-A. Roll Call

Roll call was taken and members present were: Chair Sandré Swanson, Vice Chair Tony Santare, Commissioner Anthony Corica and Commissioner Bob Wood. Absent: Secretary Betsy Gammell. Also present were General Manager Dana Banke and Head Golf Professional Matt Plumlee.

1-B Approval of Minutes - Regular Meeting of November 17, 2004 (December meeting canceled).

The Commission approved the minutes unanimously.

1-C Adoption of Agenda

The Commission approved the agenda unanimously.

2. ORAL COMMUNICATIONS

3. AGENDA ITEMS:

3-A Discussion on Management Practice for Golf Complex Volunteer Marshal Program.

The General Manager reported that the agenda item was the request of Chair Swanson to clarify the Chuck Corica Golf Complex marshal Program. The Complex currently has ten (10) Management Practices in place to explain various policies. The Head Golf Professional contacted Bay Area golf courses to inquire about the Marshal Programs and policies at their facilities to determine how they compare to the program at the Chuck Corica Golf Complex. The General Manager passed out the information packet containing a draft of the Management Practice on the Volunteer Marshal Work Program and the comparison policies from the other golf courses. The comparison shows that the marshal policies at the Chuck Corica Golf Complex are comparable if not superior to those at other courses. A marshal meeting was held in December to discuss the current policies. Mike Winkenbach has been assigned to oversee the Marshal Program and has been marshaling the golf courses on the weekends to ensure that everything is

going smoothly. Monday through Thursday the marshals are able to book a tee time, while on the weekends and holidays they can play as business allows after twilight. The questions were raised as how the number of marshals on our crew compares with the other courses. The number of marshal's the Complex has is determined by the season and there are currently twenty-seven (27). During "peak season" more marshals are brought on. The marshals keep track of one groups finishing time per hour in a log book in the Pro Shop to record the pace of play. The marshals continually pass by the shop so it is not an inconvenience to do so. The introduction of the cart marshal was due to carts being taken by customers without paying. The cart marshals check the customer's receipts and write the starting times on the carts, which help to keep track of the pace of play.

3-B Update on Golf Complex Clubhouse Capital Improvement Project (CIP).

The General Manager reported that back in November 2004 the design contract approval for the project was pulled off the City Council Agenda. The General Manager has met with Interim City Manager, Bill Norton, to discuss the project. The General Manager explained the drop in revenue over the past few years and the problems getting approval for the project. The Interim City Manager is enthusiastic about the project and does understand the problems with the declining revenues. They discussed possibly scaling down the project to lower the cost. They are planning to go and look at the clubhouse at Poplar Creek in San Mateo, which was a very successful project, and not as expensive as most.

3-C Discussion on Practice Area for the Golf Complex Driving Range.

The General Manager reported that the Driving Range revenue has steadily decreased since the opening of the Metropolitan in Oakland. The General Manager has been considering placing a practice facility adjacent to the Driving Range. The thought is to use the first and ninth holes on the Mif Albright Course and redesign that course. The area would be lit up at night and a synthetic putting green placed in the area. The General Manager also met with a fencing contractor to get a bid on placing a windbreak behind the canopy section of the Driving Range and possibly some propane heaters for additional warmth. The idea is to keep the Driving Range open longer hours and run specials in the evening. The Golf Commissioners mentioned that it would be beneficial to have plans for the idea and visit the area to get a better prospective of the plans. Another thought was to allow the electric carts on the Mif Albright Course.

4. ORAL REPORTS

4-A Report on maintenance activities of the Golf Course.

The report covered in the General Manager's report.

4-B Golf Shop and Driving Range activities report by Head Golf Professional

Matt Plumlee.

The Head Golf Professional reported that calling the tournament groups about the Friday tournament rate of \$39 has been beneficial and the golf707 rounds are continuing to sell well.

- 4-C General Manager Dana Banke's report highlighting activities for the month at the Golf Complex.

The General Manager reported that the golf courses are very wet right now. The Sand Channel Green Drainage System project done on #1 of the Earl Fry Course seems to be working well. The wooden benches were looked at and will be replaced. The Complex is putting together a number of golf packages to help increase play. The staff is calling tournament groups to encourage them to set up events on Fridays for a rate of \$39. The sale of annual passes is going very well. The cost of the passes are \$850 for Seniors, \$1,000 for Residents and \$1,300 for the Non Resident which calculates to 10 months of monthly tickets. The Driving Range has new debit card specials also, \$120 for \$100, \$60 for \$50 and \$35 for \$30.

- 4-D Beautification Program by Mrs. Norma Arnerich.

It was reported that a dedication ceremony at the Complex would be held to honor J. D. Grady. Mr. Grady was a longtime golfer and the former Marshal Coordinator. The ceremony will be on January 28, 2005.

5. COMMISSIONERS' REPORTS

- 5-A Long-Range Planning and Government Liaison, Chair Swanson.

No report given.

- 5-B Buildings, Security, Albright Course and Driving Range, Secretary Gammell.

The General Manager reported that there have been no current breaches in security.

- 5-C Maintenance Status of Golf Complex and Capital Improvements, Vice Chair Santare.

Secretary Santare reported that the Courses are still wet.

- 5-D Golf Complex Financial Report, Commissioner Corica.

Commissioner Corica reported that total revenue from golf on the three (3)

courses was up 28% for the month of December 2004 as compared to December 2003, with play up by 12%. This is in spite of the severity of the rain days during the month. For fiscal year 2004-2005, revenue and play were down 10% as compared to fiscal year 2003-2004. Most Bay Area courses have experienced similar or larger declines in play. All ancillary services were down from last December except Pro Shop Sales, cart rentals and lessons. The Golf Complex showed a loss for the month of \$175,371 for the month and a net profit of \$211,573 for the first half of fiscal year 2004/2005, down about \$45,000 from the last fiscal year.

- 5-E New Clubhouse, Complex Entry and General Design and Construction Issues, Commissioner Wood.

Commissioner Wood stated that the report was previously discussed.

- 5-F Golf Complex Restaurant Report, Legends & Heroes.

None to report.

6. ORAL COMMUNICATIONS, NON AGENDA (Public Comment)

None to report.

7. OLD BUSINESS

None to report.

8. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing the surcharge payment for November 2004 of \$10,247 and \$9,830 for December 2004. The year-to-date total is \$92,011 for the fiscal year 2004/2005 to the General Fund.

9. ANNOUNCEMENTS/ADJOURNMENT

The meeting was adjourned at 8:30 p.m.

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