

ALAMEDA GOLF COMMISSION
MINUTES OF MEETING

Wednesday, September 20, 2006

1. CALL TO ORDER

Chair Betsy Gammell 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 Betsy Gammell, Secretary Ray Gaul, Commissioner Bill Schmitz, Commissioner Jane Sullwold and Vice Chair Bob Wood. Absent: Commissioner Sandré Swanson. Also present were General Manager Dana Banke and Head Golf Professional Matt Plumlee.

1-B Approval of Minutes - Regular Meeting of August 16, 2006.

The Commission approved the minutes unanimously.

1-C Adoption of Agenda

The Commission adopted the agenda unanimously.

2. ORAL COMMUNICATIONS

3. AGENDA ITEMS:

3-A Review of Assembly Bill 1234-Ethics Training for City Boards and Commissions.

The General Manager reiterated that there is a requirement for the Golf Commissioners to complete ethics training by the end of the year. The training is in accordance with Assembly Bill 1234 adopted by the State Legislature in 2005. It is mandatory for all Board and Commission members in the City of Alameda to complete the training by January 1, 2007 to remain seated on a board or commission. The training can be done on line or on a hard copy form. The City of Alameda will reimburse the \$50 charge for the testing.

3-B Presentation by the Miracle League.

Representatives from the Miracle League gave a brief overview of the league stating that it is an organization that provides opportunities for all children to play baseball regardless of their ability. It became clear that disabled children had the desire to dress in uniforms, make plays in the field and round the bases just like their healthy peers. The league has been in existence since 1998 and as of April

2006 there are 143 Miracle League Organizations across the country. The field is constructed of a cushioned rubberized material and is flat throughout, the dugouts are wheelchair accessible and there is an accessible restroom. Currently there are 41 completed rubberized fields and 61 fields under construction. The league is looking for land in Alameda to construct a field and was interested in the land on the Golf Complex near the cross-airport roadway behind #5 green and #6 tee on the Jack Clark Course. The Miracle League requested that the Golf Commission consider endorsing the league as the first step towards approval. The Golf Commission made a motion to endorse the Miracle League as an organization unanimously. The Golf Commission directed the General Manager to research the process necessary for assisting the Miracle League.

3-C Discussion on Change in Venue and Time for the Golf Commission Regular Meetings. (Action Item)

The General Manager stated that the suggestion was made at a previous meeting to change the time and venue for the monthly regular Golf Commission meeting. The suggestion was to have the meeting in the restaurant, Jim's on the Course, or in the Ladies Lounge at the Golf Complex. The meetings would continue to be on the third Wednesday of the month although would start at 5:30 p.m.. It was stated that having the meetings at City Hall makes it a more formal atmosphere. The Golf Commission approved changing the venue and time of the regular meetings to the Ladies Lounge at 5:30 p.m. for a trial period until the end of the year. After the trial period the item will be placed on the agenda for final approval.

3-D Approval of Agenda and Golf Commission Recommendation for the Special Joint meeting with the Alameda City Council. (Action Item)

The General Manager passed out a draft agenda for the joint meeting for the Golf Commissioners review. The General Manager would like to have each Golf Commissioner give a report. The Golf Commission decided to postpone approval of the agenda and recommendation until after the next work session. Also decided was to postpone the Special Joint Meeting to a later date to allow the Golf Commission to be better prepared. The Golf Commission needs to prioritize what the main concerns are facing the clubhouse development. It was mentioned that a lot of time and money has been spent on the Clubhouse Project and nothing has come out of it. The Golf Commission needs to find out from City Council how much money and what projects can be accomplished since the Clubhouse Project is no longer deemed feasible. The Golf Commission would like to present a recommendation to City Council asking for a decrease in the concessions the Golf Fund makes to the General Fund. The additional revenue could be used to help the Golf Complex fund the clubhouse and other necessary Capital Improvement Projects (CIP's). It was suggested to have another work session meeting with the Golf Commission prior to the joint meeting to discuss the recommendation. Chair Gammell asked Commissioner Schmitz and Commissioner Sullwold to compose the recommendation for review at the work session.

4. ORAL REPORTS

- 4-A Golf Shop and Driving Range activities report by Head Golf Professional Matt Plumlee.

The Head Golf Professional reported that he is currently looking at a new point of sale, tee reservation system for the Pro Shop. East Bay Junior Golf Tournament concluded yesterday and was a big success with 250 juniors in the field. Thank you to all the volunteers who are so very instrumental in running this two-day event. The new range balls should be arriving soon. The question was raised concerning the conclusion of the current golf cart lease. The golf cart lease will expire next spring.

- 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 Golf Complex is still dealing with the repairs to the snack shack on #9 of the Earl Fry Course. The Health Department cited areas for improvement, not food related, that need to be addressed. The Complex will be working on in house repairs throughout the facility. The Earl Fry Course was aerated recently and the Jack Clark Course is healing nicely. All of the maintenance equipment proposals were reviewed and a supplier was decided on. The lease papers should be completed soon. The General Manager mentioned that there might be a protest by the company not awarded the contract. The City of Alameda will be having an employee BBQ on September 28, 2006 at Tillman Park. The General Manager met with Gallagher and Burke to discuss the parking lot repairs. The good news is the condition of the parking lot is not as bad as originally suspected.

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

Mrs. Arnerich reported that she has some upcoming ceremonies.

5. COMMISSIONERS' REPORTS

- 5-A Marketing and Promotions, Chair Gammell.

Chair Gammell brought the ad in the Alameda and Oakland magazines to show to the Golf Commission.

- 5-B Golf Complex Financial Report, Secretary Gaul.

Secretary Gaul reported the revenue for golf on all three courses for August 2006 versus August 2005 was down 1.5% and rounds of golf were

down 5.5%. The fiscal year to date revenue for golf was down 6.5% and rounds were down 8%. The Mif Albright Course revenue was down 23% from last year and down 35.5% for the fiscal year. All other concessions excluding golf were up 3.5% for the month and down .5% for the fiscal year. Total revenue for the Golf Complex was up 1% for the month of August 2006 versus August 2005 and down 4% for fiscal year 2006/2007. Secretary Gaul also mentioned that the complimentary rounds for the over 80 year olds is running about 200 per month and the policy may want to be reviewed for profitability. The special is only allowed for the Senior and Ladies golf clubs.

5-C New Clubhouse Project, Commissioner Schmitz.

Item previously reported on.

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

Commissioner Sullwold reported that she has had many complaints about the state of the men's restroom, indicating that it is driving golfers to other courses. Also reported was that the ball washers on the golf courses need to have the fluid changed more often. The ball washers are still located in the back of the teeing area and are not convenient for all golfers. The maintenance equipment located between the #1 and #3 holes on the Jack Clark Course are very unattractive and need to be relocated. Commissioner Sullwold stated that the repairs to the cart paths are a large improvement. The General Manager stated that the Driving Range buildings have been painted and look good. Vice Chair Wood stated that he went around the Complex and took pictures of the buildings. He stated that the buildings are in dire need of attention and have been neglected for years. It was also mentioned that the flags on the practice putting greens are not consistently out and the geese problem seems to have resurfaced.

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 and the General Manager met with a representative from Sprung Structures and received a lot of helpful information. The structures are very large and obtrusive although they do have color options to make them more aesthetically pleasing. It would be hard to beat the price for a banquet facility; the problem is how to make them more appealing. The suggestion was made to have pictures of the various structures available for viewing at the upcoming work session.

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

The restaurant manager Erik Alterman reported that Jim's on the Course also has an ad in the Alameda Magazine and will try to get the ads on the same page. A new soda machine has been placed at the shack on #9 of the Earl Fry Course. Jim's on the Course will be providing the BBQ for the City of Alameda's employee event next week. Also reported there are some large events coming up in the near future. The question was raised if the Alameda Women's Golf Club could have some wall space in the restaurant to showcase photographs. Mr. Alterman said it would be fine.

6. ORAL COMMUNICATIONS, NON AGENDA (Public Comment)

None.

7. OLD BUSINESS

None.

8. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing the surcharge payment for August 2006 of \$15,870. The year-to-date total to the General Fund is \$35,345 for the fiscal year 2006/2007.

9. ANNOUNCEMENTS/ADJOURNMENT

Congratulations to Betsy Gammell who has been reappointed to the Golf Commission for 4 more years. Also announced the team from the Alameda Women's Golf Club came in 2nd place at the Pacific Women's Golf Associations Team Championship. The team consisted of Maggie Clendenin, Mary Skelton, Sia Scates and Norma Marchesin. Congratulations. Ron Salsig mentioned that Paul Porter of the NCGA passed away recently.

The meeting was adjourned at 8:45 p.m.

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