

ALAMEDA GOLF COMMISSION
MINUTES OF MEETING

Wednesday, August 16, 2006

1. CALL TO ORDER

Vice Chair Bob Wood called the meeting to order at 7:15 p.m. in Room #360, Alameda City Hall, 2263 Santa Clara Avenue.

1-A. Roll Call

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

1-B Approval of Minutes - Regular Meeting of July 19, 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 Discussion of Chuck Corica Golf Complex Clubhouse Project Cost Estimates from Dahlin Group.

The General Manager reported that the cost estimates for the clubhouse are completed. During the process of completing the estimates it became clear that it was not cost effective to use the plans from the City of San Mateo's Poplar Creek Golf Course. The number of changes needed to the existing plans made them impractical. The General Manager welcomed Dorene Soto from the Development Services Department. Ms. Soto reported that the cost estimates came in at \$7.5 million. The problem with the Poplar Creek plan is that they didn't really fit the site and the changes needed are so extensive that you might as well start from scratch. Ms. Soto asked the Dahlin Group what could be done to bring the cost down and they suggested only building the banquet facility now and phase the other areas of the project. The question was raised regarding the difference from the original cost estimate of \$6.5 million. The original estimates did not include the furniture, fixtures and soft costs. The soft costs include the redrawing of the plans, which is estimated at \$750,000. Not included in these estimates are soil cleanup if any is necessary and time billed by the Development Services

Department. It was asked what the advantages and disadvantages of a phased project are. She stated that the disadvantage is only getting half of what you want and the advantage is getting a new restaurant and banquet facility to generate additional revenue. Vice Chair Wood mentioned the disadvantage of disrupting the site more than once, the contractor mobilization costs and the rising construction costs. The problem is that the costs are increasing and the ability to afford the costs is decreasing. The statement was made that the facilities and golf courses are in need of repair and customers are finding new or renovated courses to play. The question of whether the new restaurant and banquet facility would be the same as originally in the Poplar Creek plans or larger. The facility could be larger and it needs to be determined how large it needs to be to attract more business. The Poplar Creek plans allowed for a capacity of 162. Once the Golf Commission meets with the City Council at the joint meeting it will be clearer where the Clubhouse Project is going. The General Manager requested that at the joint meeting each Golf Commissioner give a report based on the reports given at the regular meetings. The City Council's concern is the declining revenue at the Complex. It was suggested to have a work session meeting with the Golf Commission prior to the joint meeting to discuss the format and strategy for the meeting. The suggestion was made to seriously look at the existing buildings and infrastructure to see what can be salvaged. The General Manager stated that he would like to see a master plan for the golf courses and possibly include the slough renovation as part of the Storm Water Run Off Project.

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 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 web site has been sending out numerous email blast promotions to registered customers in the data base which now has approximately 1800 email addresses. The Complex is also advertising in the Alameda and Oakland magazines. The maintenance crew has been repairing potholes on the cart paths. The deadline for the maintenance equipment proposals was at 5:00 pm today. Three proposals were received and the prices look good. The contract and request for approval should go to City Council sometime in October. Also

reported, the Driving Range building is scheduled to be painted in September.

4-D Beautification Program by Mrs. Norma Arnerich.

Mrs. Arnerich reported that the Beautification Program has been put and ceremonies should start up in September.

5. COMMISSIONERS' REPORTS

5-A Marketing and Promotions, Chair Gammell.

No report given.

5-B Golf Complex Financial Report, Secretary Gaul.

Secretary Gaul reported that the revenue for golf on all three courses for July 2006 versus July 2005 was down 11.5% and rounds of golf were down 11%. The fiscal year to date revenue for golf was down 11.5% and rounds were down 11%. The Mif Albright Course revenue was down 47% from last year and down 47% for the fiscal year. All other concessions excluding golf were down 3% for the month and down 3% for the fiscal year. Total revenue for the Golf Complex was down 8% for the month of July 2006 versus July 2005 and down 8% for the first month of fiscal year 2006/2007.

5-C New Clubhouse Project, Commissioner Schmitz.

Item previously reported on.

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

No report given.

5-E City Council and Government Liaison, Commissioner Swanson.

Commissioner Swanson reported that during the planning stages for the joint meeting with City Council the Golf Commission needs to have a strategy and agree on the way to handle the meeting. The Golf Commission needs to brain storm and really look at the survival of the golf courses and Golf Complex. Also mentioned was that some of the greens on the Jack Clark Course are in pretty bad shape and we need to look at the entire Golf Complex for the areas of repair.

5-F Front Entrance Beautification Project, Vice Chair Wood.

Vice Chair Wood reported that he noticed a price in the cost estimates for a 40-foot wall at the front entrance although that was the only reference to the entrance.

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

The restaurant manager Erik Alterman reported that the umbrellas for the outside tables have been received and more are on order. Also a large tournament group held their banquet at the restaurant and it was very successful. More large events are coming up although recently five groups had to be turned away due to the room capacity. The request was made to track the number of events that are not booked due to the capacity constraints. The General Manager mentioned that Jim's on the Course is currently working with the Health Department to bring everything up to code. Some of the issues at the snack shack are expensive and difficult to rectify. None of the health issues are concerning food preparation, they are all structural. The statement was made that the food is good although the service is still lacking. Mr. Alterman stated that they are working on that and a lot of the problem is the size of the kitchen.

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 July 2006 of \$19,475. The year-to-date total to the General Fund is \$19,475 for the fiscal year 2006/2007.

9. ANNOUNCEMENTS/ADJOURNMENT

It was mentioned that Jordan Ontiveros from the Junior Golf Club won the NCGA Junior Amateur Tournament this year and congratulations go out to her.

The meeting was adjourned at 8:40 p.m.

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