

ALAMEDA GOLF COMMISSION
MINUTES OF REGULAR MEETING

Wednesday, November 28, 2007

1. CALL TO ORDER

Chair Jane Sullwold called the regular meeting to order at 6:30 p.m. in the Ladies Lounge, Chuck Corica Golf Complex, #1 Clubhouse Memorial Road, Alameda, CA.

1-A. Roll Call

Roll call was taken and members present were: Commissioner Betsy Gammell, Secretary Bill Delaney, Vice Chair Ray Gaul, Commissioner Bill Schmitz, Chair Jane Sullwold, and Commissioner Jeff Wood. Absent: none. Also present were Interim General Manager Dale Lillard and Golf Services Manager Matt Plumlee and Superintendent Doug Poole.

1-B Approval of Minutes - Regular Meeting of September 19, 2007 and
Work Session of October 10, 2007.

The Commission made the following correction to the minutes of October 10, 2007:

Item 2/page 2/line 1 - "through" should be "thorough".

The Commission approved the minutes unanimously with the aforementioned correction.

1-C Adoption of Agenda

The Commission adopted the agenda unanimously.

2. ORAL COMMUNICATIONS

3. COMMISSION COMMUNICATIONS

Chair Sullwold expressed displeasure in hearing that various consultants, many from management companies, were in a meeting at the Golf Complex yesterday and no one was informed about it, including employees. She stated that it was unnerving for the employees, the customers, and members of the Golf Commission to have these consultants touring the entire Complex as if looking to become the new management company when nothing has been decided by the City Council. The Interim General Manager stated that the consultants were looking at the various improvement projects needed at the Complex for purposes of capital improvements budgeting. He further stated, in response to questions, that he did not expect to receive written responses from these consultants, and that this meeting was not held at the direction of the City Manager.

Vice Chair Gaul handed out a revision he had done to the renovation design done by former Golf Commissioner Wood to the Golf Commission.

The Golf Commission discussed changing the recommendation they had approved at the October 10, 2007 Work Session. It was suggested to keep the recommendation as is, and the Golf Commissioners will follow it up with oral discussion at the City Council meeting on December 18, 2007.

4. AGENDA ITEMS:

4-A Discussion on Service Club Tournament Fees.

The Interim General Manager stated that he was looking for direction from the Golf Commission on how to handle special requests from the Service Clubs (Alameda Golf Club, Alameda Women's Golf Club, Alameda Women's 9-Hole Golf Club, Senior Golf Club) to pay less than the established tournament fees for their special shotgun events. The decision was made to let staff have the discretion to make the appropriate decision about tournament fees for Service Clubs within the existing fee structure if accommodations are necessary.

4-B Clubhouse Project Cost Estimates.

Chair Sullwold reported that the Golf Commission had received the cost estimates from Saylor Consulting regarding a portion of the Clubhouse Remodel Project that former Golf Commissioner Wood had proposed. Mr. Wood requested additional information concerning the estimates and has not yet received a response. The Interim General Manager stated that he contacted Saylor Consulting concerning the missing information and they said they had not received the original request from Mr. Wood. It appears that the bid by Saylor included the work that has not been done, thus Saylor's report was incomplete.

4-C Report on the Saturday Morning Junior Golf Clinics.

The Golf Services Manager reported that he has drawn up a recommendation for the Saturday Morning Junior Golf Clinics and spoken to the Independent Contractors to see if they are willing to participate in the program. All of the contractors with the exception of one have tentatively agreed to be involved in the program, which will provide free lessons to junior golfers on Saturday mornings from 10:30 a.m. to 12:00 p.m.

4-D Discussion on Mif Albright Golf Course.

Chair Sullwold stated that there is not much to discuss concerning the Mif Albright Course at this point until the item goes before the City Council. The suggestion was made to return the course to the original design and eliminate the practice area. Also, a maintenance schedule needs to be put in place and the course be maintained regularly. It was also mentioned that the fees might be too high considering the condition of the course.

4-E Discussion of the Marshal Program.

The Golf Services Manager handed out a draft of the new proposal for the Marshal Program. The changes proposed are reducing the force from 45 to 22 volunteers and requiring the Marshals to work two shifts a week as opposed to the one shift required currently. The shifts will be reduced from 6 hours to 4 hours during non-peak months and from 7 hours to 6 hours during the peak months. The proposal also suggested eliminating the \$7 cart rental fee as incentive for the additional shift. The Golf Services Manager will hold a Marshal meeting to discuss the proposed changes and receive feedback from the volunteers. The \$7 cart fee will remain in the proposal although the Golf Services Manager has the discretion to reduce the fee to \$5 if necessary.

4-F Discussion of Request to use an Owner Operated Golf Cart at the Golf Complex.

Chair Sullwold reported that Alameda Women's Golf Club member Dot Moody purchased a golf cart and has requested to use it at the Chuck Corica Golf Complex. The Interim General Manager spoke with the City of Alameda's Risk Manager regarding the issue, who recommended that the Complex not allow privately-owned golf carts access to the golf courses for a number of reasons, primarily liability issues and revenue. Our cart paths are not in good shape, and might be damaged by carts that are heavier than those we rent. Also, the Chuck Corica Golf Complex is in the business of renting golf carts to its customers as a revenue source, and it would be difficult to derive an appropriate payment from a private owner that would provide the Complex with the same revenue. The motion was made to deny the request to allow privately-owned golf carts access at the Chuck Corica Golf Complex. The Golf Commission passed the motion unanimously.

5. ORAL REPORTS

5-A Golf Shop and Driving Range activities report by Golf Services Manager Matt Plumlee.

The Golf Services Manager reported that the hours at the Driving Range are from 7:00 a.m. to 8:00 p.m. until March 8, 2008. The new Annual Pass Program will begin on December 1, 2008, and continue until February 29, 2008. The program will allow customer to purchase annual passes for green fees, cart rental and range balls. The passes will be effective for the calendar year only. After discussion the decision was made to continue the Preferential Starting Time Card for Alameda residents.

5-B Golf Complex Maintenance activities report by Superintendent Doug Poole.

The Superintendent reported that the greens on the Jack Clark and Earl Fry Golf Courses were aerated. Also the fairways on the Earl Fry Golf Course were aerated and over-seeded. The greens on the Mif Albright Course were aerated, verticut and over-seeded. The tee sign on # 6 of the Jack Clark Golf Course has been replaced. The fertilizer building in the Maintenance Yard has been painted.

The Maintenance Crew is currently in the process of raising and leveling the sprinkler heads in the fairways of the Earl Fry and Jack Clark Golf Courses. New directional signs have been placed throughout the 18-hole golf courses and pace of play signs were added to the 10th tee on each course.

5-C Beautification Program by Mrs. Norma Arnerich.

Mrs. Arnerich reported that a tree planting was held a few weeks ago for the son of a member of the Alameda Women's Golf Club and she has heard many positive remarks on the placement of the tree. She will be holding two additional plantings after the first of the year.

6. COMMISSIONERS' REPORTS

6-A Marketing and Promotions, Commissioner Gammell.

Commissioner Gammell reported that the Thanksgiving Day special at the Golf Complex consisting of golf, cart and brunch at Jim's on the Course was very successful. The Complex will be promoting additional golf specials through the web site over the holiday season.

6-B Golf Complex Financial Report, Vice Chair Gaul.

Vice Chair Gaul stated that he is unable to report on the finances due to the fact that he is unable to understand the new reports being produced by the City of Alameda Finance Department. The request was made to have a meeting with the Finance Director and have the reports reformatted to the old format originally produced at the Golf Complex so that the Golf Commission can better understand them. It was decided that Secretary Delaney and Commissioner Schmitz would meet with the Finance Director to discuss possible options.

6-C New Clubhouse Project, Commissioner Schmitz.

Nothing to Report.

6-D Maintenance, Buildings, Security, Albright Course and Driving Range, Chair Sullwold.

Chair Sullwold reported that there was an injury at the Golf Complex when a customer's errant golf shot hit an outside tree contractor working at the Complex in the head. OSHA investigated the incident and ruled it a freak accident. The contractor has recovered from his injuries.

6-E Golf Complex Restaurant Report, Jim's on the Course.

Owner Tom Geanekos reported that he is going to be replacing the televisions and ceiling tiles at the restaurant in the near future. He also stated that business is up from last year although there is still an issue with golfers bringing in outside food and beverage to the course.

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

The question was raised why the Golf Complex was going to be closed on Christmas Day. The Golf Services Manager stated that the decision was made to allow staff time to spend with their families. It was announced that the Alameda High School Girls Golf Team in its first year won the North Coast title, went on to the Nor Cal Championship, and just missed going to the State Championship. Two of the Junior Golf Club members did, however, make it to the State Championships. Grace Na finished 3rd and Emily Childs finished 5th, beating the top ranked high school girls' golfer in the country.

8. OLD BUSINESS

The new Golf Commissioner reporting for the next year will be as follows:

Marketing and Promotions:	Commissioner Gammell
Golf Complex Financial Report:	Secretary Delaney
New Clubhouse Project:	Vice Chair Gaul and Commissioner Schmitz
Maintenance, Buildings, Security, Albright Course and Driving Range:	Commissioner Wood

9. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing a surcharge payment for October 2007 of \$13,140. The year-to-date total to the General Fund is \$57,950 for the fiscal year 2007/2008.

10. ITEMS FOR NEXT MEETING'S AGENDA

Discussion on the Outcome of the City Council Meeting of December 18, 2007.

11. ANNOUNCEMENTS/ADJOURNMENT

The Meeting was adjourned at 9:45 PM.

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