

ALAMEDA GOLF COMMISSION
MINUTES OF REGULAR MEETING

Revised 9/27/07

Wednesday, August 15, 2007

1. CALL TO ORDER

Chair Bob Wood called the regular meeting to order at 6:30 p.m. in Room #360, Alameda City Hall, 2263 Santa Clara Avenue.

1-A. Roll Call

Roll call was taken and members present were: Commissioner Bill Delaney, Commissioner Betsy Gammell, Vice Chair Ray Gaul, Secretary Jane Sullwold and Chair Bob Wood. Absent: Commissioner Bill Schmitz and Commissioner Sandré Swanson. Also present were Golf Services Manager Matt Plumlee and Golf Superintendent Doug Poole.

1-B Approval of Minutes –Regular Meeting of July 18, 2007.

The Commission made the following additions to the minutes:

Chair Wood was in attendance, not absent as stated. The Superintendent reported that he did not do the ¾' round aeration yet and will do it at the end of the calendar year. The Golf Services Manager reported that tee time reservations currently could only be made by calling the Pro Shop directly. The module for the online reservation system is no operating yet. The motion was made to recommend that staff have a cost estimate done not to exceed \$5,000 on option 6.

1-C Adoption of Agenda

The Commission adopted the agenda unanimously.

2. ORAL COMMUNICATIONS

3. COMMISSION COMMUNICATIONS

On August 1, 2007 the Interim General Manager sent an email to the Golf Commission anticipating that the release of the final version of the Operational Review would be at the same time the report is released to the press and the City Council. The Golf Commission expressed their displeasure that they were not going to be given the chance to review the report prior to the final release in email correspondence to each other. The Assistant City Attorney then sent out the following email to the Golf Commission:

Hello Commissioners:

It has been shared with me that several or all of the members of the Golf Commission have been communicating by email about an item that will be on the Golf Commission agenda. I am sending this email to you as a refresher on the

state law regarding open meetings, the Brown Act. The advent of email has made communicating easier and more convenient in some ways. However, the Brown Act prohibits the use of technological devices, including email, to be used by a majority of a legislative body such as the Golf Commission to develop a collective concurrence as to action to be taken on an item. To avoid running afoul of the Brown Act, please ensure that your communications are made at a noticed and open-to-the-public meeting rather than by email. If you need any clarification, please feel free to contact me. Donna Mooney, Assistant City Attorney

Chair Wood wrote a letter to the Assistant City Attorney stating that the procedural question has not been placed on the Golf Commission agenda, nor is it likely to be placed on the agenda. Secretary Sullwold mentioned that she sent an email to the Assistant City Attorney in response stating that as a lawyer she didn't agree with the Assistant City Attorney's interpretation of the Brown Act and asked for specifics as to why she felt any communications that were exchanged were in violation of the Brown Act, what provision and how they violated the Act. In response Secretary Sullwold received an email yesterday saying that the City Attorney, Teresa Highsmith, has done a lot of research into the Brown Act and has prepared a presentation that has been given to several other Commissions and legislative bodies within the City that explains her interpretation of the Brown Act and what does and doesn't violate it. The Assistant City Attorney said that she would schedule an appearance at an upcoming Golf Commission meeting to give her input on the matter. Secretary Sullwold stated that in other words the question was not answered, it was ducked for a future discussion. The Golf Commission was annoyed with the implication of wrongdoing. Vice Chair Gaul stated that there is a problem with the golf cart fee structure and too many customers are renting carts as single riders and not doubling up. The Golf Services Manager reminded the Golf Commission that it at their recommendation that the single rider rate of \$18 be discontinued. Customers are renting carts and not doubling up since the rate is \$15 per rider. The suggestion was made to revisit the single rider rate to avoid additional carts going out per group and increase the potential of running out of carts. The Golf Services Manager stated that running out of carts was not a bad thing; it means we had a very busy day. Chair Wood argued that it is not very service oriented to run out of golf carts and will those customers who were unable to rent a cart going to be return customers. The Golf Services Manager stated to help with the problem the prepaid Golf 707 rounds no longer include a golf cart and can rent one, if available, when they arrive at the course. The Superintendent stated he didn't know that the Complex was running out of carts and the golf cart fleet was recently reduced to 120 carts from 150 carts. There is an option of leasing more carts if deemed necessary, although the cart barns can only hold and charge 130 carts at a time. The Golf Services Manager said that on busy days the cart crew will pull aside all of the carts needed for the days tournaments to ensure that they are available. The suggestion was made to set a policy allowing only 2 carts per foursome and 3 carts per fivesome. It was noted that some customers want to ride alone and if they are not allowed to do so they will go elsewhere to play golf. The suggestion was made to get the cart marshal more involved in checking on how many carts a group has on the first tee and encourage them to double up.

4. AGENDA ITEMS:

4-A Nominations for Golf Commission Board Positions. (Action Item)

The Nominations for Golf Commission Board positions for 2007/2008 were as follows:

Chair: Jane Sullwold

Nominated by Vice Chair Gaul and seconded by Commissioner Gammell.

Vice Chair: Ray Gaul

Nominated by Commissioner Gammell and seconded by Secretary Sullwold.

Secretary: Bill Delaney

Nominated by Secretary Sullwold and seconded by Vice Chair Gaul.

The motion was made by Vice Chair Gaul to close the nominations and seconded by Secretary Sullwold. The Golf Commission approved the nominations unanimously. The election will take place at the September 19, 2007 meeting.

4-B Review New Golf Commissioner Packet.

The Golf Commission was given a sample packet containing possible information to be included in a packet for newly appointed Golf Commissioners. The Golf Commission will review the contents and make suggestions at a future meeting.

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 East Bay junior Golf Championship went well. Many thanks to all of the volunteers who helped to make the tournament a success. The "Demo Day" was a huge success. Management is looking to streamline the merchandise in the Pro Shop by having samples of golf shoes for customers to try on and then ordering the shoes from the vendor and having the product sent directly to the customer. Currently testing out range mats to see which one the customers prefer. Once a mat is decided on they will be installed at the Driving Range. It was mentioned that there are not many rubber tees in the stalls at the far end of the range. The old mat systems will be placed on the Mif Albright Course. It was mentioned that the mats on the Mif Albright Course get saturated by the sprinklers and when a customer hits off of them they get sprayed with mud and water. The Superintendent will look at the problem. He also stated that the practice area has taken away from the play and revenue on the course and should be reviewed. The Golf Commission requested that the Mif Albright Course be placed on a future agenda to review rates and design. The online reservation system is now working. Customers can only make a reservation

online if they have an email address. The statement was made that on Thursday mornings there is a need for more starters to handle the Ladies Club. The request was made to look at bringing back the Saturday morning free Junior Clinics and possibly have volunteers and the Independent Contractors run the clinics. The Golf Commission requested that the item be placed on a future agenda for discussion. The statement was made that the receipts for the Golf Commission complimentary rounds are showing that they are Marshal Comp rounds. The Golf Services Manager will correct the problem.

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

The Superintendent reported that the Recreation and Parks building has been removed from the front entrance. He has been busy getting the new carts up and running. Recently he has replaced the doors on the unpainted maintenance building and is planning on fixing the roof and then painting it. After the first of the year the maintenance crew will begin work on the snack shack building and area. The statement was made to continue the upkeep and repairs on the Golf Complex restrooms. Concern was noted regarding a large drop off area between the cart path and turf on #17 of the Earl Fry Golf Course. The Superintendent is aware of the issue and will work to correct it. The complaint was made that there is still a garbage can in the lake on #8 of the Jack Clark Golf Course that needs to be removed. The improvements to the tee on #4 of the Earl Fry Golf Course were complimented. It was mentioned that the new maple trees on the Jack Clark Golf Course are dying. The Superintendent stated that the trees were not watered sufficiently and died. The statement was made that some of the greens appear to be getting smaller due to growth from the outer lying turf. The Superintendent said that the crew is now edging around the greens to help solve the problem.

5-C Beautification Program by Mrs. Norma Arnerich.

Mrs. Arnerich reported that she has received numerous complaints regarding the condition of the Driving Range synthetic turf. The Superintendent stated that he removed the top layer of the carpet in an attempt to make look better. The carpet was suppose to last for 10 years and is now ripped and torn. The turf needs repair or replacement. The design is such that the area in the center of the landing area, near the drain, is where a lot of the balls collect and that area is not suppose to be driven on by the picker. The entire area needs to be redesigned in the future. The range will be closed in the near future to clear all of the balls off so that the Maintenance crew can do repairs to the torn carpet. Also mentioned was a problem with the new ball-dispensing program. It appears that the numbers on the receipt are printing in a confusing order. The Golf Services Manager stated that the starters have been instructed to write the number correctly on the top of each receipt. The question was raised regarding the area where the building was removed at the entrance and what was going to be done there. The Superintendent stated that he is in the process of removing the cement pad and will be cleaning up the area. It was reported that the tee marker for #6 of the Jack Clark Golf Course has still not been replaced. The Superintendent will check to see if it has been ordered.

6. COMMISSIONERS' REPORTS

6-A Marketing and Promotions, Commissioner Gammell.

The Golf Complex will be asking patrons to donate to Patriots Day on September 1, 2007 for wounded heroes of the Iraq war.

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

The Golf Commission expressed concern that they have not received financial reports for June or July yet. The report for June will not be available until the September meeting due to the fiscal year end occurring in late August. The July report was delayed due to the concurrent installation of new processing systems in the Finance Department and the Golf Complex. The Golf Commission instructed chair Wood to contact the Finance Director or Interim General Manager to find out when the reports will be available.

6-C New Clubhouse Project, Commissioner Schmitz.

The proposal from Chair Wood to remodel the existing Clubhouse building to facilitate a banquet room was sent out to three firms on August 8, 2007 to get a price for a detailed cost estimate.

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

Items previously discussed.

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

No Report.

6-F Front Entrance Beautification Project, Chair Wood.

Chair Wood expressed his pleasure with the recent removal of the Recreation and Parks building at the front entrance.

6-G Golf Complex 80th Anniversary, Commissioner Delaney

Commissioner Delaney stated that he would no longer be able to head the 80th Anniversary Celebration due to time constraints. Chair Wood said that due to everything that is going on maybe the item needs to be dropped. Commissioner Delaney said that a newspaper article should be put out with history items, photos and interviews. He will speak with a local writer to interview key Golf Complex historians. It was mentioned that the Mayor would recognize the Golf Complex with a City of Alameda declaration. The Golf Services Manager suggested that an email blast be set up with a possible golf special to celebrate the 80th anniversary. The Golf Commission agreed that an email special would

be a good idea and will meet with the Golf Services Manager to discuss it. Chair Wood will contact the mayor's office about getting a proclamation.

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

No report.

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

The U.S. Amateur Golf Championship will be held at Harding Park August 20-27, 2007. Alameda Golf Club member Jay Guerin qualified for the U.S. Amateur Senior Golf Championship.

8. OLD BUSINESS

None.

9. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing the surcharge payment for July 2007 of \$16,385. The year-to-date total to the General Fund is \$16,385 for the fiscal year 2007/2008.

10. ITEMS FOR NEXT MEETINGS AGENDA

Mif Albright Golf Course
Saturday Morning Free junior Clinics
Clubhouse Project Cost Estimates

11. ANNOUNCEMENTS/ADJOURNMENT

The Meeting was adjourned at 8:54 PM.

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