

ALAMEDA GOLF COMMISSION  
MINUTES OF REGULAR MEETING

Wednesday, April 18, 2007

1. CALL TO ORDER

Chair Bob Wood called the regular meeting to order at 6:33 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, Commissioner Bill Schmitz, Secretary Jane Sullwold and Chair Bob Wood. Absent: Commissioner Sandré Swanson. Also present was Interim Golf General Manager Dale Lillard.

1-B Approval of Minutes - Regular Meeting of March 21, 2007.

Correction Item 6-A:

Commissioner Gammell reported that there is an ad in the Alameda Magazine for the month of March, should be Commissioner Gammell reported that there is an ad in the Oakland Magazine for the month of April. 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

The question was raised concerning the progress on the Operational Review Request for Proposal. The Interim General Manager reported that three candidates have been selected for the interview process, which is taking place this week. A selection should be made by the end of the week.

4. AGENDA ITEMS:

4-A Clarification of Implementation of New Tournament Rates. (Action Item)

The Interim General Manager stated that the tournament rates were increased on April 1, 2007. There are many groups who booked and paid the deposit for events prior to April 1, 2007, although the tournament will take place after the increase effective date. The contract states that the rates are subject to change without notice but with the fee increases coming in spring and not winter there are groups who have events coming up very soon and have probably already set their budgets and received player fees. The Interim General Manager suggested the following three options be reviewed and a decision made on the best way to proceed.

1. Honor the old rates for groups conducting their event prior to the completion of the current fiscal year, June 30 2007. Notify groups conducting their event after June 30, 2007 of the increased rates.
2. Honor the old fees through the end of the calendar year for events booked prior to the April 1, 2007 effective date.
3. Notify all groups regardless of the event date that the new rates are in effect.

Commissioner Gammell made the motion to honor the old tournament rates for events booked up to June 30, 2007. Vice Chair Gaul seconded the motion. The Golf Commission passed the motion unanimously. The Golf Services Manager will notify the tournament groups affected by the increases.

## 5. ORAL REPORTS

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

No report given.

### 5-B Beautification Program by Mrs. Norma Arnerich.

Mrs. Arnerich reported that the dedication date for maintenance worker Dave May's mother is set for June 30, 2007 and the Ladies Club is will be doing plantings for two members. Mrs. Arnerich spoke with the Superintendent and he will be using \$3,000 from the Beautification Account for planting various areas of the Golf Complex. The suggestion was made to replant the area at the 2<sup>nd</sup> tee of the Jack Clark Golf Course where the plants were removed. Also mentioned was the need to repaint all of the tee blocks on the courses.

## 6. COMMISSIONERS' REPORTS

### 6-A Marketing and Promotions, Commissioner Gammell.

Commissioner Gammell reported that a new ad would appear in the Alameda and Oakland Magazines for the months of May and June. The ad states "Mothers and Fathers Golf for Free with 3 paid Green Fees after 11:00 AM". Mothers for the month of May and Fathers for the month of June.

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

Vice Chair Gaul reported that the revenue for golf on all three courses for March 2007 versus March 2006 was up 150% and rounds of golf were up 139%. The fiscal year to date revenue for golf was up 3.7% and rounds were up 5.6%. The Mif Albright Course revenue was up 155% from last year and down 6.6% for the fiscal year. All other concessions excluding golf were up 62% for the month and up 7% for the fiscal year. Total revenue for the Golf Complex was up 103% for the month of March 2007 versus March 2006 and up 4.5% for the fiscal year 2006/2007.

### 6-C New Clubhouse Project, Commissioner Schmitz.

Commissioner Schmitz stated that he would like to see a representative from Development Services attend a meeting to get clarification on how the Clubhouse Project is progressing and update them on the other alternatives the Golf Commission is looking into. The Interim General Manager will contact Doreen Soto, the project manager, and see when she is available. They do not want the Clubhouse Project to just fade away and have received conflicting information on the status of the project. Commissioners Gaul and Wood will be meeting with the modular building company tomorrow.

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

Secretary Sullwold mentioned that she has received very positive responses regarding the ball washers on the forward tees although there seems to be varying opinions about the barbershop style 150-yard markers. Many players in the ladies club do not like them and have to remove them when playing. The suggestion was made to place small flags in the area instead. It was mentioned that last Monday when the 9-hole group was playing some men hit into the last group and it was very dangerous. There did not seem to be any marshals out on the course. The Interim General Manager stated that they are currently looking to the current marshal crew to find a coordinator. If no replacement can be secured the alternative may have to be a staff member. Also suggested were directional signs around the shack on the Earl Fry Golf Course. Customers have trouble locating the #9 tee from the #8 green and the #14 tee from the #13 green.

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

No Report.

6-F Front Entrance Beautification Project, Chair Wood.

Chair Wood reported that there are broken windows in the fire tower and made the request that the Interim General Manager investigate who has jurisdiction over the building and prepare a written report to that effect. He also stated that as long as the fire tower continues to be an eye sore there would be no front entrance beautification. Another concern is the utilities in the area, which will have to be moved prior to any improvements. Chair Wood is looking into what moving them entails. The suggestion was made to paint the tower and fix the fence. Chair Wood called painting the tower a lame attempt at beautifying it.

6-G Golf Complex 80<sup>th</sup> Anniversary, Commissioner Delaney

Commissioner Delaney reported that he has set the following priority list of goals for the 80<sup>th</sup> Anniversary celebration:

1. Family Orientated
2. Entertainment
3. Historic Value
4. Golf Complex as an Alamedas Icon
5. Golf

Commissioner Delaney is in the process of identifying people in Alameda willing to support the celebration. He was thinking of a possible 9-hole golf tournament for

families and contacting local school bands to provide entertainment. He would like to see the Corica Family in attendance as well as the Mayor and City Council. The idea of a time capsule was mentioned which could be buried out on the golf course and a proclamation from the City of Alameda. Commissioner Delaney mentioned the need to secure volunteers, possibly from the Golf Complex service clubs and community groups. Secretary Sullwold will mention the need for volunteers to the Ladies Club tomorrow at their general meeting. It was also mentioned to check the City of Alameda web site to ensure that the date does not conflict with other events. The event will probably take place in the fall and the Interim General Manager will put it in the Recreation Departments fall brochure.

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

Owner Tom Geanekos reported that the restaurant is now getting a lot of non-golf patron business and they are working on the service problems. The kitchen is inadequate to handle the size of the menu and he would like to remodel it eventually. He has been in contact with the City of Alameda Building Department concerning necessary code upgrades. Planning on introducing pizzas to the menu and purchasing a soft serve ice cream machine. There is a new refrigerated display case for pre-made items that golfers can purchase quickly. Mr. Geanekos also mentioned that he is currently repainting the outside furniture and has ordered new umbrellas.

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

8. OLD BUSINESS

Previously discussed.

9. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing the surcharge payment for March 2007 of \$12,474. The year-to-date total to the General Fund is \$110,359 for the fiscal year 2006/2007.

10. ITEMS FOR NEXT MEETINGS AGENDA

Clubhouse Project (Development Services)  
Fire Tower Report  
Modular Building Report  
Marshal Program  
Selection of Consultant for Operational Review  
Fiscal Year 2007/2008 Budget

11. ANNOUNCEMENTS/ADJOURNMENT

Secretary Sullwold made the motion to adjourn the meeting and Commissioner Schmitz seconded it. The Golf Commission passed the motion unanimously. The Meeting was adjourned at 7:54 PM.

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