

ALAMEDA GOLF COMMISSION
MINUTES OF MEETING

Wednesday, July 19, 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 Jane Sullwold, and Commissioner Bill Schmitz. Absent: Vice Chair Bob Wood and Commissioner Sandré Swanson. Also present were General Manager Dana Banke and Head Golf Professional Matt Plumlee.

1-B Approval of Minutes - Regular Meeting of June 21, 2006.

The Commission approved the minutes unanimously.

1-C Adoption of Agenda

The following correction was made:
Item 3-A Public Works should be Development Services.

The Commission approved the agenda unanimously with the aforementioned correction.

2. ORAL COMMUNICATIONS

3. AGENDA ITEMS:

3-A Discussion of Chuck Corica Golf Complex Clubhouse Project Cost Estimates with Public Works Department.

The General Manager introduced Dorene Soto and Miriam Delagrange from the Development Services Department. The Development Services Department has been overseeing the Clubhouse Project by reviewing the cost estimates and working on securing the plans from the City of San Mateo. The draft cost estimates were prepared by Leland Saylor Associates for the Dahlin Group. Ms. Soto stated that the cost estimates were not completely broken out into categories and the estimates need to be retooled. The draft cost estimate is approximately \$6.5 million. Several items in the draft can be reduced or eliminated to bring the cost down although it was mentioned that certain items were left out of the estimates. Ms. Soto stated that Ms. Delagrange is taking the lead on the project

and reviewing the draft cost estimates and will work on the project all the way through the end. Ms. Soto suggested that an economist be hired to review the fee increases and help determine how the new facility would increase revenue through tournaments and outside banquets. The ideal candidate will have experience in the golf industry and knowledge of the San Francisco Bay Area market. The plan is to have a completed projection on the revenue to be generated by the fee increases and new facility within 60 days, which can then be presented to the City Council. The purchase of the plans from San Mateo will save money on the project although they are not up to today's technology and will need to be recreated in AutoCAD; also the building needs to be reversed by Dahlin to fit the footprint at the Golf Complex. The question was asked as to how many bids Development Services thought would be received. Ms. Soto stated that it depends on the time of year and how busy contractors are at the time.

4. ORAL REPORTS

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

The Head Golf Professional reported that on Saturday, July 22, 2006 the Chuck Corica Golf Complex will be hosting a "Demo Day" at the Driving Range from 10 am- 4 pm. Also reported the Women's Invitational Golf Tournament will be held on July 27, 2006 and the East Bay Junior Golf Tournament will be held on August 14-15, 2006.

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 City Council would like to have a joint meeting with the Golf Commission to discuss the Golf Complex financials and the Clubhouse Project. Also reported the Request for Proposal (RFP) and specifications for the maintenance equipment bids has been given to City Council and will be on the agenda at the August 1, 2006 meeting. The Driving Range building and surrounding areas are scheduled to be painted in the near future and proposals are being requested. The suggestion was made to get proposals on painting the maintenance buildings. It was mentioned that there is old rusted equipment

4-D Beautification Program by Mrs. Norma Arnerich.

Mrs. Arnerich reported that the Beautification Program has been put on hold until after the Junior Golf season.

5. COMMISSIONERS' REPORTS

5-A Marketing and Promotions, Chair Gammell.

Nothing to report.

5-B Golf Complex Financial Report, Secretary Gaul.

Secretary Gaul reported that the revenue for golf on all three courses for June 2006 versus June 2005 was down 4% and rounds of golf were down 9%. The fiscal year to date revenue for golf was down 12% and rounds were down 13%. The Mif Albright Course revenue was down 38% from last year and down 44% for the fiscal year. All other concessions excluding golf were down 13.5% for the month and down 12.5% for the fiscal year. Total revenue for the Golf Complex was down 8% for the month of June 2006 versus June 2005 and down 12% for the fiscal year 2005/2006.

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 the potholes on the cart paths have gotten worse and need to be filled in. Also the ball washers need to be moved to a more conducive place on the tee and not all the way back at the black tees.

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

No report given.

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

No report given.

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

The restaurant manager Erik Alterman reported that he is in constant contact with owner Tom Geanekos and that he welcomes anyone to contact him with any concerns. He also mentioned that he appreciates all the support from the Golf Commission. The restaurant employees attended the CPR/AED training and are now prepared for an emergency. Mr. Alterman stated that the restaurant has many events coming up

including the Women's Invitational breakfast, City of Alameda Night at the A's game and the East Bay Juniors Golf Tournament. The staff is constantly working on better service. The suggestion was made to place umbrellas at the outside tables. Mr. Alterman said he would look into it.

6. ORAL COMMUNICATIONS, NON AGENDA (Public Comment)

Nothing to report.

7. OLD BUSINESS

Nothing to report.

8. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing the surcharge payment for June 2006 of \$12,715. The year-to-date total to the General Fund is \$134,850 for the fiscal year 2005/2006.

9. ANNOUNCEMENTS/ADJOURNMENT

It was mentioned that three girls from the Junior Golf Club are playing in the U.S. Junior Golf Tournament this year and congratulations go out to them.

The meeting was adjourned at 7:43 p.m.

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