

**ALAMEDA GOLF COMMISSION  
MINUTES OF SPECIAL MEETING**

**Tuesday, January 29, 2019**

**1 CALL TO ORDER**

Chair Ed Downing the called the special meeting to order at approximately 6:30 p.m. in Room 360, City Hall, 2263 Santa Clara Ave, Alameda, CA 94501

**1-A ROLL CALL**

**Present:** Chair Ed Downing, Vice-Chair Cheryl Saxton, Commissioner Ron Taylor, Commissioner Ron Carlson, and Commissioner Joe Van Winkle

**Absent:** None

**Staff:** Greenway Golf Ken Campbell, Recreation and Parks Director Amy Wooldridge

**Also Present:** None

**1-B APPROVAL OF MINUTES**

Minutes of 11-13-18 were approved unanimously

**2 ORAL COMMUNICATIONS**

None

**3 COMMISSION COMMUNICATIONS**

See Attached Exhibit "A"

**4 WRITTEN/ORAL REPORTS**

**4-A 4-A Beautification Program and Junior Golf Club**

Connie Wendling stated that they've sent out their membership applications and the first tournament will the Adult Junior tournament on May 26.

**4-B Golf Complex Restaurant Report, Jim's on the Course**

See item 7-A

## **5 AGENDA ITEMS**

### **5-A Facility and Renovation Report by Greenway Golf**

See attached Exhibit "B" – 2019 Annual Plan Review

Mr. Campbell was asked about the GPS system on the carts regarding the issues and he stated that Greenway was a BETA program with Yamaha, and they are working on these issues.

Commissioner Taylor expressed his concern about Alameda Residents not being able to acquire weekend tee times, and Mr. Campbell stated that they have the advance reservation fee that Alameda residents can use to acquire desired tee times. Mr. Campbell asked the golf commissioners to encourage the public to express their concerns in the golf shop. Commissioner VanWinkle asked for a report showing resident and non resident play and Mr. Campbell stated he would look into it.

Mr. Campbell was asked if they have a contract with Jim's on the Course regarding the grading for the event center and Mr. Campbell stated they did not.

### **5-B Recreation and Park Director's Report**

Amy Wooldridge stated that they are working on getting the color palette for the clubhouse and related buildings to be presented to the Planning Board in March.

Ms. Wooldridge stated regarding the concession agreement with Jim's on the Course, the City had agreed to give them an administrative six month extension which ran through December 31, 2018. The building permit was issued in December, but Jim's is still out of compliance in terms of contract obligations. The staff is working on an amendment recommendation to extend to December 31, 2019 to present to City Council on March 19. Potential holdups would be the utility project and also EBMUD's possible requirement for a new water meter.

## **6. ORAL COMMUNICATIONS, NON-AGENDA (Public Comment)**

Lynn Perata asked Greenway about the locations of the restrooms on the North Course when renovated and Ken Campbell stated that he was not sure of the exact locations at this time.

Tony Corica stated that the Friends of the Park tournament will be held Friday May 31<sup>st</sup> with a shotgun start of 1:00 PM.

## **7. OLD BUSINESS**

### **7-A Update on Jim's on the Course Event Center**

See attached Exhibit "C"

Discussion with Jim's on the Course general contractor ensued regarding the timeline of the opening of the event center and he explained he did not have it available at this time.

Commissioner VanWinkle made a motion to approve sending a letter to the City Council on behalf of the Golf Commission to submit a letter to City Council suggesting the Council does not approve the amendment recommendation to extend the contract of Jim's on the Course to December 31, 2019. The motion died for lack of a second.

#### **7-B Review and Comment on the Parking Lot Striping Plan**

Amy Wooldridge provided a staff report and reviewed it with the Commission.

The Golf Commission was provided three options for the layout of the parking lot and two options for the layout of the bag drop and the commission unanimously approved Option 1 for the parking lot and option 2 for the bag drop.

#### **8. WRITTEN COMMUNICATIONS**

#### **9. ITEMS FOR NEXT MEETING'S AGENDA – March 12, 2019**

**Facility and Renovation Report by Greenway Golf**

**Recreation and Park Director's Report**

#### **10. ANNOUNCEMENTS/ADJOURNMENT**

The meeting was adjourned at approximately 8:00 p.m.

The agenda for the meeting was posted seven days in advance in compliance with the Alameda Sunshine Ordinance, which also complies with the 72-hour requirement of the Brown Act.

## Exhibit "A"

January 29<sup>th</sup>, 2019

Golf Commission Communications -

Corica Park has recently received recognition and awards related to the high quality of work completed on the Golf Courses.

**Golf.com named the MIF ALBRIGHT one of the best par-3 golf courses in America.** "firm and fast, and fun for beginners as it is challenging for serious sticks."

<https://www.golf.com/travel/2018/12/27/best-par-3-golf-courses-america/>

**Best municipal course renovation of 2018: Corica Park (South)**

"Fast-running fairways, run-up ramps into low-slung greens, artfully configured bunkers and wispy native fescue grasses grace the layout."

<https://www.golf.com/courses-and-travel/2018/11/19/best-municipal-course-renovation-of-2018-corica-park-south/>

### **Audubon International**

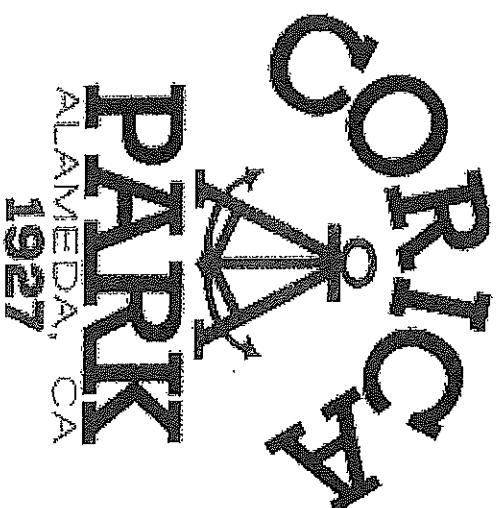
**Corica Park - South Golf Course has been selected as** Ewing & Audubon International's Water & Sustainability Innovation Award for 2019. Audubon's intention is to "recognize and promote the positive impact landscapes and other green spaces have in creating more sustainable communities." The award was open to all landscape projects, public and private, not specific to golf. The notification email said, **"Congratulations! This project was an excellent example of focusing on all aspects of sustainability with unique examples of water conservation, material reuse and environmental stewardship."**

These awards recognize our journey to restore Alameda's golf heritage. But it didn't just happen. A vision was shared, a promise was made, and then a great deal of hard work and investment followed to deliver on that promise.

I would encourage City Staff to celebrate these awards and the successful partnership with Greenway that led to them. And I would ask the public and my fellow commissioners to acknowledge these achievements and to take time to say thank all of the hard-working staff at Greenway.

Joe Van Winkle,

Member, Golf Commission



# **Corica Park Golf Club**

## **2019 Annual Plan Review**

January 29, 2019

# Corica Golf Annual Plan

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## 2018 HIGHLIGHTS

### **Golf Courses –**

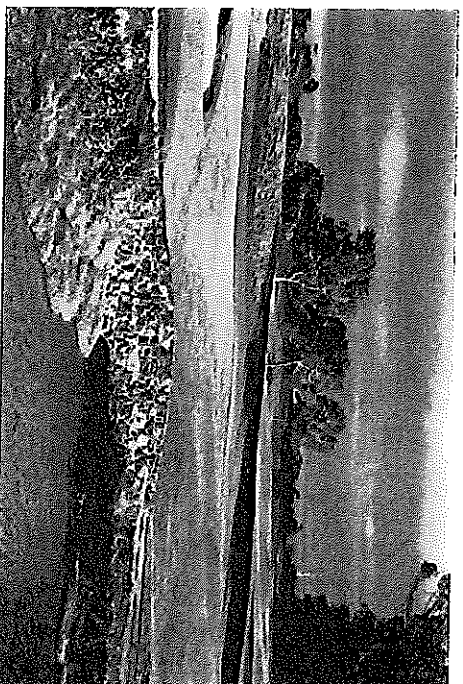
South Course Open June 22, 2018 - The biggest highlight of the year was the official opening of the new South Course.

Opening events included VIP tournament w/Rees Jones, media day, community open house/ribbon cutting & an Alameda junior golf fundraiser.

### **South Course Awards**

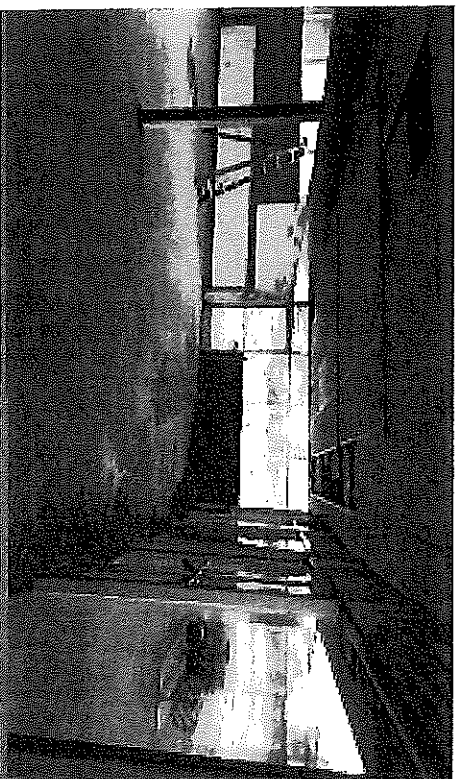
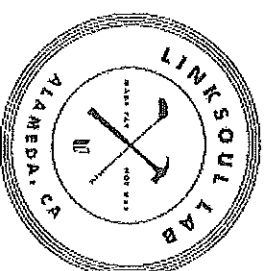
“Golf Magazine Best Municipal Renovation”

“Audubon International Water & Sustainability Innovation”



### New LinkSoul Retail Shop

Greenway and golf apparel company LinkSoul partnered to launch a new retail store that included a full remodel and repair of the existing Pro Golf.



# Corica Golf Annual Plan

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## 2018 HIGHLIGHTS

### Facilities/Operations:

#### New Golf Carts for South Course

72 new Yamaha premium golf carts with GPS

#### Practice Range Power Tees

Replaced 24 practice range mats with new Power Tee system. Superior quality hitting surface with two styles of mats w/auto tee system offering various heights; promotes muscle memory and consistent practice repetition.



#### Annual Rainfall Comparisons

- 2018\* Total: 21.94" | 2017 Total: 31.53" | 2016 Total: 25.71"  
(\*15.12" first 4 months, 6.82" last three months; includes 4.2" event on 4/5-4/6)

#### Tree Maintenance

- Trees trimmed on back of range near property on Beach road
- Removed trees in proximity to apt complex on Maitland
- Ongoing removal of storm damaged/dead trees on property



# Corica Golf Annual Plan

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## 2018 HIGHLIGHTS

### Facilities/Operations:

#### Lighting Replacement/Repairs

- Upgraded exterior lighting at the maintenance shop to LED
- Upgraded lighting under Practice Range canopy & cart barn to LED

#### Clubhouse & Social Patio

- Remodeled social patio to increase size and improve function & drainage
- Added new pavers and granite slabs for walkways
- Built rock wall and Commuters memorial fountain
- Installed new landscape along left side of main entry walk way
- Painted building pillars and framing

#### Par 3 Course and Back Tee Improvements

- **Par 3 Course selected Top 12 in America by Golf Magazine**
- Installed steps DR back tee comprising of old granite golf course tee signs
- Par 3 hitting mats replaced

# Corica Golf Annual Plan

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## 2018 HIGHLIGHTS

### **Facilities/Operations:**

#### New Putting Green:

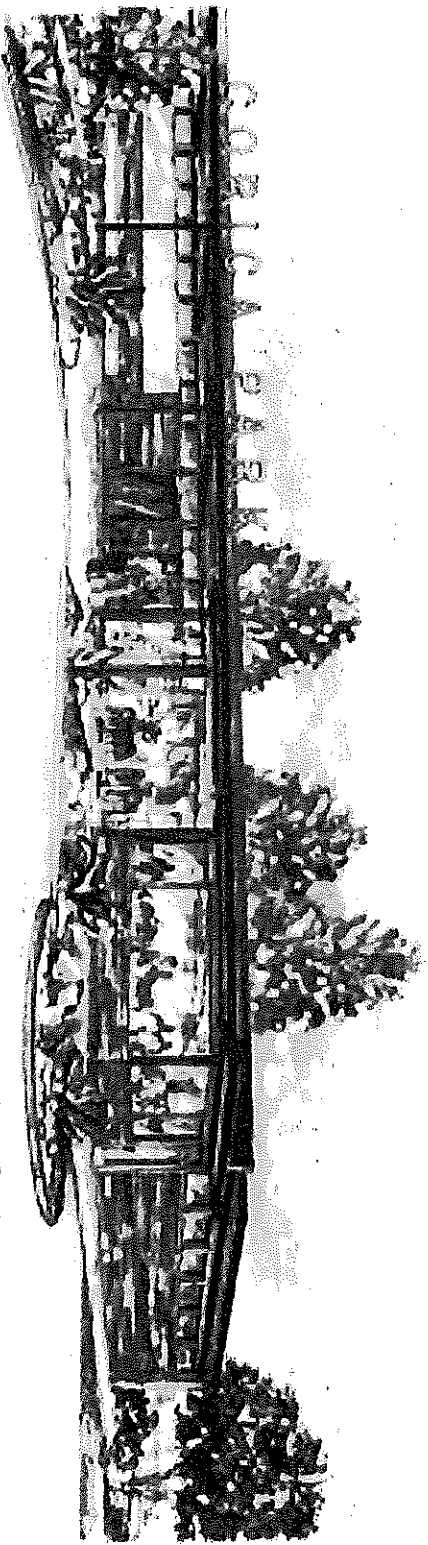
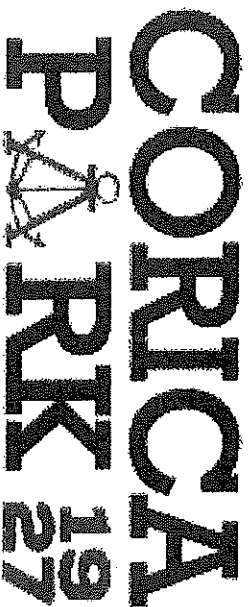
- New 12,000 Sq. ft. practice green open October 2018

#### Marketing Initiatives:

- Developed multi-tier rate structure w/preferred Alameda residents rates
- Introduced new Alameda County Players Card program
- Introduced new NCGA member partnership pricing program
- Successfully generated dozens of media stories on South opening
- Utilized advanced play of Warriors Curry & Iguodala for promo of opening
- Promoted North 9 as unlimited play for a special rate
- Sponsored local soccer team to promo footgolf & junior par 3 golf
- Launched new Power Tee system to promote practice range
- Partnership agreement to be “Home Course” for AmateurGolf.com

**Facilities/Operations:**

In advance of the South Course opening, a Property rebranding program was developed, which included a refresh of logo/name, remodeled golf shop, new signs and plans developed for a clubhouse exterior update.



View of Pro Shop

# Corica Golf Annual Plan

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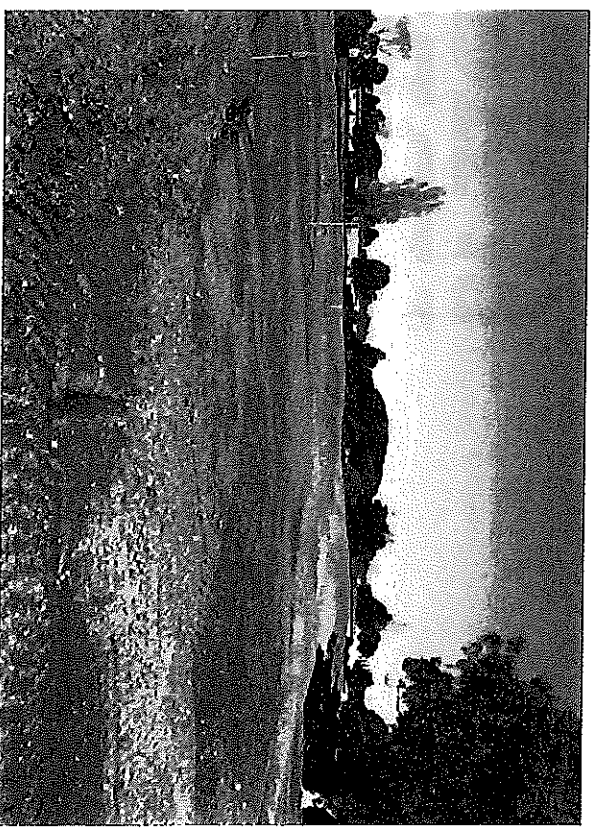
## 2018 HIGHLIGHTS

### **North Course Renovation Plans Underway -**

Updated plans were submitted and approved by City for the repair and remodel of the North Course. Construction on the first 9-holes began July 2018 while the remaining 9 holes remain open for play.

North Course Plans Include:

- Full renovation and elevation of all 18-holes as a redesign to ensure proper drainage and exciting playing conditions
- Repair and replacement of all tees, fairways, bunkers, roughs & greens
- Installation of drain tiles and catch basins for improved drainage
- New cart paths



# Corica Golf Annual Plan

## 2018 HIGHLIGHTS

### 2018 Rounds & Revenue Recap –

<b>North Rounds</b>	<b>38,662</b>
<b>South Rounds*</b>	<b>30,760</b>
<b>Par-3 Rounds</b>	<b>18,145</b>
<b>Total Rounds</b>	<b>87,567</b>
<b>Total Facility Revenue</b>	<b>\$3,260,311</b>

\* South Course open June 22, 2018

# Corica Golf Annual Plan

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## 2019 PREVIEW

### Ongoing South Course Project Work:

- Install top layer material for South Course cart paths
- Complete cart staging pavers around putting green and clubhouse
- Install additional hearing-bone drainage around South course basins
- Continue transition of fairways to Bermuda from the opening over seed
- Install new tee and directional signs

### Clubhouse Improvements:

Ongoing over next two years, Clubhouse plans consist of updating men's and women's restrooms, and exterior clubhouse re-facing and landscaping

### Parking Lot:

In conjunction with City work to repair and restripe parking lot

# Corica Golf Annual Plan

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## 2019 PREVIEW

### Marketing Initiatives:

- Continue support of 2018 programs
- Golf Channel advertising campaign (all year beginning w/AT&T Tourn.)
- Aggressive monthly social media advertising and branding campaigns
- Launch online Club news info email and calendar
- Refresh course website and introduction of online store
- Promotion of par 3 summer golf & footgolf leagues
- Introduce Bay Area senior players preferred days
- Partnership campaign with the Global Golf Tourism Organization
- Promote “Mandatory Golf Fridays” and practice range fun events

# Corica Golf Annual Plan

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## 2019 PREVIEW

### Golf Rates

Golf rates for residents and all play will be evaluated annually for any proposed considerations for adjustments due to ongoing increases in cost of business. Preference is for smaller annual adjustments when warranted versus larger increases every few years.

### Service Items

- Linksoul retail to offer more pricing value and additional logo attire
- Continue to fine tune GPS & Implement on course F&B ordering system
- Launch blue tooth music speaker option on Cart GPS
- Establish new Event Director/ Asst. Mgr. position
- Continue to establish standards and staff training programs
- Greater focus on pace of play programs w/directional signs, promo materials, additional marshalling, course set and tee sheet mgmt.



# Corica Golf Annual Plan

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## 2019 PREVIEW

### Practice Range:

- Replace older (non power tee) mats in Spring
- Repaint range structures (ongoing)

### North Course Project:

- Continue work on first 9 holes with importing of dirt, irrigation, drainage and shaping. Plans to grass ongoing in 2019 and prepare for opening once all 9-homes turf are mature and ready for play.
- Opening promotions and golf rates for the first new 9-holes of the North Course to be developed and presented for review prior to opening.
- Project progression walk throughs with Golf Commission and City representatives will be planned and conducted in spring/early summer.

2019 Rounds & Revenue Projections -

North Rounds*	20,000
South Rounds	61,000
Mif Par-3 Rounds	20,000
Total Rounds	101,000
Total Facility Revenue	\$4,182,000

- North Course projection reflects expected impact from ongoing construction and playing 9-hole course.

# Exhibit "C"

## SUMMARY

Jim's on the Course has been operating at Corica Park since January 2006. During this time Jim's has cultivated a large and loyal clientele of golfers and non-golfers.

Roughly two thirds of revenues, for food and beverage, come from non-golfers. During it's time in operation, Jim's has increased revenues for the food and beverage facility (from the previous operator) by 400% and rents to the city have increased accordingly.

Since, roughly two thirds of Jim's customers are non-golfers this has created a large volume of foot traffic to the facility that was non-existent, and who have the potential to become golfers and be exposed to the game, and also shop at LinkSoul Lab, increasing overall revenues to the facility and ultimately the city.

Below is a list of the infrastructure work and equipment purchases, that has been completed within the last two years, as well as work to be yet completed.

There have been numerous operational upgrades and investments that have been done which have increased the capacity of the kitchen to now be able to serve as many as 600 meals simultaneously. This is a major accomplishment, because when the event center is completed we will be able to serve a banquet at the banquet facility at full capacity, handle an event on the patio and be able to serve the regular restaurant clientele. This would not be possible if all the infrastructure improvements, which cannot be easily seen, had not been completed.

## COMPLETED TO DATE

### BAR

- **NEW 25ft BACK BAR COUNTER TOP**
- **NEW 18ft BAR TOP**
- **25ft of NEW CABINETS**
- **FOUR NEW FLAT SCREEN TV'S**
- **FIVE 48"X52" MIRRORS (for back bar wall)**
- **20 48" x 10" HEAVY DUTY GLASS SHELVES FOR LIQUOR BOTTLE DISPLAY**
- **LED LIGHTING**
- **REPLACED CEILING TILES**
- **INSTALLED NEW INTERIOR WINDOW TREATMENT**
- **REPLACED CARPET WITH LAMINATE FLOORING**
- **8ft REACH IN UNDER COUNTER BEER COOLER**
- **48" GLASS CHILLER**
- **TWO 48" UNDER COUNTER REFRIGERATORS**
- **UNDERCOUNTER DISHWASHER**
- **NEW BAR SINKS**
- **BAR CHAIRS AND TABLES**
- **SEPARATION WALL FROM BAR TO DINING AREA**
- **24 TAP BEER DISPENSING TOWER (BRASS)**

- **8ft x 15ft KEG COOLER WALK IN (70 KEG CAPACITY)**
- **CO2 and NITROGEN MIXING UNIT FOR BEER DISPENSING**
- **200 gallon CO2 TANK**
- **HEAVY DUTY FLOORING FOR KEG COOLER**

## **KITCHEN**

### **KITCHEN LINE**

- **REPLACED AGING EXHAUST AND GREASE SYSTEMS WITH LARGER AND MORE EFFICIENT UNITS**
- **UPDATED FAUCETS TO EFFICIENT WATER USAGE**
- **NEW ANSUL FIRE SUPPRESSION SYSTEM**
- **NEW EXPANDED DISH WASHING AREA**
- **REPLACED GREASE TRAP**
- **8ft EQUIPMENT BASE REFRIGERATION UNIT**
- **36" RANGE WITH CONVECTION OVEN**
- **48" HEAVY DUTY GRIDDLE**
- **24" HEAVY DUTY GRIDDLE**
- **24" CHAR-BROILER**
- **45 gallon DEEP FRYER**
- **54" STEAM TABLE**
- **48" WORKTOP REFRIGERATOR**
- **96" MEGA TOP REFRIGERATOR**
- **36" UNDER COUNTER FREEZER**
- **FIBER RE-ENFORCED WALL LINING HIGH THROUGHOUT OUT KITCHEN AND PREP AREAS**
- **PAINTED ALL WALLS**

### **BANQUET KITCHEN LINE**

- **REPLACED EXHAUST SYSTEM**
- **NEW ANSUL FIRE SUPPRESSION SYSTEM**
- **HEAVY DUTY RATIONAL 12 PAN COMPUTERIZED COMBI SELF COOKING, SELF CLEANING COMBI OVEN**
- **DOUBLE STACK HEAVY DUTY CONVECTION OVENS**
- **15 FT STAINLESS WORK TABLES**
- **FOUR BURNER HEAVY DUTY RANGE**
- **600 BANQUET SETTING (dishes, flatware, wine & water glasses etc.)**

## **STORAGE (DRY & REFRIGERATED)**

- **8ft x 20ft COMBINATION COOLER AND FREEZER FOR FOOD STORAGE**
- **TILE FLOORING FOR WALK IN COOLER**
- **TILE FLOORING FOR DRY STORAGE AREA**
- **PORTABLE OUTSIDE STORAGE AREA WITH FLOORING**

## **COUNTER SERVICE AREA**

- 400 sq. ft. NEW TILE FLOORING
- 300 sq. ft. WALL TILE
- Painted all walls
- 45 LINEAR ft NEW COUNTER AND CABINETS
- 60" ADA ACCESSIBLE COUNTER
- 48" 2 DOOR REACH IN GLASS MERCHANDISER BEER COOLER
- 48" ICE CREAM FREEZER WITH BUILT IN DIPPING WELL
- TWO (2) 96" 3 DOOR WORKTOP REFRIGERATORS
- 48" TWO DOOR SALAD PREP REFRIGERATORS
- 32" SINGLE DOOR PREP REFRIGERATOR
- HOT DOG ROLLER MACHINE
- 52" MERCHANDISER GLASS REFRIGERATOR
- 96" MERCHANDISER GLASS REFRIGERATOR

## **DINING ROOM**

- REMOVAL OF OLD ACCORDION PARTITIONS
- 45 NEW TABLE TOPS WITH BASES
- 115 WOODEN CHAIRS WITH VINYL CUSHIONS
- 2500 sf OF NEW HEAVY -DUTY LAMINATE FLOORING
- REPLACED CEILING TILES
- ALL LIGHTING RETROFIT TO LED
- 20 linear ft. SERVICE COUNTERS
- PAINTING OF ALL INTERIOR WALLS

## **RESTROOMS (male & female)**

- NEW CORIAN COUNTERS WITH BUILD IN SINKS
- NEW BATHROOM FIXTURES (toilets, urinals etc.)
- TILE WALL AND FLOORING
- NEW ENCLOSURES AND SEPARATORS

## **EXTERIOR**

- 140 NEW PATIO CHAIRS
- 25 NEW UMBRELLAS
- ONE 72" ROUND FIRE PIT WITH GRANITE TOP AND ROCK FACING
- ONE 60" FIRE PIT WITH GRANITE TOP AND ROCK FACING
- 7 COMMERCIAL CENTER FLAME PATIO HEATERS
- 250ft of GAS LINE FOR FIRE PITs
- 100 gallon PROPANE TANK FOR FIRE PITs
- 45 EXTERIOR LED LIGHTING WITH LOW VOLTAGE WIRING
- PAINTING OF ALL EXTERIOR WALLS

- PAINTED ALL ALLUMINUM WINDOW FRAMES BLACK TO MATCH REVISED COLOR SHCEME.

## **BANQUET FACILITY**

- PURCHASED AND PAID FOR LOSBERGER TENT STRUCTURE WITH DELIVERY AND INSTALLATION INCLUDED .
- OBTAINED BUILDING PERMIT TO CONSTRUCT BANQUET FACILITY, REST ROOMS, AND STORAGE AREA.

## **NOT YET COMPLETED**

- FOUNDATION FOR BANQUET FACILITY
- ASSEMBLY OF BANQUET FACILITY
- UNDERGROUND UTILITIES FOR BANQUET FACILITY
- BATHROOMS FOR BANQUET FACILITY
- FURNISHINGS FOR BANQUET FACILITY
- FENCING TO BE INSTALLED AFTER CONSTRUCTION OF FOUNDATION DUE TO ELEVATION CHANGES RELATED TO BANQUET FACILITY
- NEW ALUMINUM WINDOWS WILL BE INSTALLED ALONG WITH THE CONSTRUCTION OF THE ENCLOSED PATIO SINCE TO CONSTRUCT THE ENCLOSED PATIO A LARGE SECTION OF WINDOWS WILL NEED TO BE REMOVED. THIS PHASE OF THE PROJECT WILL BE COMPLETED WITHIN TWO YEARS AFTER OBTAINING OCCUPANCY PERMIT FOR EVENT CENTER.