



Parks and Recreation Commission Minutes

Zoom Webinar – Pleasanton, CA September 10, 2020 - 7:00 p.m.

CALL TO ORDER

The meeting was called to order at 7:00 p.m. by Chairperson Deckert.

Pledge of Allegiance

The Pledge of Allegiance to the flag was recited.

Roll Call

Commissioners Present: Bryan Bowers, Sadie Brown, Joanie Fields, Deborah Wahl, and Chairperson Chuck Deckert. (Commissioners Brad Hottle and Mary Hekl joined the meeting at 7:03 p.m.).

Commissioners Absent: None.

Staff Present: Heidi Murphy, Library & Recreation Director; Kathleen Yurchak, Director of Operation and Water Utilities; Terry Snyder, Office Manager; and Edith Caponigro, Recording Secretary.

AGENDA AMENDMENTS

None.

MINUTES

1. Approve regular meeting minutes of June 11, 2020.

A motion was made by Chairperson Fields, seconded by Commissioner Wahl, to approve the regular meeting minutes of June 11, 2020 meeting. **The motion was approved unanimously.**

MEETING OPEN TO THE PUBLIC

2. Introductions/Awards/Recognitions/Presentations

None.

3. Public Comment from the audience regarding items not listed on the agenda.

None

MATTERS BEFORE THE COMMISSION

4. Review of Proposed Operator Extension and Amendment of Agreement with Pleasanton Golf, LLC (CourseCo)

Ms. Yurchak introduced Michael Sharp, President for Pleasanton Golf LLC. She then provided details about the Operator Agreement with Pleasanton Golf, LLC (CourseCo) for the Callippe Golf Course scheduling to end on December 31, 2020. She advised that city staff have been discussing with Pleasanton Golf, LLC (CourseCo) management for several months an extension and amendment to the Agreement that is being presented to the Commission for review and consideration,

Commissioners were advised that the Agreement extension and amendment would be for a period of five (5) years and under the Agreement CourseCo would have no ownership interest in the golf course, but would manage maintenance and operations of Callippe Preserve for the City of Pleasanton and receive the indicated fixed fee for each year of the agreement, with any "incentive" fee payments that are tied to revenue goals that are met, which include green fees, cart rentals, driving range, merchandise, lessons, and food and beverage.

During year one the fixed management fee will not exceed \$120,000 with the City paying up to a 20% incentive fee that cannot exceed a combined fee of \$150,000. The combined fixed and incentive fees increased by a maximum of the July 1, 2021 Consumer Price Index and July 1st thereafter. Revenues generated from golf course operations will be used to pay for all operating costs with excess funding going towards internal service funds for capital projects and repair and maintenance projects.

Ms. Yurchak reviewed with Commissioners a 'Year in Review' PowerPoint presentation and she and Mr. Sharp provided information on: 1) Callippe Golf Course history, 2) projects completed during 2019-2020, 3) actions taken during COVID-19, 4) golf revenue during COVID, 5) Banquet/Catering/ Tournament food and beverage impacts from COVID, 6) COVID communication requirements put in place to protect employees and guests, and 7) the golf course 15-year anniversary November 2020. Details of the proposed contract extension were further reviewed.

Mr. Sharp commented on: 1) the partnership between CourseCo and the City of Pleasanton, 2) the numerous awards won at Callippe, 3) the golf experience for golfers and non-golfers, 4) COVID restrictions and successes, 5) Safety Ambassador Program, 6) steps being considered to expand golf course usage, 6) financial impacts from lost banquet bookings, 7) overall impacts from COVID-19, and 8) steps being taken to protect staff and guests.

Additional information was provided by Ms. Yurchak and Mr. Sharp regarding steps being taken to conduct a golf course market study before being able to extend banquet offerings.

Chairperson Deckert discussed with Ms. Yurchak city guidelines and policies for extending the Agreement with Pleasanton Golf, LLC. Ms. Yurchak noted that the Agreement was for two 5-year extensions with no guarantee for the second 5-year.

Chairperson Deckert asked about projects that may already be scheduled and Ms. Yurchak provided information about a 2020 project for driving range poles and replacement of driving range nets that is now earmarked for 2021, also a project is being considered for extending the patio and restaurant.

Commissioner Bowers discussed with Mr. Sharp and Ms. Yurchak the market analysis concept and customer feedback information. He was informed that that the study would show information about types of venue and customer feedback has always been strong. Annual surveys include secret shopper for food and beverage, card comment cards, etc., however, these have not been conducted during COVID, but a Monkey Survey is being considered.

Commissioner Bowers asked about the incentive management fee proposal in the Agreement and whether there was a cap for this. He also asked for clarification on the percentages. Mr. Sharp provided details and Ms. Yurchak referenced item 8.04.2 "Base Performance Standards for Golf" on page 3 of the Agreement. Mr. Sharp suggested that the language in this section be modified to an annual basis not quarterly.

Commissioner Fields asked about trends being towards food and beverage and whether there was an increase/decrease towards golf. Mr. Sharp commented on the flat golf trend decrease during 2009 to 2014 but had seen a growth going into 2020, and since COVID golf has been the only game for people so a resurgence in golf is showing a significant 5% growth.

Commissioner Fields discussed aspects of food and beverage with Mr. Sharp. She also requested that the parking policy and residents' concerns be considered when renovation and expansions for banquets, etc. are being considered. Mr. Sharp noted that demographics will be considered before any changes are contemplated and an independent consultant will be hired to provide recommendations.

Mr. Sharp advised Commissioner Fields that attendance at the grill during COVID has been 90% golfers and about 20 to 30 non-golfers.

Commissioner Hottle commented on what other golf courses have been doing during the pandemic to manage protocols and felt that CourseCo has been doing a good job. He felt adding a Restaurant/Pub at Callippe would be great, especially with the views available.

Commissioner Wahl commented on the Callippe location and felt it would be a lovely place for people to go for dinner if there was a better marketing.

A motion was made by Commissioner Hottle, seconded by Commissioner Bowers, recommending City Council approve the Extension and Amendment to the Operator Agreement with Pleasanton Golf, LLC (CourseCo) for management of Callippe Preserve Golf Course as presented.

Commissioner Fields suggested consideration be given to making the change recommended by Mr. Sharp to section "8.04.2 Base Performance Standards for Golf" of the Agreement so it is understood the Incentive Management Fee is to be annually and not quarterly.

Commissioners Hottle and Bowers agreed to the recommendation and the motion was so adjusted.

ROLL CALL VOTE:

AYES: Commissioners Bowers, Brown, Fields, Hekl, Hottle, Wahl, and Chairperson Deckert.

NOES: None

ABSENT: None

ABSTAIN: None

MATTERS INITIATED BY THE COMMISSION

None.

ADJOURNMENT

There being no further business a motion was made and seconded to adjourn the meeting at 8:08 p.m.

NEXT MEETING:

To be decided.