

Shoreline Senior Golf Club  
Board of Directors  
January 12, 2012  
Minutes

Attendance: Syder Hyder, OJ Pilcher, Jim Dunn, Jim Chiochios, Ted Roshinski, Steven Tong, Stuart Matheson, Peter Steiner, Dan Hauer, Stanley Hew, Jim Wilson, Tom Konno  
Absent: Jim Clark, Ron Labrum

The meeting was convened by President Jim Dunn at 9:30 AM. He introduced Mark Luthman, Chief Operating Officer of Touchstone Golf and Scott Humphrey, General Manager of Shoreline Golf Links and employed by Touchstone Golf.

Several days prior to this meeting, Jim sent several questions to Mark. Mark used the questions as a guide in his interactions with the Board. Mark was direct and very positive about how Touchstone Golf will address the three major problems presented by the golf course: the coots, conditions of the greens, and the bunkers/traps.

There are more than 3,000 coots on the golf course, a large majority of the birds are on the front nine. The coots' excrements are on the fairways and the greens. Coots are pecking holes on the greens. (The Canadian geese are less destructive.)

Mark stated that the maintenance crew used an expensive deterrent spray on a green with very temporary results. As a test, a blower machine pulled by a maintenance cart, blew the excrement off the greens. Also, a water hose was used to flush the excrements off the greens. Furthermore, a plug removing tool used to fill a putting hole was used to remove the holes left by coots on the ninth hole.

Mark revealed that a border collie is undergoing training and will be used to keep the coots at bay. He will also involve marshals and recruit volunteers. A plan will be devised to use more people in the process.

He encouraged all golfers to participate in the process of minimizing the destruction of the coots.

Mark remarked that the greens will receive frequent light-fertilizing treatment and watering. He is also aware that the greens are watered with recycled water. He and the staff will keep a watchful eye on the condition of the greens.

Mark knows that the traps/bunkers are in terrible condition and the problem will be addressed. Also, a member asked if the extreme slope of the second green can be addressed. Mark replied that if the situation is deemed to be an architectural condition, he must obtain the City's permission.

A member requested (of Mark) for a reassessment of the course handicap (slope rating), particularly as it pertains to the fourth hole. The fourth hole has the 18th handicap rating, in spite of a water hazard fronting the green.

Mark believes that an aggressive program against the coots early in the fall of the year will discourage the coots from staying at Shoreline. The coots' population will be dramatically reduced. He is aware that whatever action his maintenance staff takes toward the coots, his staff will protect the endangered species, such as, the burrowing owls.

The senior tournament days and tee time schedules will be preserved. (Seniors must adhere to the other parts of the process, e.g. calling in by Friday and taking one's name off the playing roster for the following Monday.)

He believes that the established process of the Pro Shop collecting the tournament sweeps for senior events, making out the certificates, etc. can continue without a problem. He noted that Touchstone Golf maintains a banking account separate from the City's account.

He declared that he wants to increase play at Shoreline. The pricing format is not complete. At this time, a golfer may purchase a monthly frequent player card for \$99.00 or a yearly card for \$1,188.00 with a 5% discount. A player may use the card Monday through Friday. A golfer with an older card will have his card reflect the new price as of January 1, 2012.

On the topic of how Touchstone Golf will actively attract more golfers to Shoreline, he outlined the following:

- significantly improve the conditions of the golf course. He believes that within a year golfers will notice a vast improvement.
- improve the reputation of the golf course by minimizing the impact of the birds.
- lowering and/or maintaining competitive rates with other golf courses.
- create a golfers' loyalty program for Shoreline, such as, a senior membership program (age 66+) with rates for a 3 day, 5 day and a 7 day program.
- create a golfer's desire to return to play at Shoreline.
- create a golf community which will be viewed as an asset to the larger community.
- create events for charity during periods of less play on the course.
- Mark wants all golfers to join the staff in improving the course.

Mark clarified that Touchstone Foundation is a non-profit organization. The Foundation will sponsor charitable events.

Touchstone Golf is a profit generating business. Touchstone Golf is responsible for all aspects of the management of the golf course and the Pro Shop.

Mark will maintain an office at Shoreline. Scott will be in the Pro Shop.

## Board Agenda (continued)

The Board approved the minutes of the October 6, 2011, meeting.

Budget update:

Ted Roshinski distributed the budget which showed the actual budget at the end of December 31, 2011, and the proposed budget for 2012. The budget for 2011, stayed within the allocations.

The proposed budget for 2012 reflected the decrease in membership by 17 participants. Ted offered that his proposed budget for the member/guest tournament and the annual members tournament reflect previous years' tendencies in which a certain number of golfers choose not to attend these functions.

The Board approved the budget for 2012.

Membership update:

Jim Schmidt reviewed the list of non-renewals, such as, relocation of residence outside the Bay Area and health related issues.

Committee Reports:Greens Committee:

Dan Hauer reported that the filling of ponds alongside fairways 11 and 17 are complete. A ball entering the endangered species area marked by yellow stakes with a green cap, cannot be retrieved by a golfer if he must physically enter the area. A golfer may use a ball retriever. However, a golfer may take a lateral drop and no closer to the hole. The golfer incurs a one stroke penalty.

A maintenance crew used a deterrent spray on one of the greens, but the costly spray had a very short life of effectiveness.

The 3,000 coots and frost are continuing to plague the golf course.

Website:

Syed Hyder did not have a report.

Handicap Chairman:

Stanly Hew completed an on-line course for accreditation for the Shoreline Seniors Golf Club by the NCGA. Our Club is required to follow a compliance check list in order to use the USGA Handicap Index; have a Handicap Committee composed of the President, Tournament Chairman, and the Handicap Chairman; maintain the receipt of the signed license agreement with NCGA.

The Handicap Chairman will review posted scores and review managed handicap index.

Our Club's accreditation is effective through 2015.

Tee Times:

Peter Steiner will post a revised tee-time roster. The roster will identify the open position(s) of a foursome. Any golfer is permitted to fill a vacant position.

The Performance Index will be computed whenever 70 or more golfers participate in a tournament.

Tournament

Jim Clark and Steven Tong worked together. Steven received instructions in scoring and posting tournament scores. In addition, John Gannon will devise the tournament schedule for 2013.

Newsletter:

Jim Chiochios will be publishing/distributing the Newsletter by the end of January.

Old Business: none

New Business:

The deteriorated conditions of the greens received much attention/discussion. A consensus decision: reinstate the winter rules of the Club. The rules will be posted for each tournament.

The next Board Meeting is scheduled for Thursday, April 5, 2012, 9:30 AM in the Conference Room.

The meeting was adjourned by President Jim Dunn at 11:55 AM.

Respectfully submitted,

Tom Konno

Note: Your receipt of this Draft of the Minutes is your opportunity to correct/amend the contents of the Minutes. You may e-mail me : [Tomnjune@gmail.com](mailto:Tomnjune@gmail.com) or offer your comments at the next Board Meeting.