

BROADLANDS GOLF COURSE ADVISORY BOARD

Minutes March 19, 2014

Roll Call

Present: Howard Shuster, Vance Rasmussen, Don Ralston, Tim Schwartz, Nancy Harrold

Absent: Chris Lewis, Jeff Carter

Others in attendance: Robert Dittmer

Agenda Minutes

Approval of Minutes

After a motion by Howard, the minutes from the October 30, 2013 meeting were unanimously approved.

Howard acknowledged that this is Don's last meeting with the Board and welcomed Robert Dittmer, new Board member, to the group. New rosters were handed out. Howard asked Don if he had any leaving comments for the group. Don stated that after three years on the Board, he realizes that there is not much the Board can do to make changes. He admitted frustration with management never coming to meet with them and feels that Landscapes need to meet with the homeowners. Don praised Chris Lewis on the excellent job he does with the limited resources he's given. Howard acknowledged Don's comments and stated that there are challenges that the Board faces and that their leverage is limited to comparison to other golf courses, mitigation of customer complaints and giving advice which may not always be taken.

General Manager Update-Tim Schwartz

- Tim handed out the Revenues and Rounds Report along with a National Golf rounds Played Report
- Revenue for 2013 was down \$143,000 compared to 2012
- \$40.50/round includes food and beverage, currently at \$51.00/round for Jan/Feb
- Rounds finished at \$37.660
- March YTD near total for entire month of March 2013
- Projecting 40,800 for rounds for 2014
- National rounds down 5% YTD, Colorado rounds down 14.2% YTD
- Discontinued Golf Now online tee times
- Landscapes Regional Manager is fairly new but is fairly certain he will be coming to make a visit soon.

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- Landscapes rebuilding Coal Creek Golf Course after the flooding closed it down.
- Landscapes would also like to manage Coal Creek but the City of Louisville wasn't happy with the last management company so they may be against having another management company.
- 2014 Golf Expo provided \$6,000 in sales which is best year they have ever had in sales
- Attended Conference in Lincoln Nebraska where there was a lot of discussion about the new Obama Care and what that entails for employers, won't affect Broadlands employees
- Discontinued Golf Now and Golf Switch online scheduling systems due to business practices not being in best interest of Golf Course. Will continue to use Quick 18 online system which has been in place for last seven years.

Superintendent Update-Tim for Chris Lewis

- Completing replacement of emergency drain on #17, lake should refill naturally
- Joining of Gold Tee and Blue Tee at #15 completed
- Retaining wall repaired and supported to allow turf to grow in nicely
- Typical clean up during Winter months to include painting
- Goosinator is in use and has made a dramatic difference on #6 and #2
- Having cart path only and ropes has also helped turf conditions and will continue through end of March
- Mowing of fairways began this week
- Starting to hire staff and train, should have several returners
- CIP projects on list (Patio first priority)
 - Exterior painting of soffits and trim, sealing cracks
 - New patio- two bids received for 20 ft section to seat 50-60 people and eventually will add fire pit. Tentative completion date to be late May early June
 - Landscaping around property
 - o Carpeting inside clubhouse
 - o Two new mowers @ \$30,000 each
 - Purchase of used truck to replace old one after engine failed

New Business

Vance asked if the marshals would be returning soon. Tim responded that they will begin as of April 1st. Vance mentioned to Tim that he has heard comments from members about employee attitudes not being positive. Tim stated how disappointing that is to hear and that staff is given customer service trainings. Rob asked if Green fees were going up. Tim confirmed that they went up \$1.00 Rob asked how long the driving range takes to recover since it is used all year round. Tim responded that by keeping golfers on one side at a time, it doesn't take very long. He credited Scott who takes care of it with doing an excellent job with it. Rob asked what the Golf Course profit generators were and if the Board could do anything to help those profits. Tim responded Green Fees & Cart Fees,

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Food and Beverage and Merchandise are the top three profit generators in that order. He stated that tournaments can generate up to \$25,000 a day profit and he is hoping to attract more golfers from Coal Creek while it's shut down. Coal Creek is not anticipated to reopen until spring 2015.

Adjournment

The meeting was adjourned at 12:55pm The next meeting is set for April 30, 2014.

Approval

Minutes Prepared by Angela Kochevar

Approved by

Chair