



Broadlands Golf Course Advisory Board

*Minutes of the Meeting of
July 27, 2016*

Roll Call

Present: Robert Dittmer, Nancy Harrold, Earl Franz, Chris Lewis, Tim Schwartz,

Absent: Terri Lay

Agenda Minutes

Approval of Minutes

After a motion by Earl, the minutes of the June 22, 2016 meeting were unanimously approved.

General Manager Update - Tim Schwartz

- Rounds and Revenue were down a little and compared closely to last year.
- July hasn't had many tournaments but August has 1600 tournament rounds scheduled.
- Staff will start to reduce down over the next few weeks going from approximately 60 staff to 20.
- Parking lot service and club washing will continue as long as possible; it's been received by public very well. The service added to payroll costs but was well worth it.
- Jr Camp current session finishing up, 4th session will begin and has about 90 kids participating
- Fourth of July Foot Golf event went well with 45 participants. Marketing efforts for event included email, postcards and Facebook. 90% of participants were derived from Facebook for a nominal fee.
- "Score Card", a customer online survey showed an overall rating of 82% for June and 84% for July so far, the goal is 85-90%. The survey rates pace of play, cleanliness, and food service.
- Survey serves as a good tool and gives customer contact information which is helpful for follow up especially when negative comments are made. Unfortunately, Tim hasn't had much luck reaching guests. Some comments received were that course offered a fast round or that it was too expensive.

- Anticipate a busy August and September before course starts to get ready for Winter.
- Improvements to be made include new Beverage Carts, power washer, audio system, light bulb replacement, and dry wall and painting in Clubhouse. Currently getting second estimate on painting required by Landscapes.
- Next year Capital Improvements will be updating the restrooms in Clubhouse and new furniture. Cart fleet lease will be up next year, yet, due to budget approval, it's uncertain if Broadlands will be able to replace the golf carts.

Superintendent Update- Chris Lewis

- Course is healthy, a little dry which is expected with lack of measurable rainfall.
- Greens are healthy, a little soft, so working to correct with aerification using deep, narrow tines which results in fast recovery. This method of aerification is not noticeable to golfers
- Cattails and native grass clean-up is taking place in overgrowth areas due in part to overwatering by homeowners. Cleanup of cattails in wet area is necessary on golf course side to improve course and target views.
- Next year, cattails will be cleaned out of the creek so that drainage repairs can be made.
- Irrigation zones added to help with watering on hole 17/18.
- Bunker edges sprayed for weeds, reshaped and sand added.
- Awaiting a new Goosinator. Cannot relocate geese through use of humane technology until after August 1st.

Old Business

Rob asked Tim the warning notification to the Carts GPS systems had been added to help golfers be more aware of intersection at Broadlands Drive and Broadlands Lane where they need to stop. Tim stated that he had not done so. Rob urged Tim to proceed with the request.

Earl asked for an update on marketing efforts with the new Marriott Courtyard. Tim said that the hotel would be opening soon and including advertising material would be added to the hotel's guest information.

Rob asked if the Military Discount had been decided. Tim has talked to Landscapes management and no final decisions have been made; he thinks that a rate will be decided upon for 2017 season.

Chris stated that there was no further information or communication from Department of Agriculture or from homeowner who filed complaint early this season.

New Business

Efforts being made to determine property owner of Shrub between #6 & #7 growing over power box which is causing visual appearance to be diminished and a stopping hazard. The HOA management company, Vista Management, has asked an employee at the City for assistance so that a letter can be sent to homeowner. Nancy offered follow-up with the City employee if response was not received.

Adjournment

The meeting was adjourned at 12:50pm.

Approval

Minutes Prepared by Angela Kochevar

Minutes Approved

Robert Dittmer
8/31/2016