# BROADLANDS GOLF COURSE ADVISORY COMMITTEE - MEETING MINUTES

April 24, 2019  
Broadlands Golf Course  
Banquet Room  
12:00 pm  

Call to Order  
Attendance: Timothy Flanagan, Rob Dittmer, Chris Lewis, Larry Fuller, Mike Tison, Azam Aslamy, Clay Shuck, Kathyrn Bergh  
Absent: N/A  

Public Comment  
- N/A  

Approval of March 20, 2019 Minutes  
- Motion to approve as amended; Dittmer. Aslamy seconds.  

Old Business  
- N/A  

Staff Reports  
- Golf Course General Manager (Chris Lewis)  
  - Course: Spring weather has presented challenges; nice weather has led to sold out days.  
    - On good weather days, Broadlands saw more patrons than similar competitor courses.  
    - Overall course is in great physical condition. Greens are well maintained and have been aerated for the Spring.  
  - 1st Quarter of the 2019: Though the course was closed more days than open, it was profitable due to frequent sold out days.  
  - Memberships:  
    - Number of memberships are trending similar to 2018 membership. Currently 70 year round members.  
    - It was observed that Heritage Todd Creek Golf course reintroduced a membership program, however, no large impact to membership numbers at Broadlands.  
    - Most memberships are 5 month memberships; Broadlands is one of the few golf courses offering a type of monthly membership. Price point is similar to other courses in the area, however, other courses require annual memberships.  
    - Several members at Broadlands are from out of state and return to Colorado during warm months.  
  - Range program:  
    - Range program now has more tracking options for participants. There has been a 25% membership price increase but the program is growing in numbers.  
  - Revenue:  
    - Revenue is on track for 1st Quarter. Mike Tison is doing an excellent job with special events. Most special events take place on Fridays and Saturdays and such events draw up to 200 rounds of golf. Easter brunch special event had 50 attendees.  
  - Staffing:  
    - New policy for staff: in order to have access to the golf course, a set number of hours must be worked prior to access to course.  
    - Four staff members now working at the Pro Shop counter. The increase in staffing at the Pro Shop helps with consistency.  
    - Jack Drew now leading Beverage cart staff and is passionate at work. Drew is consistently making golf cart area very clean.  
    - Brian Larson is the second assistant in Pro Shop behind Missy Schreiner.
Advertising:
Advertising work had previously been contracted out. Landscapes Unlimited Golf, has started a new division for Advertising and Marketing. Katie Brandel is contact for Broadlands and does remote advertising work from Michigan. Brandel also helps manage social media accounts. Weekly meetings are held between Broadlands management and Brandel.

- Food/beverage:
  - New restaurant menu concept rolling out on April 27: Smokehouse BBQ themed style food. In-house meat smoker has been purchased for restaurant.

- General:
  - Summer rates began Wednesday, April 17 with small changes
    - Golf rates remain the same.
    - Cart fees now: $20 for 18 holes. $10 for 9 holes. Cart rates are the same rate across all play/leagues.
  - Tournament fees have increased by a small amount:
    - Monday through Thursday: $60 per player
    - Weekends (Friday, Saturday, Sunday): $70 per player
    - More information available on website. Golfers have can add options such as food and beverage packages during sign up.
    - Average of 82 players in Men’s League observed for weekend play.

  - Pace of play suggestion going into effect on course. Business cards will be handed out by marshal’s on first tee. If team finished under 4 hours and 25 minutes, cards can be submitted to club house for a free beer.

- Junior clinics beginning soon; more information available online.

- Director of Recreation, Wellness, and Senior Services
  - Committee orientation powerpoint presentation will be sent to full Broadlands Golf Course Advisory Board as a refresher.
    - Reminder for Broadlands Advisory Board: work cannot be directed to City Staff nor can it be directed to Golf staff
  - Boards and Commissions dinner is on May 30th at the Chateau. Invitation has been sent out to Committee. Check email to see more information. Spouses and partners are welcome to attend.
  - City budget process is currently going on.
  - BCC construction project in progress. Half the building will open in 2020 for staff to utilize. Full public use at a later date.
  - From the Open Space Director: Eagles are active this Spring season. Signs should be placed around course during the increase of activity.
  - Charles Ozaki, City Manager is retiring as of August 2019. City Chambers had a public forum for input for next City Manager.

New Business

- Kathryn Bergh, CCOB, CIP Project Manager
  - Dillon Rd/144th Rd Improvement project:
    - Several roadways will be under construction in the near future.
    - Phase 1 between Sheridan Blvd and Zuni St begins in May. Traffic diverted between Lowell Blvd and Zuni St with one lane each way.
    - In Fall 2019, near Broadlands Golf Course
      - Dead trees will be replaced. Cobble replaced with colored concrete. Daily operations near construction site should see little impact. Site will be two-way traffic accessible.
  - Lowell Blvd and Sheridan Blvd project to begin in Fall 2019, with completion in Spring 2020
    - Traffic control plans to be finalized at a later date.
  - All City projects can be accessed through City of Broomfield website. Individuals can sign up for regular project updates and review public manager updates.
  - Additional Broomfield Service Center project will be completed Fall 2019 through March 2020.
Projects will have three staging areas:
- Zuni St and Lowell Blvd on the north side.
- Service center/water treatment.
- Watkee Open Space by Sheridan.

Note: the main feed of water for Broadlands will be from the water treatment facility across the street. Broadlands will need access during Service Center project and/or if interruption for irrigation service may occur, City will notify Broadlands Golf Course management.

- Discussion with homeowners surrounding Broadlands Golf Course of golf course.
- Discussion to send newsletters to homeowners’ associations
- Speed of golf carts have been slowed down.

Committee Comments
- President/chair selection has been formal process for committee.
  - Nominations opened.
  - Dittmer nominated by Flanagan as President and accepted.
  - Aslamy nominated by Dittmer as vice chair and accepted

Date for Next Regular Meeting

Meeting Adjourned: 1:00 PM