



BROADLANDS GOLF COURSE ADVISORY COMMITTEE - MEETING AGENDA

April 28, 2021
Broadlands Golf Course
Virtual meeting
12:00 PM

Call to Order

- Raven DuKane, Steve Russell, Clay Shuck, Chris Lewis, Ryan Jensen, Rob Dittmer, Francisco (Frank) Estevez, Mike Tison. Teri Wittkop Broadlands Golf Course Event Coordinator

Public Comment

- N/A

Approval of October 28, 2020 Minutes

- Edit suggestion
 - Under C. Lewis: Budgeted over 2800; made over 4000 rounds of golf *due to good weather*.
 - Under C. Shuck: Increase in new cases, add *Covid* cases.
 - Under New Business. Spoke to City Council... *2021* changes.
- Motion to move minutes by Estevez seconded by DuKane. Approved.

Old Business

- Confirm replacement of Westwood Ranch Golf Course with Thorncreek Golf Course in the bylaws

Staff Reports

- Golf Course General Manager (C. Lewis)
 - Introduction: Lewis has been the General Manager at the Broadlands Golf Course for 4 seasons. Previously was the course's Superintendent for 12 yrs. Prior to that, Lewis was part of Maintenance for 3 yrs. In totality, at Broadlands for 20 years and has sat on Broadlands Golf Advisory Committee meetings for 17 years. Lewis is also the Regional Superintendent for Broadlands parent company, Landscapes Unlimited. Welcome to any conversation!
 - *Financial*
 - 2021 has started off well from a revenue standpoint. Broadlands is focused in 2021 on an aggressive budget stance, as golf has been popular during the pandemic.
 - Broadlands has launched new programs. The course continues to strive to set up a safe environment for golfers during the pandemic.
 - Inclement weather has been the greatest setback for the course, but most revenue has been generated on the weekends.
 - Utilization rate is based on the percentage of tee times that are full. Typically, Landscapes Unlimited courses aim for 80 percent utilization rate. In 2020 and 2021, Broadlands operates in the high 90 percentile.
 - *Staffing*
 - Broadlands has filled a position for a Small Events Coordinator by welcoming Teri Wittkop. Mike Tison will continue to run large events like tournaments. Broadlands observed a need for more community-styled events on a smaller scale, thus the Small Events Coordinator position was created. Wittkop has previously worked at Broadlands as a golf marshal and has experience in small events from previous companies.

- Shawn Agrestro has left Food and Beverage for Broadlands. After an extensive interview process, Desi Brandt has taken over as Food and Beverage Manager. Brandt comes with a lot of experience from previously working as the Food and Beverage Assistant.
- There has also been a new Assistant Course Superintendent at Broadlands as of November 2020 and a new mechanic was brought on board.
- Lewis feels Broadlands has been fortunate with very positive staff. Observes that this may be the strongest management crew ever held at the course going into the new season.
- Seasonal staff: every dept is currently full on staffing. Last year, Broadlands saw a trend of younger or retired individuals applying for seasonal jobs. Training is currently on-going for seasonal staff, golf marshals, cart barn staff, and pro shop staff. The end goal of training is to enhance customer experience
- *Membership*
 - Monthly and annual membership programs remain popular. Broadlands capped membership because the demand was so high; over 100 current members with a 40-person waitlist. As a public golf course, with the need to serve the public, Broadlands must cap memberships. 98 percent of all members have returned from previous year. Some individuals from the range pass program have been converted from membership waitlist. The P3 range program continues to grow.
- *Maintenance*
 - Golf course survived the winter well. There are small spots from high traffic areas and wear and tear from additional use.
 - Fairways and greens are in good condition.
 - Landscapes Unlimited has launched a new division within the company, Landscapes Unlimited Fleet Management. The division purchases and manages maintenance equipment across the country in over 50 golf courses for the company. The division will serve to buy new equipment, refinance the equipment after a few years, and send it to a different course. 80 percent of the Broadlands equipment fleet has been replaced with new equipment. New equipment will help with the maintenance of the golf course in the future.
 - Question, Estevez: What typical questions have you received in the past from public comments during the year?
 - Lewis: Questions can vary, including questions about non-golfers on the course (bikers, pedestrians), homeowners issues and questions about chemical application, noise, or weed control around properties. The public is welcomed to discuss concerns with Chris Lewis and Mike Tison. The course is over 21 years old and many residents still need to clarify that the City and County of Broomfield does not manage the course.
 - Question, Estevez: Were there questions about the utilization of a membership cap? I thought fees would be more of a concern.
 - Lewis: There are 107 members. Golf is also one of the most scrutinized industries for rates. The cost of maintaining golf courses has grown exponentially more than the growth rate of memberships. Rate increases are sometimes needed to support operational costs
 - Question, Dittmer: Does labor impact costs?
 - Lewis: Yes, labor rates do impact [operational] cost increases. Broadlands has completed cost comparisons of rates between local courses.
 - Question, DuKane: Are cost comparisons only done with courses that are stated in the comparison document?
 - Lewis: We (Chris and Mike) compare Broadlands with nearly 20 courses. Broadlands is trying not to be the cheapest nor the most expensive. We have a good product and it shows with the number of golfers using the product.
- Mike Tison:
 - Introduction: Tison is the Assistant General Manager and Golf Pro at Broadlands. Door is always open for any conversations or questions.
- Director of Recreation, Parks, and Senior Services (C. Shuck)
 - Staff currently in the heart of budget season due to the City next week. Looking forward to opening up more services in the coming weeks.
 - Summer programs are hiring and will be running

- Capital improvement projects were delayed in 2020 but will be introduced again in 2021.
 - 144th St. capital improvement project is near completion
 - There may be an impact from a future Xcel project. Have been meeting with Lewis. Project will extend from McKay to Boulder County. Hopefully, the impact will not be significant.
 - 144th and Lowell will be used to stage equipment
 - As of April, City and County of Broomfield is in Dial Level Blue for Covid guidelines, but 100 percent capacity in cardio and weight locations. Will adapt to any future guidelines given by the State.
 - Anticipating to move to Level Clear on May 16 as a city and county. This will open operations to 100 percent eligibility but organizations will be paying attention to social distancing and may choose not be open 100%. Will continue to take guidance from the Department of Public Health.
 - For CCOB Recreation, operations in Level Clear include a return to hosting Special Events and opening the Bay Aquatic Park
 - May 7 mask mandate with will lift. No current indication that the mandate will be extended by Public Health or by the Governor. Public Health is currently working with regional partners on those decisions
 - Masks currently required inside but may change with new State guidelines
 - Golf course has been a great partner with the City. Broadlands and the City work well to resolve issues and support the same message in the partnership
- Ryan Jensen, Parks Superintendent
 - Welcomes any questions on parks general maintenance
 - Also currently working on budgets.
 - Actively involved in hiring for staffing.
 - Parks Services capital improvement projects include landscape improvement and replacements, the ash tree program, tree removal and replacement of different species. There may also be concrete replacement on concrete trails.
 - The City avoided heavy tree damage from snow in the last few weeks and saw no severe damage. Out of 25000 trees, only one significant loss.
 - Charging irrigation systems and will be actively running controlled irrigation zones in the next few weeks.
 - Flower program will return in May which includes corner site pots around the City and County
 - Comment, Tison: 144th looks great! Kudos to the landscaping; it looks great!
 - Question, Dittmer: Following up from last meeting, are there Plaster Reservoir updates?
 - Jensen: The environment study has been received and presented to Council. Funding will come in 2022.
- Question, Estevez: What is the timeline for the fiscal year? Are budget requests from Broadlands or Landscapes Unlimited given at the same time?
 - Shuck: Landscapes Unlimited/Broadlands and CCOB are separate entities in budget allocations. CCOB budget timelines are on a calendar year January through December.
 - Capital improvement projects or any project that occurs on the property are handled by Landscapes Unlimited
 - Lewis: Broadlands fiscal year is the calendar year. Capital improvement plans and options are based on what managers and department heads are looking for at the facility and what upper management wants to decide and approve on. CCOB and Broadlands have a partnership but separate financial entities.
- Shuck: CCOB Boards and Commissions meetings will remain virtual, with no in person meetings until after June 1. First in person will be after June 1.
 - Question, Dittmer: Question on the intersection for Lvl Blue. Other golf courses around operate with cup restrictors (foam in cups, ball lifters, etc). There seems to be different guidance...is that a directive from the CCOB to Broadlands?
 - Shuck: Shuck met with general managers of regional courses with Deb Federspiel, Deputy Director of CCOB Public Health. CCOB has never mandated guidelines but has only operated with recommendations for organizations. It has been helpful to have direct access to the health department and it has aided in being able to quickly implemented changes and assist with questions from the course
 - Lewis: Adding to this, the course is still concerned with different touch points for patrons. The course will supply a bottle of water to each golfer instead of offering water coolers.
 - Tison: Staff members also travel around the course to fill divots, rather than golfers

completing this.

New Business

- Nomination: Chair of Broadlands Golf Course Advisory Committee: Rob Dittmer
 - Motioned by Estevez, and seconded by DuKane.
 - Unanimously approved
- Nomination for Vice Chair: Frank Estevez
 - Motioned Dittmer, seconded by DuKane.
- Board Terms
 - Raven DuKane, Term Exp. 03.31.22
 - Francisco Estevez, Term Exp. 03.31.22
 - Steve Russell, alternate, Term Exp. 03.31.22
 - Robert Dittmer, Term Exp. 03.31.24

Committee Comments

- N/A

Date for Next Regular Meeting

- Wednesday, May 26, 2021

Adjourn

Adjourned at 1 pm