



## BROADLANDS GOLF COURSE ADVISORY COMMITTEE - MEETING AGENDA

June 30, 2021

Broadlands Golf Course

Clubhouse

12:00 pm

### Call to Order

- Clay Shuck, Ryan Jensen, Chris Lewis, Frank Estevez, Rob Dittmer, Raven DuKane, Austin Lang, Mike Tison
- Excused: Steve Russell

### Public Comment

- Brief homeowner comments
- Emails received at CCOB regarding weeds at the Broadlands Golf Course

### Approval of May 26, 2021 Minutes

- Motion for approval Estevez. Second by DuKane. Approved

### Old Business

- N/A

### Staff Reports

- Golf Course General Manager (C. Lewis)
  - Course remains busy every day; consistent full tee-time bookings at the course
    - Traditionally, there are breaks in the tee times but currently the course remains busier than normal. Small afternoon openings due to recent weather patterns
    - Some schools begin Aug 10; will be looking how school begins impact course usage
  - Events: June was the busiest month with (13) outside events. One event recorded 300 breakfast burritos!
  - Food and beverage numbers have been higher than ever. New menu transition has seen positive growth
  - Membership: Still full. Some resignations due to injuries but otherwise (2) individuals on the waitlist were contacted to move to membership status
  - P3 program: 245 members; likely the highest count in 7 years. Peak was 10 years ago at 300 members
  - Staff update
    - No issue filling positions this year. Other courses were contacted about staffing yet Broadlands had no problem filling positions for the year. May be due to the culture developed at the course for staff and an increase in salary brackets. Broadlands values quality work and having fun. Many groups of friends or families working at the course; 75 total employees. Some areas were overstaffed but was done intentionally to address the high increase in course usage
  - Terri W., newest full time employee for small events and banquets. Started late May, entering the busiest season for small events. Currently meets with locals for different types of events: wine and dine, members appreciation parties, memorial services. Opportunity for revenue to grow for the course. Would like to see this area grow for the course. Will be tracking the number of events and the revenue generated for the events
  - Course maintenance (Austin)
    - Staff has done a great job maintaining the golf course

- MISC
  - Outdoor patio has done well
  - Drone footage taken during a membership appreciation event. Will be used in future promotions
  - Homeowners concerns
    - Near Hole #8, Lake: complaint about the frogs. Homeowner states frogs are too loud and are keeping them up at night. Broadlands may treat the cattails to change the habitat and see if the frogs will move
    - Fence line mowing: delayed weed mowing due to the increase in rainfall. All the fence line has been mowed and will be addressed as needed
    - Weed concerns: nothing that Broadlands haven't been able to be addressed before
      - CCOB recently received emails about weeds off of hole #8 and #16.
    - Hole #13 noise complaints for mowing concerns. Homeowner was asked to take a photo of the mower to help identify it. Lang reached out to the homeowner; homeowner works the night shift and Lang explained the mowing schedule hasn't changed
  - Question, Dittmer: Capital improvement requests
    - Lewis: Broadlands owner has a monthly meeting with course but will wait for capital improvement discussions until on site for a visit. Currently have no timeline for projects
      - Primary lists: All approved through the corporate office and Broadlands recommendations are taken into consideration but ultimately the decision will come from corporate office
        - #1 building improvement: patio space or extension of building.
        - #2 indoor space: update restrooms; flooring and carpet
        - Building expansion for simulators to be used in the winter
        - #3 course: hitting mats on the driving range; bunker work, lake edge work; irrigation system
        - Considering a golf cart replacement; if ordered, the carts would likely be 16-24 months out from being received due to supply chain management
        - New technologies may include a plug and play batteries for golf carts (Club Car)
- M. Tison
  - Staff is doing well in the cart barn and in pro shop
    - Operations going well
  - Over 70 members waiting for memberships; responding as telling them this year may not be likely. Can retain position for following year. Will do a membership analysis at end of year
  - Tournament rounds: 344 players over June 26-27
  - Changes to event packages do not appear to deter people but have observed losing some 40-60 player style events
  - Revenues are higher than previous years and Broadlands anticipates an average of 30-40 events per year
  - Membership appreciation: 80-100 attendees.
    - Beer and wine vendors and appetizers served at the event.
  - Colorado University Golf Camp: 30 kids, for 5 days. Instruction, lunch, 9 holes each day. Many compliments received from the community and player
- A. Lang, Course Superintendent
  - Weather has been helpful in addressing course maintenance
    - Course was in good shape when Lang first began and continues to be in good condition
  - Strong current staff but are looking for recruitment for the Fall
    - Balancing schedules of staff who are still currently in school and have afternoon extracurricular activities
- Comment, Rob Dittmer: have observed great blue herons near the lake.
  - Herons and pelicans do frequent the lake for the frogs
  - Increase of pedestrians on the course while golfers: parents with babies in strollers
    - Lewis: City of Denver has similar concerns for trespassing on the golf course

- Liability concerns for pedestrians on course
- Dogs off leash
- Raven: Should guests call the clubhouse if observing dogs off leash or pedestrians on course?
  - Lewis: Yes, encourage guests to call the course office
- Director of Parks, Recreation, and Senior Services (C. Shuck)
  - Deferred maintenance and projects from 2020; citizens may not be used to seeing these impacts but goal to return to normal service in 2022.
  - 4th of July requires lots of staff at this event: parks, streets, recreation, facilities. police. Anticipating a larger event than in the past
    - Will be having a larger police presence at this event. May be easier with Erie, Thornton, and some other areas offering similar events; could alleviate the crowd size
    - Many contingency plans for this event
  - Department
    - Programs are currently operating at full force
    - CHSAA sports, Aug 9: Adams 12 and BVSD. temp staff will slow down
    - Sept 18 Broomfield Days returns
    - Recent BrewHAHA beer event had 2500 attendees
    - Looking forward for events for move forward
  - Looking through weed maintenance programs. Formally adopting a plan with Open Space and Trails and with PRSSAC and then to council for full adoption.
    - Noxious weeds adoption that will align with the State operational management plan. Nathan Kelbe is Broomfield's County Noxious Weed Coordinator. Full adoption will allow CCOB to formally remove noxious weeds and address weeds on private property.
- Superintendent Parks, CCOB (R. Jensen)
  - Current projects include weed control
  - IDT state tournament, youth softball. Ends before July 4; Community Park and BIP
  - Great American Picnic at Broomfield Commons Park on July 4
  - Lots of mowing! Some areas need to mow over 4 times. Landscaping contractors have lower staffing members than Parks. Trying to coordinate different areas.
  - CCOB Parks staffing levels are decent. Some positions have not been filled
  - Irrigation issues to address throughout the City
  - 24 inches of snow in deferred maintenance in 2020 and now seeing the impacts.
- Questions
  - Estevez: What are the options for memberships?
    - Lewis: 12 month membership or 7 month. Once you sign on, no one can bump you. Members can renew for the next year. Refunds issued based on the scenarios
  - Estevez: Capital projects: Would irrigation be a total replacement?
    - Lewis: Yes, most courses have a 20 yr life expectancy. Broadlands has a PV system. It's not mandatory, so the project may be further down the line. Estimated as a multi million project for a full replacement.
  - Estevez: What is the estimate for the building expansion project?
    - Lewis: Quarter to half million
  - Estevez: Does the marshal have authority to remove individuals from the course
    - Lewis: Yes, they have the authority, but the first option would be to contact course management first. Rare instance for individuals to cause disruption
  - DuKane: Terri W is tracking special events at Broadlands. How will the data be used?
    - Lewis: Tracking software (ZenDesk) is an inbound and outbound events software. It allows Broadlands to track areas such as, why an event didn't occur, number of people, date range, why renters didn't show up, etc. Company is very technologically savvy and Broadlands owners would like to see the data behind events tracking.
      - Technology can be utilized in different areas for data analysis. Trends on tee times, and track usage things like revenue management. Driving range
  - DuKane; How often are the tees physically moved back on the course?
    - Lewis: Every morning.

New Business
<ul style="list-style-type: none"><li>• Comparables for new comparisons with peak season 18 hole<ul style="list-style-type: none"><li>○ Comparable forces to Broadlands. Comparison data separate attachment**</li></ul></li></ul>
Committee Comments
<ul style="list-style-type: none"><li>• Meeting adjourned</li></ul>
Date for Next Regular Meeting
<ul style="list-style-type: none"><li>• July 28, 2021; Lewis will be out of town. Estevez may be absent.</li></ul>
Adjourn
<ul style="list-style-type: none"><li>• Meeting adjourned at 1 pm.</li></ul>