

**TIMBERLANE NEIGHBORHOOD IMPROVEMENT & BEAUTIFICATION
DISTRICT**

**MINUTES OF REGULAR MONTHLY MEETING OF THE BOARD OF
COMMISSIONERS**

January 21, 2021, 6:30 PM

Conducted via Zoom

MEETING CALLED TO ORDER (6:35 PM)

In Attendance: Chair Jon McGill, Ann Berthelot, Ronald Evans, Harry Stumpf, and John Firestone.

Quorum was present. There were 6 panelists. Zoom attendees maxed at 4 participants.

AGENDA ITEMS

1. Approval of minutes from the December Regular TNIBD Meeting.

A. Approval of the minutes for the December 17, 2020 meeting.

MOVER: Ronald Evans
SECONDER: Harry Stumpf
ACTION: APPPROVE
VOTE: 5 – 0
YEAS: Berthelot, Evans, Firestone, McGill, Stumpf
NAYS: None
ABSTAIN: None

B. Discussed procedure for handling minutes after approval during ZOOM meetings.

The secretary is to mark the minutes approved, then sign and date the minutes. The minutes will then be sent to the Chairman for his signature. The approved minutes will be filed in TNIBD Dropbox under minutes. Our practice will remain to post the approved minutes to the TNIBD website.

2. Century Update (Donny Darville).

KPI: We had a busy December. Golf Vantage memberships increased significantly. The average fee per round hit it's highest value yet at nearly \$45. This is a product of slightly raising fees, more people golfing in prime time, and giving fewer comp rounds.

Financial: We are again ahead of budget for income and expenses for December. There is evaluation of what attrition there is. A more complete report is being prepared and will be added to monthly conversations.

Future Directions: There will be a shift in orientation from a membership model to a sales model. COVID altered the original marketing plan. The time has been spent creating pricing, structure, categories of members, and setting up Golf Vantage. This energy was well spent, but now it is time to turn to a more aggressive marketing plan. Lisa will be at the lead of this endeavor. There will be weekly meetings to discuss progress. There are three opportunity buckets to consider:

1. Daily-fee / Daily-play customers: While they are here, treat them well and get information in their hands. Get them signed up for email lists.

2. **Golf Vantage Members:** This is a big niche and opportunity. The driving range is a huge asset on many fronts. Few courses have a driving range. There are lights that allow night usage. The appearance of the range has been spruced up to be even more attractive. It is so visible to passers-by on Lapalco.

3. **Non-resident golf memberships:** much new effort will focus here.

Marketing avenues:

Social media: Facebook posts were started in April. We are directed targeted messages to the above buckets of potential customers. Abby is now in charge of administration of the Facebook page and will be more active in marketing. Ann's daughters and Jeffrey Haupt have been instrumental in this project.

Texting capabilities: TGR has added blast texting capabilities. New privacy regulations require that customers "opt-in" for marketing messages. The staff are encouraging our customers to make that opt-in.

Special Events: Special days will be added to the calendar Examples under consideration include a Caddyshack event, night golf, monthly member-guest days, monthly caddy only days, Golf Vantage member appreciation days, Veteran's Golf Association Day, first responder days, and others.

Café Hope has begun a afternoon bar menu available from 10 AM to 6 PM on days the course is open (in addition to their lunch menu). This is a great amenity for golfers. As an introductory offer, Café Hope is offering 10% off the bar menu to District residents for the month of February.

Long Term Projects: A secure water source and an irrigation plan are the first steps. Richie is already working on reactivation of the sprinkler heads. Brad White will visit in April, just before course aerification. This process helps shift the course from winter grasses to summer grasses.

Budget for 2021: The budgetary process for fiscal year 2021 – 2022 is well underway. Donny, Lisa, Michelle, Richie, Ann Berthelot, and Jon McGill have had several meetings this week. The TGR budget is nearly ready for the TNIBD Board to review.

3. Treasurer Update (Audit and CPA)

The Commission has received the first payment from the 2021 assessment (2020 taxes).

Fiscal Year 2019 – 2020 Audit: The audit was completed by December 31st. After a final review by the Legislative Auditors office, the audit results will be posted to the Legislative Auditor's website. The Board will post a link to the posted report on our website once that is available. The official report gives us our starting point for the budget for fiscal year (FY) 2021 – 2022. The Commission knows from our figures we are considerably ahead of our predictions for this point. We have had some unanticipated expenses like the bridge repair and the well issues. There were extra CPA costs (14 months of reporting to catch up) to get the TNIBD reporting format coordinated with Century's. The updated report will be available in February or March.

4. FY22 Budget Procedures and Discussion.

Budget for Fiscal Year 2021- 2022: As stated, we are close to a budget for TGR for upcoming fiscal year. The commissioners reviewed a first draft of the FY2021-22 TNIBD budget. A conservative round number was chosen for the amount of money being brought forward from FY 2020-2021 for the starting point. Administrative fees may go up somewhat as the commission

shifts to its own Dropbox account and email systems. Accounting fees for 2 hours per month plus a small cushion are included in this budget. We anticipate the audit fee to be higher for FY 2021-22, closer to the \$10,000 that was budgeted for last year. Increased insurance costs are anticipated (because insurance generally go up). The golf management fee is higher next year. Century made a special deal (discounted fee) for the District's first year. The fee reverts to the original amount this fiscal year. This line item includes incentive fee and travel costs. The budget includes amounts for legal fees and election expenses. Revenue for the budget is predicted at 10% higher than actual 2020 revenue. This is thought to be a reasonable expectation.

5. Greens roller lease-purchase.

A. Motion to add this item to the agenda.

MOVER: Jon McGill
 SECONDER: Harry Stumpf
 ACTION: APPROVE
 VOTE: 5 – 0
 YEAS: Berthelot, Evans, Firestone, McGill, Stumpf
 NAYS: None
 ABSTAIN: None

B. After reviewing several bids, it was decided to enter a lease-purchase agreement to obtain a Smithco 7580 Tournament Ultra Green Roller through De Lage Landen Public Finance. Term is 51 months. Payments start March 1, 2021.

C. Motion to approve the lease-purchase.

MOVER: Harry Stumpf
 SECONDER: Ronald Evans
 ACTION: APPROVE
 VOTE: 5 – 0
 YEAS: Berthelot, Evans, Firestone, McGill, Stumpf
 NAYS: None
 ABSTAIN: None

6. Membership Requirements.

A. Discussion: The proposed definition for membership requirements was posted on the TNIBD website after the last meeting. This was to solicit feedback from the District members. Several members did respond with questions and comments. This revised draft is responsive to those questions.

There are three main additions:

1. The older version states District taxes must have been paid at the time of application for membership. Mortgage companies generally pay property taxes at the end of the year. If a District property owner applies in the first part of the year, the mortgage company will be putting aside money in the escrow account to pay the property taxes when they come due, but not have paid them yet. This version changes the criteria to that taxes must be "current" to cover that circumstance.

2. A new paragraph was added to explain why a new application is necessary for District property owners who were already members of TCC. There is a distinction between TCC and TGR. TGR is a new club, so there is a separate application process.

3. The older draft has a sentence requiring each parcel membership owner to produce a paid tax receipt. Many members' property taxes are paid by their mortgage company, so they do not

receive a receipt of paid taxes. The intention of the Commission is to get this information directly from the Jefferson Parish Sheriff's website. However, the site gives mailing addresses rather than property addresses. Therefore, it is sometimes difficult to match a particular paid tax receipt to a particular parcel address. The Board wants to establish the option of requiring proof of paid taxes in such confusing instances. This paragraph informs property owners of their options to obtain evidence of proof of payment in such an instance.

B. Motion to approve these amended qualifications as part of the TGR applications.

MOVER: Jon McGill
 SECONDER: Harry Stumpf
 ACTION: APPROVE
 VOTE: 5 - 0
 YEAS: Berthelot, Evans, Firestone, McGill, Stumpf
 NAYS: None
 ABSTAIN: None

C. Necessity of adding a motion to make the parcel membership for District members free of additional dues. Although it has always been the intent of the Commission, a review of the minutes and resolutions did not discover an actual resolution to give a dues-free membership to District parcel owners. After discussion, it was decided this resolution would better dovetail with the adoption of the budget and the annual resolution setting that year's assessment. It will be considered at that time.

7. Questions or comments from attendees.

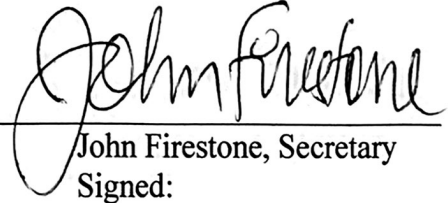
None

8. Adjourn (8:02 PM)

MOVER: Harry Stumpf
 SECONDER: Ronald Evans
 ACTION: ADJOURN
 VOTE: 5 - 0
 YEAS: Berthelot, Evans, Firestone, McGill, Stumpf
 NAYS: None
 ABSENT: None



 Jon S. McGill, Sr., Chairperson
 Signed:



 John Firestone, Secretary
 Signed:

Date: February 18, 2021