

TIMBERLANE NEIGHBORHOOD IMPROVEMENT & BEAUTIFICATION DISTRICT

MINUTES OF REGULAR MONTHLY MEETING OF THE BOARD OF COMMISSIONERS

June 19, 2025, 6:30 PM

Conducted at Café Hope, Gretna, LA

MEETING CALLED TO ORDER (6:42 PM)

Roll call: Chairman Jon McGill, present; Vice Chairman Ann Berthelot, present; Commissioner Gary Chauvin, present; Commissioner John Firestone, present; Commissioner Pamela Russell, present. Quorum was present. Panelist: Donny Darville. Attendees: One attendee present.

AGENDA ITEMS

1. Approval of the Minutes from the Regular May 15, 2025, TNIBD Meeting

MOVER:	McGill
SECONDER:	Berthelot
ACTION:	APPROVE DRAFT MINUTES
VOTE:	4-0
YEAS:	McGill, Berthelot, Firestone, Russell
NAYS:	None
ABSTAIN:	Chauvin

2. Café Hope Update

Luis Arocha was unable to attend. In his place, Chairman McGill provided the update. Café Hope will begin hosting a weekly movie night at the pool on Thursdays. One of these will be a fundraiser for the swim team, so admission will be charged; the other movie night events will be free of charge. Café Hope will also be serving breakfast on Fridays, Saturdays, and Sundays from 6:30 to 10:00 am; they are finalizing the menu now, which will include special coffee drinks. Chairman McGill stated that next week Luis will announce the start date for the breakfasts.

3. Golf Course Update

Commissioner Chauvin provided the update. He is getting excellent feedback about the course and its conditions. Demand for tee times is increasing. They have hired an assistant pro, who will focus on golf lessons, leaving more time for Richie to see to the maintenance of the course. Top Golf has begun to provide a late afternoon program that offers players the option to play 18 holes in an hour and a half, from 6 pm until dark. Small prizes are awarded. Commissioner Chauvin stated that he is also hearing excellent feedback about Top Tracer.

4. Century Update

Donny Darville attended in person and provided the update. KPI: The number of rounds played was up 2 percent. Weather was slightly better than the same time in the prior year. Average fees

per round was just under \$52, which represents a slight increase from last month (which itself was a rebound from the dip in April) but still below the nearly \$54 from May 2024. Donny then stated that he analyzed the situation to determine the reasons behind the changes. The chief reason, he discovered, is that although the overall number of rounds was almost the same in May 2024 and May 2025, there was an increase in twilight rounds in May 2025. Fees for twilight rounds are about \$30 dollars less. Also, he looked at the discounts offered for military, first responders, and teachers. He learned that in a few cases, the staff were providing a discount rate that was higher than the established rate of 20 percent. This may well be inadvertent because unlike with merchandise, there is no set register entry for discounts on the daily rate for rounds played. This problem is now being rectified.

Donny stated that they have also decreased the discount rate on daily fees from 20 percent to 10 percent. (This change in discount rate applies only to the daily rate, not to memberships.) He stated that 20 percent is much higher than the military/first responder/teacher discount offered at other businesses and even at other golf clubs, which offer 10 percent; many don't offer a discount at all. This decrease in discount will bring in more revenue without the need to raise prices on other players. Donny commented that he and Michelle are more closely examining the analytics, especially regarding round mix and how it affects the daily rate, because increasing costs for non-members is not feasible.

In addition, tournament rounds were higher in May 2025 (511 versus 357 in May 2024). This also has a negative impact on the average daily fees per round. A discussion also followed about how tournaments affect the daily fee average and to what degree that is offset by the increased market exposure that tournaments provide. Chairman McGill commented that it's a positive development that TGR can be more strategic in accepting tournaments because daily play has become much more robust—a marked contrast from when it was necessary from a revenue standpoint to accept every tournament that was offered.

Donny then stated that there were two new enrollments of non-resident golf members, with one resignation. There were only four GolfVantage resignations, bringing the current total to 73. Month over month, we are four up on new memberships. Donny reported that the only negative was that no pass sales were recorded for the month. Even so, we are ahead on budget.

Donny reported on the new assistant pro they have hired, who will be focused on customer service, customer communication, and the driving range. He is a Class A PGA member. Commissioner McGill stated the importance of making sure that Century provides his training and that his roles are clearly defined.

Donny then proceeded to discuss the new emphasis on marketing. With the increased in the quality of our product, we need to increase visibility. Discussions are underway with the local marketing company that Chairman McGill has approached. The focus will be on content creation and communication. Whereas Century knows the golf market and has the capability to move the content into advertising, they are not the best choice for creating such content; we need a local company that understands the New Orleans area market and can create content that speaks to our market. A combination of efforts is needed. For example, there will be coordinated efforts to revamp the website and create an app. The app would be a "one stop" source for events and information applicable to the entities involved, including TNIBD, TGR, and Café Hope. There will also be mechanisms to track use of these tools and measure their effectiveness.

Donny then gave a short update on the course. It's in excellent condition; his only concerns were some buttonweed that needs to be eradicated and some mowing patterns he didn't like. He also saw that one mower is tilted and needs to be fixed. There is also some stagnant water by hole #18 that is coming from the cart bath bay by the equipment barn. This is due to problems with the drainage pipe and will be rectified.

In response to a comment from Commissioner Russell, the discussion proceeded to the algae and the duckweed in the pond. Chairman McGill stated that the algae overgrowth is affecting the entire area this year, not just TGR courses, so he is not in favor of apply excessive herbicide, which is likely to kill off the surrounding vegetation. The most effective and safe ways to deal with the duckweed are still being researched.

5. Treasurer Update

Treasurer Ann Berthelot presented the financial statements for April 2025. Monthly treasurer reports are posted on the TNIBD website. Noteworthy items follow.

TGR: There was one closed / bad weather day. Revenues: Revenues ended lower than budget due to tournaments being rescheduled. Positive revenues in other categories offset most of the negative variance. Expenses: Payroll expenses and other ops expenses are lower than the budget.

After management and incentive fees, we are unfavorable to budget in April.

TNIBD: Income: No 2024 assessment revenue payments or donations were recorded as income in April. Expenses: We are above budget for expenses primarily due to depreciation.

TNIBD Net Income ended below budget primarily due to depreciation.

There is no YTD to report as April is the first month of the fiscal year.

Financial reports are subject to change based on our end-of-year review.

Chairman McGill commented that he is in the process of comparing a comprehensive strategic plan for the TNIBD going forward. The ten-year plan would begin with an overview of where we started, what we have done so far, why we chose to do what we did, and where we want to go. This will incorporate financials, property values, assessments of the value that the TNIBD has added to the neighborhood. The document would capture the thought processes behind all the decisions made. He noted that since the TNIBD takeover, revenues have tripled, and we have paid off \$600,000 worth of debt. We have chosen to reinvest in the property, to quantify and qualify what we have done and thereby justify what we want to do in the next five years. This document will lay out all these issues. Donny added that he can supply case studies involving other neighborhoods that chose to let their golf clubs go bankrupt; in all cases property values dropped by 20 percent or more. Discussion then proceeded about when to host a neighborhood meeting to present this report.

6. Audit Compliance Questionnaire Approval and Resolution

Chairman McGill made a motion to pass the resolution approving the Louisiana Compliance Questionnaire signed and dated by Jon McGill, Chairperson, on June 19, 2025, based on information available to the TNIBD as of June 19, 2025, in connection with the audit of TNIBD financial statements as of March 31, 2025, for the fiscal year ending in 2025.

MOVER:	McGill
SECONDER:	Berthelot
ACTION:	APPROVE COMPLIANCE QUESTIONNAIRE AND RESOLUTION ACCOMPANYING IT

VOTE:	5-0
YEAS:	McGill, Berthelot, Chauvin, Firestone, Russell
NAYS:	None

7. Adjourn the Meeting (8:06 PM)

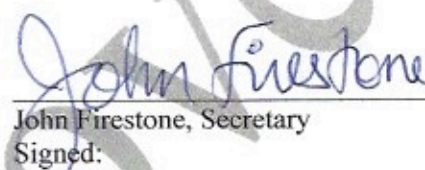
Commissioner Firestone reminded the other commissioners to complete their ethics training requirements.

Chairman McGill made a motion to adjourn.

MOVER:	McGill
SECONDER:	Berthelot
ACTION	ADJOURN
VOTE:	5-0
YEAS:	McGill, Berthelot, Chauvin, Firestone, Russell
NAYS:	None



Jon McGill, Chairman
Signed:



John Firestone, Secretary
Signed:

Date approved: July 17, 2025