

TIMBERLANE NEIGHBORHOOD IMPROVEMENT & BEAUTIFICATION DISTRICT

MINUTES OF REGULAR MONTHLY MEETING OF THE BOARD OF COMMISSIONERS

September 19, 2024, 6:30 PM

Conducted at Café Hope, Gretna, LA, and via Zoom

MEETING CALLED TO ORDER (6:37 PM)

Roll call: Chairman Jon McGill, present; Ann Berthelot, present; Gary Chauvin, present; John Firestone, present; Pamela Russell, present. Quorum was present. Panelist: Donny Darville.
Attendees: Four attendees present at clubhouse, one via Zoom.

AGENDA ITEMS

1. Approval of the Minutes from the Regular August 15, 2024, TNIBD Meeting

MOVER:	Berthelot
SECONDER:	Russell
ACTION:	APPROVE DRAFT MINUTES
VOTE:	5 – 0
YEAS:	Berthelot, Chauvin, Firestone, McGill, Russell
NAYS:	None

2. Café Hope Update

Luis Arocha was not present. Chairman McGill provided an update. Work on the ballroom is progressing. The painting is 95 percent complete, and the stair rails have been approved are being made in the shop. The Historical Society wanted to keep them as is, but current code requirements mandated a narrower opening between the balusters. Discussions took place whereby the new rails are being made in accordance with both code requirements and those of the Arts District tax credit requirements. Work on the floors is scheduled to start in two weeks, once the stairs are complete. They are hoping to open within the next three to four weeks.

3. Century Update

Donny Darville was present by Zoom and provided the update. KPI for August: Rounds played were down 2 percent, which is remarkable considering the number of bad weather days over the same month in 2023. Rains have helped the state of the fairways and their recovery from last year's drought. Average fees per round were close to \$51, about 10 percent over the prior year's average. Year-to-date, rounds are up 3 percent. Enrollments: one new non-resident golf member and five GolfVantage. Revenues are right on budget, slightly over budget on expenses. Year-to-date they are exceeding budget expectations.

In response to a question from Commissioner Russell, Donny replied that membership is plateauing for a variety of reasons, especially the overall economy. There were five resignations

last month from individuals who could no longer afford the fees. He added that Century is addressing this through their transition from a membership model to an annual pass model.

Chairman McGill stated that with the GPS capabilities in the new carts and the TopTracer addition, along with trends observed in the last month locally and across the nation, timing is perfect for making this transition.

Donny gave an overview of what Century has done since 2020 to build revenues; improve the course in terms of rounds played and dollars charged; and face the various challenges regarding weather, Covid, and the economy. The membership model is based around golf. It's an all-inclusive model, and what's needed for that to be successful is large numbers of members. We saw that in the early days; growth in golf membership had been robust. Over time, however, growth has become stagnant. To address that, TGR is moving to a different model.

With the incorporation of TopTracer and its new technologies, Century decided to change to an annual pass model. They will stop enrolling new memberships at the beginning of October, grandfather current plans (with no membership fee increase at this time), and stop enrolling GolfVantage members. Current GolfVantage members will see a rate increase of \$10 per month starting in October, commensurate with the added value of the TopTracer technology. Effective October 1, TGR will offer annual passes for discounted golf and discounted range. There are three tiers of annual passes. Donny then outlined the details of each tier. Chairman McGill clarified that this does not apply to resident members, who will retain the benefits of all-inclusive membership. Although the residents have no inherent right to this, the Commissioners had decided at the outset that this benefit would be extended to residents.

Donny then commented that the annual pass model makes more sense in the current economic climate and leverages the advantages being provided by the new TopTracer technologies. It provides more flexibility for golfers. He added that the success of this new model will depend on how well it is marketed to the public. Century will lead the strategic social media marketing plans; they have the tools, insight, and personnel to maximize exposure. From the TGR side, Michelle, Richie, and Abby will work with them closely to provide videos and content.

Discussion then followed about additional future efforts to enhance the TopTracer range experience, including family nights, events, and concessions.

Donny concluded by asking for the proposal for the pond cleanup as a winter project.

4. Golf Course Update

Commissioner Chauvin provided the update. He stated that the course is in excellent shape and noted how the paint, roof, and picnic tables on the driving range look great. He added that plans for event rentals are under discussion and predicted that in the interim, the range will prove to be extremely popular.

Damage from Hurricane Francine was minimal; one tree fell, which has been cleaned up by Pro Bush Hog Services, who even graded the area surrounding it. The concrete has popped up, which will have to be leveled. Equipment will be stored in shipping containers while repairs are carried out.

5. Treasurer Update

Treasurer Ann Berthelot presented the financial statements for July 2024. Monthly treasurer reports are posted on the TNIBD website. Noteworthy items follow.

TGR: There were 14 closed / bad weather days. Revenues: Revenues ended in line with budget despite the elevated rain levels. Expenses: Operating expenses exceeded Budget. R&M Equipment ended higher than budget as equipment is out of warranty. Fuel, Plant, Seed and Sod were higher than budget; however, they were budgeted for in prior months. The picker repair and purchases of picker baskets were not budgeted for in July.

After management and incentive fees, we are **unfavorable** to budget for July.

TNIBD: Income: No 2023 assessment revenue or parish payments were recorded this month. Expenses: Total expenses were under budget due to savings in audit and legal fees as well as print expense. Most of these expenses will be realized in the coming months.

Net Income for TNIBD is **favorable** to budget.

The **overall** Net Income for TGR and TNIBD is slightly **favorable** to budget.

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

6. Resolution to Ratify TopTracer Agreement

Chairman McGill made a motion to pass the resolution approving and ratifying the execution of a service contract by Chairperson Jon S. McGill on September 5, 2024, with TopGolf USA, Inc., to install and support 16 TopTracer bays at the driving range of Timberlane Golf and Recreation.

MOVER:	McGill
SECONDER:	Berthelot
ACTION:	RATIFY TOPTRACER AGREEMENT
VOTE:	5 – 0
YEAS:	McGill, Berthelot, Chauvin, Firestone, and Russell
NAYS:	None

7. Election Discussion and Resolution to Execute Agreement

Commissioner Firestone reminded candidates that the deadline for submitting their election qualifying form is October 10. Chairman McGill then made a motion to pass the resolution approving the letter of engagement with Robert Logreco, CPA to provide accounting / ballot counting services for the 2024 TNIBD Commissioner Election set for November 14, 2024.

MOVER:	McGill
SECONDER:	Firestone
ACTION:	APPROVE LETTER OF ENGAGEMENT WITH ROBERT LOGRECO FOR COMMISSIONER ELECTION
VOTE:	5 – 0
YEAS:	McGill, Berthelot, Chauvin, Firestone, and Russell
NAYS:	None

8. Questions and Comments from Attendees

Attendee Belinda Hellmer asked about having the grass cut around the pond at hole #2. Commissioner Chauvin stated he will inspect it the next day. Discussion about the challenges surrounding the ponds continued.

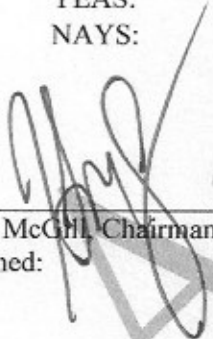
Specifically, the extraordinary rains of 2022 led to robust growth of vegetation in and around the ponds. The ground was too soft for the trimming equipment to fully control it. The club eventually had to treat the growth with chemicals. When the drought conditions of 2023 ensued, the drawback of the pond water exposed the denuded pond edges to erosion. This led to the marshy, smelly ponds which have caused such concern last year. TGR has attempted to refill the ponds on several occasions over this season, but the now dry surface of the pond hasn't yet retained the water. It is hoped the more regular and normal rains of this last few months will restore the ponds to normal.

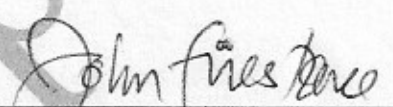
Other options were discussed should this not transpire. The option of covering over the ponds with soil and grass was rejected. This course was designed by Robert Trent Jones: retaining his original design has value. Application of special mud to the porous pond floor is another option. This would be expensive. If undertaken, this would be a winter project.

9. Adjourn the Meeting (7:52 PM)

Commissioner Firestone made a motion to adjourn.

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


Jon McGill, Chairman
Signed:


John Firestone, Secretary
Signed:

Date approved: October 17, 2024