

# **TIMBERLANE NEIGHBORHOOD IMPROVEMENT & BEAUTIFICATION DISTRICT**

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

**December 19, 2024, 6:30 PM**

**Conducted at Café Hope, Gretna, LA**

### **MEETING CALLED TO ORDER (6:26 PM)**

Roll call: Chairman Jon McGill, present; Ann Berthelot, absent; Gary Chauvin, present; John Firestone, present; Pamela Russell, absent. Quorum was present. Panelists: Luis Arocha, Donny Darville. Attendees: Five attendees present.

### **AGENDA ITEMS**

#### **1. Approval of the Minutes from the Regular November 21, 2024, TNIBD Meeting**

MOVER:	McGill
SECONDER:	Firestone
ACTION:	APPROVE DRAFT MINUTES
VOTE:	3- 0
YEAS:	Chauvin, Firestone, McGill
NAYS:	None
ABSENT:	Berthelot, Russell

#### **2. Café Hope Update**

Luis Arocha provided an update. The ballroom is 95 percent complete. They finally received the last bid on removing the stains on the terrazzo stairs; work will begin right after Christmas. The upstairs is about 85 percent complete. There is some electrical work to be done and some air conditioning issues in the upper-level ballroom. They expect to have to replace the three units that were in place, at a cost of about another \$100,000. Brady Garrity is having the A/C engineer recertify that the area will be cooled adequately with another 30 tons of a/c units.

Discussions continue about to what extent the outer building (the old Pro Shop) will be remodeled.

The ballroom is busy; they have booked two events with 150-plus guests and a luncheon with 75 guests. There will be another event in early January with 120 guests. They are also working on booking a couple of weddings. This is positive news, especially because they have not yet had a chance to resume marketing efforts. Luis also wanted to thank everyone for the recent "Grinchmas Brunch" attended by almost 150 people, including neighbors and others outside the neighborhood. They are also planning seven to eight special family events, likely coinciding with Valentine's Day, Easter, Mother's Day, and other holidays. Luis is also working on "Shots, Steaks, and Stogies" and "Tacos and Tequila" events. Discussion continued regarding resumption of Rotary Club, WBIA, and Gulf Coast Bank events.

Guest Jeffrey Haupt congratulated Luis on the progress and then asked about the construction site on the west side of the building. He stated that people have been asking him about the general look of the exterior, in particular the construction signs. Chairman McGill stated that they'll wait until about a month or after construction is complete before asking the contractor to remove the signs. Luis added that the lighting has improved, with new LED lights on the left side that shine on the Pitch and Putt area and part of the parking lot. LED lights will also be installed on the other side, and the trees directly in front of the building will be lighted up. Luis stated he appreciated the input and will come up with a date with a date when they will ask the contractors to remove their signs.

Jeffrey then stated that neighbors have commented that the light near the pond is still shining as late as 8 a.m. and are concerned about the waste of money running lights in bright sunshine. Luis stated he has been assured that the costs of running the LEDs are minimal; nonetheless, he will ask the lighting contractor to check the location of the sensor to ensure that the lights turn off at daylight. Luis added that he encourages people to call him directly with their questions and concerns.

### **3. Golf Course Update**

Commissioner Chauvin provided the update. The course is looking great: the overseed has taken well, as has the sod on the fairway. The greens are in good shape, and tee boxes are being built and repaired. Gary reported that he has received very complimentary feedback from golfers. He added that tournaments are booked up this year, and we have reached the next level in quality. We are charging rates comparative to other top courses and getting them. The Second Sunday tournaments, for example, are filling up.

He stated that the fountain was shipped back to the manufacturer for a second time because of pump and cable issues. The manufacturer is investigating the problem. It is still under warranty through February 2025. He is hoping to have the matter expedited by the next meeting.

### **4. Century Update**

Donny Darville was present via Zoom and provided the update. KPI for November: Rounds played were down compared to the prior year, likely because there were nine bad weather days. Nonetheless, the revenues are excellent. Average fees per round are up to \$57.53, yet another all-time high. Chairman McGill commented that at the start of TGR, fees per round were under \$20, and the goal was \$50 per round, which we have exceeded.

There are five new nonresident golf members. There were six resignations, some of whom have switched to Top Tracer. They are not signing up any more GolfVantage members because of the introduction of the new pass program; current membership of GolfVantage is 100. In November they sold 10 Range Passes and two Players Passes. Donny noted that range balls are a source of revenue even from pass holders, who do pay for range balls, though at half price over non-passholders.

Revenues are up. Tournament revenues are up 13 percent, even though no discounts were provided and even though Gretna Green did not take place in 2024 (it has been rescheduled for March 2025).

Donny then proceeded to discuss business plans and strategies. They are exploring the increased revenue opportunities posed by Top Tracer and the new range pass model, with the goal of bringing new golfers to Timberlane and to keep the momentum going. Donny mentioned that



Century has hired a full-time marketing person for their West Coast clubs, and they intend to consult with her for ideas that can be applied to TGR.

Donny stated that on his recent visit, he noted that they have repaired the lighting in the parking lot near the cart barn and plan to enhance the lighting in the parking lot area that is nearer to the driving range.

Regarding the course, he expects that the greens will have less transition and that the fairways have recovered for the most part. The right fertilization program is now in place, and with the upgrades to the irrigation system, they expect conditions to further improve. He added that they will be adding bunker sand in January or February.

Chairman McGill then commented on the TGR budgeting process, which with experience has become smoother, especially the last two years. He added that since the beginning of TNIBD, we have paid down about a half-million dollars in debt and have come very close to making golf pay for itself. If we were to stop making improvements, we could probably achieve the break-even point in the next year. However, we don't want to stop making improvements because revenues are continuing to increase, and further improvements will continue to enhance the product and generate more revenue. He noted that the TNIBD took over a disastrous situation with the golf course and clubhouse. In everything TNIBD has done, the return on investment has been very high, with the exception of the pool. (The pool will not generate revenue, but it is a significant benefit for the membership.)

If trends continue, Chairman McGill noted, we will have paid off close to \$1 million in debt by the time the current assessment expires, and golf will be very close to breaking even. Donny added that no massive capital outlay produced these improvements; there has been no multi-million-dollar golf course overhaul. Rather, these improvements are the result of a painstaking process of working with what we have and making careful choices. Chairman McGill acknowledged that, noting that revenues have tripled over the years.

## 5. Treasurer Update

Treasurer Ann Berthelot was unable to attend. In her absence, Chairman McGill presented the financial statements for October 2024. Monthly treasurer reports are posted on the TNIBD website. Noteworthy items follow.

**TGR:** There were two closed / bad weather days. Revenues: Revenues ended well above budget with the introduction of annual passes and high driving range use for Top Tracer. Tournaments were also well above budget. Expenses: Overall, operating expenses are slightly higher than budget. There are savings in expenses: in chemicals and fertilizer. Additional expenses occurred with R&M Equipment out of warranty. Savings in cart and fuel were budgeted for but were not expensed in October. Other expenses included a new laptop for the administration office. After management and incentive fees, we are **favorable** to budget for October.

**TNIBD:** Income: No 2023 assessment revenue or parish payments were recorded this month. Expenses: **Audit and accounting fees are over budget.** We are under budget for accounting fees YTD. The total Audit budget for the year is \$16,000, but it is split into certain months when historically the expense has occurred. When checks to Ericksen Krentel are written in different months than budgeted, a variance shows; however, by November the actual expense will be at budget in the Audit category. Net Income for TNIBD is **unfavorable** to budget primarily due to depreciation.

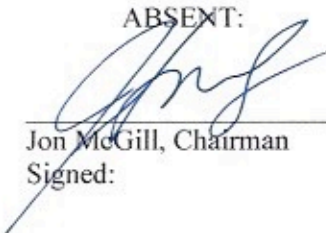
The **overall** Net Income for TGR and TNIBD is **favorable** to budget.


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

**6. Adjourn the Meeting (7:24 PM)**

Chairman McGill made a motion to adjourn.

MOVER:	McGill
SECONDER:	Firestone
ACTION	ADJOURN
VOTE:	3- 0
YEAS:	McGill, Chauvin, and Firestone
NAYS:	None
ABSENT:	Berthelot, Russell

  
\_\_\_\_\_  
Jon McGill, Chairman  
Signed:

  
\_\_\_\_\_  
John Firestone, Secretary  
Signed:

Date approved: January 16, 2025