

Recreation Advisory Board

Agenda

Monday, October 23, 2023
Recreation Center
900 West Via Appia
6:30 PM

Members of the public are welcome to attend and give comments remotely; however, the in-person meeting may continue even if technology issues prevent remote participation.

- You can call in to 1-719-359-4580 or 1-833-548-0276(Toll Free)
Webinar ID #886 7577 1709
- You can log in via your computer. Please visit the City's website here to link to the meeting: www.louisvilleco.gov/rab

The Board will accommodate public comments during the meeting. Anyone may also email comments to the Board prior to the meeting at KathyM@LouisvilleCO.gov.

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Minutes
5. Public Comments on Items Not on the Agenda
6. Staff Updates
 - Golf Course update and 2024 Fees-David B
 - Recreation & Senior Services update-Kathy
7. Board Updates

Persons planning to attend the meeting who need sign language interpretation, translation services, assisted listening systems, Braille, taped material, or special transportation, should contact the City Clerk's Office at 303.335-4536 or MeredythM@LouisvilleCO.gov. A forty-eight-hour notice is requested.

Si requiere una copia en español de esta publicación o necesita un intérprete durante la reunión, por favor llame a la Ciudad al 303.335.4536 o 303.335.4574.

- Outdoor Recreation Bond Initiative-Discussion
8. Discussion of items for next meeting
 9. Adjourn

Recreation Advisory Board

Meeting Minutes

**September 25, 2023
Recreation Center
900 West Via Appia
6:30 PM**

Call to Order – Chairperson Norgard called the meeting to order at 6:35.

Roll Call was taken and the following members were present:

Board Members Present: Dick Friedson, Angie Layton, Lisa Norgard, Mary O'Brien, Michele Van Pelt

Board Members Absent: Gene Kutscher

Staff Members Present: David Baril, Kathy Martin, Abby McNeal

City Council Member Present: Deb Fahey

Public Members Present: none

Approval of Agenda – The agenda was approved by all members.

Motion: Michele Van Pelt

Second: Lisa Norgard

Approval of Meeting Minutes – The minutes from the August 28 meeting were approved as written.

Motion: Lisa Norgard

Second: Michele Van Pelt

Public Comments on Items Not on the Agenda – None

Staff Updates

Parks Maintenance Project Updates – Abby McNeal

Abby reported that the contractors who are hired to rebuild the tennis courts at the Rec Center are making good progress. The work was initially delayed

by rain, but it should be finished by early October. The repair work on the courts at Pirates Park was finished. Abby has not signed off on the repair work on the east courts at Centennial Park. The contractors repaired the cracks in the courts, but new cracks continue to appear in the repaired areas. Abby has submitted a request for rebuilding the east courts in 2024. A rebuild of the court at Mission Green is also on a request list.

RAB members asked Abby about the path forward for outdoor pickleball courts, sharing the community comments from the pickleball community at the last RAB meeting. Coordination between the Parks & Public Landscaping Board (PPLAB) and the RAB could help to move this project forward. Lisa Norgard said that the Outdoor Rec Subcommittee stopped meeting when the PPLAB did not nominate new members when their membership changed. Abby will inform PPLAB that the RAB would like to reengage the subcommittee, and she offered to help facilitate subcommittee meetings. Abby said that she is keeping track of other agencies and how they are handling pickleball noise.

Golf Course Update – David Baril

David Baril said that David Dean wanted to report that the greens look good, and the Golf course is in good shape. The Golf Course will limit hitting off the mat to two days, in an effort to keep the range in decent shape.

David Baril reported that the Golf Course met the end-of-September goals by the end of August. The pandemic brought more people to golf courses to play. David and his team are providing instruction and programs to keep them playing.

The Course management is reducing the rounds at the end of the day in order to manage the flow of incoming players at the end of the day. David has hired some new staff, and he is in the process of hiring a First Assistant Pro.

David is starting a conversation with the Facilities Manager, Kevin Frey, to put in place an Asset Infrastructure Plan. If a new golf clubhouse is not on the horizon, many critical repairs need to be addressed. Among other things, the list includes updates in the restrooms, new carpeting, painting, repair of holes in the ceiling of the cart storage building, repair of hail-damaged shade coverings over the deck, parking lot resurfacing, and enclosing the cart storage building. David stated that the course would benefit with an expansion of concrete behind the range to have an area for people to socialize. The golf carts may need to be replaced, in order to move forward with better technology. Although the Golf Course is making money, CIP projects are handled through the City.

Recreation & Senior Services Update – Kathy Martin

Kathy reported that the City is getting ready to do a Master Plan for Parks, Recreation, Open Space and Golf. The first task is to choose a consultant. Kathy will be looking for feedback related to the choice of the consultant. The last master plan was in 2012. The Master Plan is a guide for improvements, but Board members wondered what accountability exists. Kathy will email a link to the previous Master Plan from 2012.

Kathy reported that Rec Center and Senior Center staff are attending the Colorado Parks and Recreation Conference. After the Aquatic Maintenance Manager resigned, the job was posted and Daniel Biddleman was hired for the position. His former position of Head Guard was posted.

The Rec Center will host a Senior Health and Resource Fair next week. Boulder County Age Well is ready to present an update in November or December.

Board Updates

The RAB Memo about the sustainability presentation was sent to City Council. Lisa attended a City Council budget meeting and reported that the budget looks bleak. A major priority for the City is to pass the ballot issue.

Outdoor Recreation Bond Initiative Discussion

RAB members discussed the possibility of a bond initiative, so that Louisville could move forward with new outdoor recreation amenities. This could provide funding for pickleball courts, soccer/multipurpose fields, a new golf clubhouse, tennis courts, and other amenities, as chosen and prioritized by the community. City council and citizen support from many different groups would be critical. The current focus of City Council is to pass the Open Space and Parks ballot issue, so we will revisit this idea after the election.

Discussion Items for Next Meeting

Staff Updates
Parks and Rec Update--Adam
Golf Course Update
Board Updates

Adjourn – The meeting was adjourned at 8:13.

Motion: Lisa Norgard
Second: Dick Friedson

TO: Adam Blackmore
Ginger Cross

FROM: David Baril

RE: 2024 pricing concept Season Pass, Daily Fee & Range

Objective: Incorporate the 5% pricing increase directive, along with allowing all users of the range to have access to Toptracer, and reduce usage of the range to promote better turf quality.

We have had preliminary conversations on the topic of increasing range prices to discourage, via price, the number of balls hit on our range and increase the experience by supplying better turf and toptracer at no additional charge.

The information at the end of this document is the financial recommendation on how to achieve all the goals.

The service component of this equation, to enhance the experience and educate the public will be:

- Relaunch toptracer
 - 1 week free trial next spring for everyone
 - Continuous marketing
 - Our list of customers
 - Outside advertising
 - Specific training days to each of our in house leagues
 - CCWGA
 - CCMGA
 - Senior Men's League (formerly the Stokers)
 - Tuesday Night League
 - Novice League
 - PGA Junior League
 - Couples League
 - Weekend Ladies League
 - During high staff availability designate a roving staff person to assist with toptracer

Financial recommendation for 2024

Season Passes	Current pricing	add 5%	Toptracer add **	Proposed 24 price	
Imperial Plus	\$ 3,050	3202	\$ 104	\$ 3,306	
Imperial card	\$ 2,730	2867	\$ 100	\$ 2,967	
Regal Plus	\$ 2,415	2535	\$ 70	\$ 2,605	
Regal card	\$ 2,100	2205	\$ 100	\$ 2,305	
preferred plus	\$ 146	153	\$ 14	\$ 167	
Preferred	\$ 104	109	\$ 18	\$ 127	
Monarch	\$ 375	393	\$ 20	\$ 413	
Weekday AM 18 GF	\$ 49	\$ 51	\$ 2	\$ 53	
Weekday pm 18 GF	\$ 45	\$ 47	\$ 2	\$ 49	
Weekend AM 18 GF	\$ 59	\$ 62	\$ 2	\$ 64	
Weekend om 18 Gf	\$ 55	\$ 58	\$ 2	\$ 60	
range fees	Pre tax price	add 5%	add \$ 2 retail increase	pretax new price	retail price
small bucket \$ 6	\$ 5.51	5.7855	\$ 2	\$ 7.78	\$ 8
medium bucket \$ 8	\$ 7.35	7.7175	\$ 2	\$ 9.71	\$ 11
Large bucket \$ 10	\$ 9.19	9.6495	\$ 2	\$ 11.65	\$ 13
Dedicated \$ 13	\$ 11.94	12.537	\$ 2	\$ 14.50	\$ 16
Golf cart 18 df \$ 20	\$ 18.38	\$ 19.30		\$ 19.29	\$ 21
Golf cart 9 df \$ 11	\$ 10.11	\$ 10.62		\$ 11.03	\$ 12
Golf cart 18Mem \$18	\$ 16.54	\$ 17.37		\$ 17.46	\$ 19
Golf cart 9 Mem \$ 10	\$ 9.19	\$ 9.65		\$ 10.11	\$ 11
** toptracer add for season passes					
By taking the total number of range baskets dispensed and multiplying by \$ 2 increase per bucket					
Offer Preferred and Preferred plus Season pass holders \$ 1 off range ball prices					
Range cards have been underpriced for several years. We will offer \$ 240 in balls for \$ 190.					
Resident range cards will receive the same % discount as resident season pass holders					
Toptracer will be available to everyone at no additional charge					
We should increase range ball sales by a minimum of \$ 50,000 while decreasing usage.					

Whether we decide to allocate a dollar value from season pass sales and green fee sales to driving range sales is a question to someone with a high pay scale. My recommendation is to keep the increased sales in both season pass and green fee sales. The golf course will get to keep more and not pay sales taxes.