



Louisville Metro Government

601 W. Jefferson Street
Louisville, KY 40202

Action Summary - Tentative Parks and Sustainability Committee

Chair Cindi Fowler (D-14)
Vice Chair Pat Mulvihill (D-10)
Committee Member Brandon Coan (D-8)
Committee Member Mark H. Fox (D-13)
Committee Member Kevin Triplett (D-15)
Committee Member Marilyn Parker (R-18)
Committee Member James Peden (R-23)

Thursday, October 15, 2020

3:00 PM

Council Chambers

Call to Order

Chair Fowler called the meeting to order at 3:00 p.m.

Roll Call

Present: 6 - Chair Cindi Fowler (D-14), Vice Chair Pat Mulvihill (D-10), Committee Member Brandon Coan (D-8), Committee Member Mark H. Fox (D-13), Committee Member Kevin Triplett (D-15), and Committee Member James Peden (R-23)

Excused: 1 - Committee Member Marilyn Parker (R-18)

Non-Committee Member(s)

Council Member Barbara Sexton Smith (D-4) and Council Member Bill Hollander (D-9)

Support Staff

Jason Fowler, Jefferson County Attorney's Office
Daniel Frockt, Office of Management and Budget

Clerk(s)

Connie Dearing, Assistant Clerk
Lisa Franklin-Gray, Assistant Clerk

Special Discussion

[ID 20-1379](#)

Discussion regarding an update on Louisville Metro golf courses - Dana Kasler, Metro Parks and Margaret Brosko, Metro Parks.

Chair Fowler introduced Margaret Brosko and Dana Kasler, Metro Parks.

Margaret Brosko spoke about the following:

- The upcoming contracts that are being worked on are coming along well.
- The golf professionals have been superb during the issues with working around COVID-19.
- Last year there was a \$1.2 million deficit, and significant changes have been made this fiscal year.
- This fiscal year, with deducting the general fund monies, there is only a \$24,000 deficit.
- The turn around is due to the new contracts, huge commitment from the staff, making the grounds look great, and being financial stewards.
- The \$5 increase in rounds has helped with the success.
- There was an increase of over 12,000 rounds for this fiscal year compared to fiscal year 19.
- The collaborative effort of Metro Council and Metro Parks has helped with the success.

Chair Fowler asked about a breakdown of each course regarding the shortage of revenues, in which Margaret Brosko stated that overall several courses make more money than others, and if you look collectively, the majority of courses are making a profit across the board. The two strongest courses are Vettner and Seneca, and following behind those two is Quail Chase. Across the board they are all doing well. With this continuing, the courses will become sustainable.

Chair Fowler confirmed that Metro is running Bobby Nichols and Cherokee. Margaret Brosko stated that the revenue at Bobby Nichols was \$118,000. The expenses last year were \$188,000, and this year it is only \$57,000. At Cherokee the revenue is down, as well as expenses. The revenue for Cherokee \$113,000. Last year at this time the expenses were \$244,000, and this year expenses are only \$51,000. There were no alcohol sales, no food and beverage sales, except for packaged items since COVID-19. This makes a difference with revenue. These numbers are from July 1, 2020 through September 30, 2020.

Chair Fowler asked if there had been any more discussion about closing Cherokee. Margaret Brosko stated that there has not been any further discussion about the closing of Cherokee.

Chair Fowler asked if there had been any willingness with the union in taking the number of workers down from 17. Margaret Brosko stated that Metro Parks has not had any discussion with the union.

Chair Fowler asked about the \$24,000 deficit and Margaret Brosko stated that it is collectively across the board with all 10 courses. The fees did not increase until January 1, 2020 and contracts went into place March 1, 2020. This speaks volumes to the team work with Metro Parks and the hard work in getting things

turned around.

Margaret Brosko recapped the loss of over \$69,000, with expenses being higher due to repairs being done at Bobby Nichols. Cherokee lost over \$30,000. These figures are for fiscal year 2020. The expenses for Cherokee are over \$244,000 and the expenses for Bobby Nichols are over \$188,000. The \$56,000 difference in expenses is contributed to a vacancy of an employee, and also there being a hiring freeze within Metro.

Chair Fowler asked about the cost of the bridge repair at Bobby Nichols and Margaret Brosko responded that it was \$25,000 and there were additional repairs made to the irrigation, piping, and general maintenance.

Chair Fowler asked regarding the vacancy of a golf pro at Bobby Nichols and Margaret Brosko stated that contract negotiations are ongoing.

Council Member Hollander asked about the contracts for the golf pros, and if the contracts are working for them, or if any of them have a desire to reopen negotiations to look at financial terms. Margaret Brosko stated that the contracts are 4-year contracts with a 1-year option to renew. This is looked at as an all out partnership with the golf pros and Metro Parks employees to sustain the courses and seek revenue. Revenue projections are discussed on a yearly basis as part of the negotiations process. Monthly meetings are held with the golf pros individually, regarding the number of rounds, revenues, any gaps, marketing opportunities, and any repairs needing to take place. These meetings have been beneficial to the entire process. The contract year is halfway through and goals are on target collectively. There are also built-in incentives for the pros as well.

Council Member Hollander asked what is being done about dynamic pricing. Margaret Brosko stated there is marketing done through Metro Parks and Recreations marketing office, and discussions about other marketing opportunities collectively with all the courses. COVID-19 has helped in regards to closures and activities and the courses being able to stay open. Most courses have not implemented the dynamic pricing, other than Quail Chase.

Committee Member Fox questioned the system wide \$44,000 shortfall. Margaret Brosko stated that there were general funds allocated in fiscal year 2020, and if that amount was removed it would have been only a \$24,000 loss.

Committee Member Fox also stated that when prices were increased, he wanted to give the citizens who play a better pay off for their money. He asked if Metro was in a good place to give the citizens that are paying the extra dollars something in return. Margaret Brosko stated that this is Metro Parks ultimate goal, and if things stay on track that can happen.

Committee Member Fox asked if the incentive packages for the golf pros are a good thing or a deterrent for the for those being hired for the 9-hole courses. Margaret Brosko stated that at the next negotiations discussion that will be a topic, as well as projected rounds and play, projected revenue, and is it worth it. It will be equally critical for both parties to understand any benefit of projected rounds and play as revenue and it is mutually beneficial to the golf pros and Metro Parks.

Committee Member Fox stated that he would be more than happy and available to help if changes need to be made at the 9-hole course. He also asked whether teams could be put together when the crews are on idle-speed during the winter, that could go from course to course doing small chores such as trimming trees back, mulching limbs, cleaning up and straightening. Margaret Brosko stated the Metro Parks, in general, across the board, has made an improvement to the process to do just those types of things on all Metro property, including the golf courses. Each course has made 5 goals for the winter, and these will be collectively worked on. Attention to the details is what will take the courses to the next level.

Daniel Frockt stated that there was no money left from the \$550,000, and there was an actual shortfall Metro-wide. The golf course deficit has been cut in half, and that is where the \$550,00 amount came from. Seneca was helpful in throwing off revenue with around \$372,00 to the good and Vettner was \$152,000 to the good. It is much better off than one year ago, regarding the courses with Metro Parks.

Daniel Frockt also stated that, on a net basis, the golf courses collectively lost \$24,000. At the year end he would like to work with Metro Council and propose carrying forward some funds in capital and make further investments if possible, taking into account where things end up with the audit. The CARES Act funding and COVID-19 Relief Funds have taken longer to get to the audit process. The Office of Management and Budget will still come in November with the year end Ordinance and likely have it go before Council before year end.

Chair Fowler asked about the contract regarding Mr. Demling and the merchandise cut in the contract to where he has to pay 55%, and when this contract can be revisited. Daniel Frockt stated that according to the contract, he needs to give a notice to open the contract to be re-negotiated. These contracts do go before Metro Council. Each contract is individually agreed to and are all different for each golf professional.

Chair Fowler stated that she is very interested in having conversations with the unions, and this was part of the plan to make golf sustainable. The union employees could possibly work with Metro Parks during the winter.

Chair Fowler also stated that discussions need to happen regarding what is going to be done with Cherokee, and she asked Margaret Brosko and Daniel Frockt to send out an overview of the current fiscal year.

Adjournment

Without objection, Chair Person Fowler adjourned the meeting at 3:52 p.m.