

REPORT / RECOMMENDATION



To: Park Board

Agenda Item #: VI.A.

From: Joe Abood
Braemar Golf Course General Manager

Action

Discussion

Date: November 10, 2014

Information

Subject: Golf Course Projects Update

Action Requested:

Information only.

Information / Background:

Braemar Master Plan Task Force update

The Braemar Master Plan Task Force was formed in June of 2014. The Task Force is comprised of five City of Edina golf enthusiasts, two Park Board members and Mayor Hovland. The Task Force has been meeting regularly since July and is shaping the vision for the future of the Braemar Golf Course.

The first step in the process for the Task Force was to create an RFP to select a golf course architect. The City of Edina received 28 responses from some of the top golf course architects in the country. City staff condensed the applicant pool and recommended five finalists for the Task Force to interview. After the interview process, the Task Force unanimously selected Richard Mandell, Richard Mandell Golf Architecture as the architect to complete the Braemar Golf Course Master Plan.

Mandell conducted four site walk-throughs with the Task Force, staff and over 75 golfers from the community. Most recently, Mandell completed his second site visit to Braemar. Mandell met with the Task Force, staff and environmental agencies to learn more about environmental constraints and opportunities. The Master Plan should be completed by the spring of 2015. Mandell also began the inventory and analysis for the Braemar Golf Course Tree Management Report. This report will be completed by the summer of 2015.

Driving Range Expansion/Executive Course update

The Driving Range Expansion/Executive Course project is scheduled to begin construction on July 7, 2015. Kevin Norby, Golf Course Architect, and his team of consultants are in the final stages of environmental permitting and design. The project will be ready for the bidding process just after the New Year and the

timing indicates a favorable financial response for the City of Edina. The Park Board will be receiving a presentation of the revised plan at the December 2014 meeting. The City Council will be asked to authorize the bidding process in January 2015.

Fred Richards' closing update

Fred Richards Golf Course closed permanently on October 5, 2014.

During the last month of play, we distributed discount coupons to customers to play at the Braemar Executive Course. On the final weekend, juniors played for free and were given discount coupons to play at Braemar. A substantial number of those coupons have already been redeemed at Braemar.

Over the last several months, we have been in continuous contact with the leagues that played at Fred Richards. To date, the Patty Berg Junior Girls League, the Edina Senior League (at minimum the first half of the year), the Seagate Corporate League and the Happy Hackers have all confirmed that they will be moving their leagues to Braemar for the 2015 season.

Braemar staff has been planning for ways to accommodate Fred Richards' customers in 2015. From the opening of the season until July 6, 2015, all short course play will be on the Braemar Executive Course. On July 7, 2015 and thereafter (until the Driving Range Expansion/Executive Course project is complete), play will be moved to an abbreviated course on the Clunie 9. Cart fee specials will be utilized to assist the added "green to tee" walks that the abbreviated course will present.

The Fred Richards bent grass greens sod will be utilized within the parks system and will provide a financial benefit to other facilities.

Joe Abood, Braemar Golf Course General Manager will be present to provide an update on these projects and answer questions.