

# IRONHORSE

## Golf Club



### **GOLF COURSE COMMITTEE**

#### **November 28, 2001 Meeting – 5:30 p.m.**

Golf members in attendance were: Dick Fuller (Chairman), Mike O'Connell, Jim Dickson, Lou Rasmussen, John Campbell, Bobby Davidson, Shane Gardner, Matt Roberts, and Pete Spratlin of Orion were also in attendance. City Attorney, Patty Bennett attended the portion of the meeting pertaining to the ADA Policy issue.

Mr. Rasmussen made a motion to approve the October 25th minutes. Jim Dickson seconded the motion. Motion passed unanimously.

#### ADA Policy

The draft of the golf course policy, as revised by the City Attorney, was handed out. Discussion ensued about the changes. Jim Dickson expressed his concerns for the potential damage that could be done to the greens. Pete echoed some of Jim's concerns. Chris noted that she had phoned Dr. Michael Hurdzen, the designer of the course to discuss the issue of ADA and golf course design. He stated that it is important to have such a policy to protect the rights of disabled golfers. He felt it was a good idea that the City was being proactive in establishing a policy for the disabled golfer who wants to play at IRONHORSE.

Mr. Rasmussen moved for approval of the policy. Mr. Davidson seconded the motion. The motion passed with the exception of Mr. Dickson who cast a nay vote.

#### General Operations

Matt reported that November weather was very good and that we are ahead of budget for the month. The course did \$85,000 but budgeted \$55,000. December revenues were budgeted to be half of what was budgeted for November. The weather will be the deciding factor for rounds in December.

We have installed a pop-up box on our web site that allows us to gather email addresses. So far we have signed up 95 people in the month of November. There was also a coupon they could print off giving them \$15 off a round. We have had 125 of these turned in this month. In December we have booked nine holiday parties, thus far. Whatever rounds we capture for December will be bonus for the operation.

Dick asked where we are relatively speaking compared to what was asked for by the City Administrator to infuse the deficit. Shane thinks it should be around \$90-100,000, as opposed to \$200,000, as it is trending now.

Jim asked about analyzing the triple crown membership. Have we had time to take a look at the impact of this? Shane said they are waiting until the end of the year but revenue per round is right about what an average person pays going in, so there is no apparent problems they can see.

John asked how many triple crown memberships we sold in 2001. Shane said 91 memberships were sold. Lou asked if this imposed any known problems to the course. Shane said no.

Lou suggested selling as many as 200 in 2002 and “live with it” until you can determine what the limit really is.

Orion is considering a corporate membership for the cost of \$13,000, which would include four people who would have triple crown memberships. Memberships would be transferable to make the membership more desirable to the companies. The corporation would give a corporate credit card so that the members could charge to it. These charges would be sent in monthly, on the credit card, so there would be no delay on the balance due on each account.

Dick liked the corporate card because it will most likely produce more revenue potential each time they come to the course. Dick said his suggestion would be getting the information on the packet out quickly so that you can get the edge on the competition.

Lou commented that if we want to get moving on this then we need to approve them (any new memberships and/or fees) tonight and get them (the membership fees) to the Council for approval. Lou suggested getting the fee packet, minimally for memberships, to the city clerk tomorrow so that it can get in the packet for Monday’s meeting.

In regards to the general course fees, Matt said that Orion is recommending an increase of \$1 for non-residents and \$3 for residents. They have surveyed all the other courses and all are raising fees between \$1-\$3. Only Deer Creek is staying the same.

Jim said that the resident play volume has increased and non-resident play has fallen off somewhat. Bobby said he didn’t think the numbers indicated that. Bobby said that there are some concerns about raising resident fees by \$3.

Lou asked what the problem is with the original plan to raise rates \$2 across the board?

Bobby asked if the softening of the economy wouldn’t possibly produce more rounds of play? Matt said that because of our course quality they are going to see us as a good value for the type of repetitive play it would take to make up for not increasing fees.

Lou made a motion to raise fees \$2 across the board.

Bobby wants to know what the impact will be across the board? The \$2, vs. the \$1 and the \$3.

Shane said it is important to keep away from the \$70 number. Mike asked if there is a way to increase the revenues and not increase fees? Lou reiterated the comfort level of the \$2 across the board suggestion. After all, this is what the council saw at budget approval.

Lou repeated his motion on the floor, to raise fees \$2 across the board along with membership fee increases. Bobby seconded the motion. The motion passed unanimously.

#### Business Plan

Shane asked that the committee take the draft business plan home to review and bring back changes or recommendations at the January meeting. We could also plan another meeting in the next couple of weeks to specifically discuss the business plan details. Lou preferred that so that it could go to council the first or second meeting in January.

John recommended having the regular January meeting on the 10<sup>th</sup> so that the final draft could be reviewed in order to get in to the council on the 21<sup>st</sup>. Lou asked that a draft of the business plan be given to the City Administrator. Chris will see he gets a copy.

#### Council Action of November 19

All monies were approved by council, as requested. Chris reminded the group that because of the dollar amount on the bridge/cart repair and the fact that this is an improvement to City property we need to go out to bid on the contract. Because of the potential increase in cost to bid the bunkers out, we may wish to ask the council for an exception for this work.

Bobby Davidson made a motion to adjourn. John Campbell seconded the motion. Motion passed. The meeting was adjourned at 6:58 p.m.

Respectively Submitted,

Chris Claxton, Director  
Parks and Recreation