

# IRONHORSE

## Golf Club



### **GOLF COURSE COMMITTEE**

#### **February 7, 2002 – 5:30 p.m.**

Committee members in attendance were Dick Fuller (chairman), Bobby Davidson, Jim Dickson, Mike Gill, Charles Lewis III, Mike O'Connell, Lou Rasmussen, and Bob Reid. Chris Claxton, Parks and Recreation Director, Julia Brickman, as well as Shane Gardner, Pete Spratlin, and Matt Roberts of IRONHORSE were also in attendance.

The meeting was called to order at 5:59 p.m.

Item I from the agenda was removed as the project developer is out of town.

A motion was made by Lou Rasmussen to approve the minutes from the November 29, 2001 meeting. Charles seconded the motion. The minutes were approved unanimously with the amendments regarding the pump.

Lou asked about the status of the pump. In a session held with the City Council and City Administrator identifying goals, Lou stated he listed the pump as his number one priority (getting the pump in before May).

Pete said the engineers and pump manufactures met on Monday at the site. It will take two weeks to get the pump once it is ordered. It will be mobile as planned. McCorkendale is the contractor, and they will do the disconnect, etc. At this time the plans on the site are complete.

#### **Course Update**

Pete reported on the ice storm damage. Just downed limbs, but none in the playing areas. It was cleaned up today. The course is now playable. A few slopes are still covered with ice along with the ninth and seventeenth green.

Dick asked if the zoysia is okay. Pete said the ice didn't stay on it very long and it should be okay. Plus, the moisture seems to be good.

Pete reported the bunkers are being worked on by Snyder Brothers. The steps are also being worked on. Snyder Brothers moved four times more silt than anticipated out of the

ditch adjacent to the number 11 green. They completely reshaped it and it looks good. The green drains a foot below the ditch.

Pete mentioned the City has a pump in the front of City Hall they are no longer using and he would like to use it to pull water out of the lake and to help keep the silt from redepositing. Continental did a survey of the lake and it is eight to nine feet deep so it is still healthy.

Pete reported the lease equipment has arrived they have the walkers and are only waiting for the spray rig. He stated as soon as the equipment is covered by insurance he would train the employees on how to use it and it will be in service.

Jim asked for an update regarding Mark Simpson and the road. Lou responded that Mr. Simpson wrote a check that was inadequate to cover the costs of the project. Currently, the easement from Johnson County Wastewater states Pete is able to use the road bringing in equipment as needed during an emergency.

Chris gave an update regarding the railroad bridge. A survey was completed on the bridge and she now has the title searches back. Both Lisa Wetzler and Patty Bennett visited the site along with the City Administrator. As a result of the survey, sixty-percent of the bridge is on the Village's property, which has now been transferred to the builder, forty-percent of the bridge is located on the Vrable's property. At this time, she is making sure the bridge is moved legally by obtaining agreement from both property owners.. Once it is moved, it will be placed on the number eleven fairway, thirty to forty feet East of the wooden bridge.

Lou reported he heard a complaint from a constituent regarding the fee schedule. The resident was upset because in the senior's league, there is not a discrepancy in price between Leawood residents and non-residents. He also stated the numbers in the league are dwindling. Lou asked Matt to keep an eye on the numbers in the league. If the numbers continue to decline, next year they will need to rethink how they run the senior leagues.

Matt responded the fee schedule has been in the business plan since November of 2001. They decided to have a flat rate for the leagues for several reasons. The league members have been dwindling for a while and Orion thought this would be a way to streamline the league and create more incentives for people to play. The league plays on Tuesday and Wednesday mornings during non-prime times. The presidents of the leagues agreed with the current fee schedule. Not only does this affect the seniors and women's league, this is also a way for businesses to have leagues in the evening and to take advantage of the flat league rate. IRONHORSE's goal is to grow the leagues to fifty people. One incentive they are offering is for anyone who refers a friend receives a \$100 rebate.

Dick asked if there is a reason for the decline in numbers. Matt stated there are several factors, including the fee Businesses are having troubles financially and we are

competing with other courses. Dick agreed with the flat rate stating a “league is a league” and it should be a flat rate. Overland Park also charges a flat rate for league play.

Lou asked for feedback by September 1<sup>st</sup> on how the leagues are doing. Matt said he could have the update by the May meeting.

### **Parks and Recreation Tournament (May 6)**

Chris reported the Sports Department has reviewed the Junior Golf Program. The past programs did not match each other and there was not a consistent progression throughout the programs. The Sports Department met with Julie Roberts and Matt to restructure the programs to be similar to an academy.

On May 6<sup>th</sup> they are offering a golf tournament that will benefit the Junior Golf Program. This year, Hook A Kid On Golf is similar to the past, however we are doing it ourselves. By doing this, we will be saving money on golf clubs. After the student completes HAKOG, they will continue on to level one. By using guidelines of experience and age they will progress through the different levels. The program will accommodate children age eight through sixteen. The programs will now include two-hour lessons, three days a week for three weeks. Included are tests, certificates and playing time.

We hope to hold the Junior Benefit Tournament annually in May. The Million Dollar Hole in One will be combined into the event. It will strictly be a green fee with no amateurs or juniors.

Mike Gill said there is a need for juniors to be able to play with their friends at a course they can afford. At private clubs you cannot take friends or it is too expensive. He suggested a fee that accommodates a junior’s budget; the current fee of \$27 for a teenager is a lot of money. Chris said part of the Junior Program is having incentives for the juniors to continue to the next level.

Jim suggested having a Father-Son Tournament also.

### **General Operations**

Matt reported January was a good month. They were 397 rounds over budget.

As of today, Triple Crown Membership sales are at forty-eight. They are currently ahead of last year at this time. March 1<sup>st</sup> is the deadline. He has not heard any complaints regarding the \$150 increase.

Shane passed out the year-end report for 2001. Mike Gill suggested considering prime time earlier than four o’clock, possibly around two or three o’clock to get people playing earlier. Dick suggested maybe having increments of \$10 less each hour until prime time.

Matt reported they are currently running Internet specials and are seeing a lot of new faces. They now have 200 to 250 email addresses. They are also sending out direct mail postcards and running ads in the Kansas City Star.

In January they attended a golf show at Harrah's. They collected seventy-six names at the event.

They have also repainted the inside of the clubhouse and cleaned all of the golf carts. Shane reported Kathy Rogers has given him parameters to look at new carts. He is comparing the costs of buying new carts this year or spending the money to fix the carts for one more year of use.

Dick asked if there is a difference in price regarding the green carts and the white ones. He likes the green carts better. The lighter color carts look older quicker, which reflects on the golf course. Shane said the green carts do not handle scratches as well as the lighter carts.

Jim asked about the cracks in the parking lot. Matt said the City fixed the cracks but with the bad weather they have shifted again. Pete said the parking lot is moving and it needs resealing to help with the cracks.

### **Review of 2001 Financials**

Matt handed out the year-end financials as prepared by Orion.

Bobby Davidson stated he is not in favor of meeting every other month as Chris proposed in the email. He thinks during the winter it is okay but not during the summer. Dick said he thinks it is a good point. Jim suggested taking it month by month. A discussion was held regarding meeting every other month. Chris stated the Golf Committee Members should contact the chairman if they have items they would like to have on the agenda and that an agenda should be identified prior to setting a meeting.

Mike O'Connell reported Rob Shipman from KC Golf Swing is interested in building a small building at IRONHORSE and offering electronic golf lessons with the multimedia screen in an indoor studio. He said Mr. Shipman would have investors pay for the building and he would pay a ground lease. Shane will set up a meeting with Mr. Shipman to discuss the possibilities.

Bobby Davidson made a motion to authorize Orion to meet with the group and bring back a recommendation. Lou Rasmussen seconded the motion adding for the management company to review the situation and then to refer it to City Council. The motion passed unanimously.

Mike Gill commented on the 2001 financials. One of the committee's responsibilities this year is to keep a close eye on the golf course. By the next meeting, he would like to know what "markers" they need to watch to give them an idea how they are doing financially. He also stated, "if Orion sees a negative trend, they need to bring it to Dick's attention immediately". This year, we need to be proactive and be prepared to make adjustments midstream if things are not going well. Rounds are an important number to

watch. Mike Gill said he is going to look at each month's statement closely and compare it to where we were last year.

Shane said his goal from day one has been to make reading the statements as easy as possible and to compare exact numbers to numbers. Lou said he looked at the numbers and it looked like they needed to raise the rates ten dollars per round in order to cover the expenses, which is not possible.

Mike Gill also stated he wants to know what makes up the non-operating items, what are the components and when are they due? Shane said they are all listed on page eleven.

Lou said he agrees with Mike Gill, we need to watch our actuals each month. Dick said one of the big tips is the trend on tournaments. He stated tournaments are a big source of revenue. Jim stated it would be hard for businesses to have lots of tournaments since they are hurting financially, plus there are so many more courses available. Shane reported that Matt is now booking the tournaments so there will be more leeway.

Bobby asked if there is a plan of action if the economy continues to decline. Do we have ideas on how to keep the cash flow going when people are not spending money? Dick stated we need to try and put away a contingency fund for such situations.

Bobby asked for an update regarding the 151<sup>st</sup> and Nall commercial building site. He suggested for the subcommittee to meet in order to make the setbacks greater than residential. His concern is seeing the back of an office building. Mike Gill stated they should meet with Mark Klein, Planning Department, and let him know what the plans are.

Jim said the subcommittee would put together a plan of what they would or would not like to see, bring it to the Golf Committee, take it to the Planning Department, and then ask for City Council to watch the project.

Mike Gill stated with a new development they need an on site water storage so there is no change in run off. He said they need to be sure they have an onsite water retention plan.

Bobby is concerned with the water along fourteen rising. He stated according to Phil the flow wouldn't increase, but it has. Pete agreed that it has increased.

Dick asked about the bridges and creek bank stabilization. Pete said the design is in process. However, the construction is in a delay situation. The timing of the project is deteriorating because of the bid process. Continental is currently working on the plans. We are going to lose the tree on number 10 tee area and we will have to plant trees in that area. Chris is looking into the settlement agreement to see if anything specific prohibits the removal of the tree. If we don't remove it as part of the project, it is going to fall down anyway due to the erosion. Already, more than 75% of the root system is exposed. Pete stated the project has to be on bid for three weeks, with the corps of engineers for three weeks, and then it will be in the bidding process after that. Mike Gill asked what

happens if the bridge fails, then we would not be able to have play, do we have business insurance? Shane said he would check into it?

Pete stated \$100,000 is budgeted for this project, which will not cover the construction along with the engineering fees. Continental is breaking it into sections, bridge by bridge, so they can prioritize which bridge needs to be worked on first. He also stated originally, he spoke to Continental and drew up plans on his own to fix the bridges. With the cost of materials and by completing the project himself, it would cost close to \$100,000. Having someone else do the plans may escalate the costs.

Charles Lewis made a motion to adjourn the meeting. Mike O'Connell seconded the motion. The motion passed unanimously.

The next meeting will be held on March 28, 2001.

The meeting adjourned at 8:38 p.m.

Respectfully Submitted,

Chris Claxton, Director  
Parks & Recreation