

IRONHORSE Golf Club



GOLF COURSE COMMITTEE March 28, 2002 – 5:30 p.m.

Committee members in attendance were Dick Fuller (chairman), Bob Reid, Councilman Lou Rasmussen, Jim Dickson, John Campbell, and Dick Fuller. 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 6:00 p.m.

A motion was made by Lou Rasmussen to approve the minutes from the February 7, 2002 meeting. Jim Dickson seconded the motion. The minutes were approved unanimously.

Presentation on Mission Reserve Development (151st and Mission Road) (Formerly Summer Tree Villas). The subcommittee of Jim Dickson, Dick Fuller, Bobby Davidson, along with Pete Spratlin, met with Jeff Horn, Don Julian Builders and Marty Arling, Kaw Valley Engineers on March 8th at the IRONHORSE Club House. The subcommittee reported the subdivision would include forty elaborate villas starting at \$400,000. Mr. Horn and Mr. Arling understood the requirements by the golf course and didn't pose any challenges. The routing of water also looks acceptable. The subcommittee voted in favor of recommending it to the full golf committee.

Previously when they met with Mr. Shafton, on Summer Tree Villas, (about the water retention), the requirements for them to build included dredging the creek; each home must have a wrought iron fence without a gate, a twenty-five foot offset, and a covenant running with the land, indicating that there may be certain "hazards" of living on a golf course. They also stated they will try to keep as many trees intact as possible.

Pete stated there are few homes that are at risk for being hit by golf balls, but most homes do not border the golf course.

Lou stated he wants to make sure the planning commission knows all of these stipulations. Chris stated Mark Klein knows these stipulations exist. Chris stated there remains the need for a land swap because there is a golf cart encroachment, which we

have known about. Chris will review the information with the Planning Director to see that the stipulations are accurate and that are included in the staff report.

Lou moved for approval subject to conditions made by the subcommittee, Mike O'Connell seconded. The motion carried.

General Operations Report:

Matt reported that from March 1 to March 28th, we are 600 rounds behind budget for the month. The budget for March is seventy to eighty rounds per day. Due to the weather, sixteen days of rounds were down. The driving range is doing well. We have sold sixty range cards.

The Triple Crown Memberships are at seventy-eight memberships so far this year. If you include additional add-ons like spouses or children, they have about eighty-five memberships.

When the weather is nice, the course is packed. To try and maximize revenue we are doing some "squeezing" by double booking some tee time slots a few times a day.

Non-prime time is still showing a few holes. Noon to 2:00 p.m. are still not as full as we would like.

Jim suggested raising the rates for the prime time days that are jammed packed (like Fridays and Saturdays), at times when people are standing in line to get on the course, to maximize revenues during this time. Fridays are at \$68 for non-residents and \$61 for residents. Lou stated the cash flow is better than expected as of today.

Mike O'Connell stated he would like to see us focus our efforts on the times when people are not playing.

Year to date we have 3,300 outing rounds booked. It appears this is about 800 – 900 rounds more than last year. So far, we have twenty-six shotgun contracts, which is what we did last year. We are willing to negotiate price during the off-season periods.

Matt reported the leagues have not started yet but there is an increase in seniors and women's numbers from last year.

Course Update:

Pete reported the cold spells have set the grass back, it will be another month before we see good zoysia grass. We seeded the rough areas and driving range, the seed went in perfectly with moist soil. The zoysia was dormant; he estimates a seventy-five percent survival rate for the new dormant zoysia to survive.

The bunker project should be finished by tomorrow. Dick said the bunker work looks good. Pete will put new sand in some of the older bunkers. Dick also said the steps look great. Pete said they are done and are adding the railings this week or early next

week. The steps were added on #3 tee box and #11 going up to the black tee, and #13 fairway. They fit in pretty well and are made out of railroad ties.

Lou asked if we had any ice damage. Pete said yes. Lou asked if anyone has evaluated it? Pete said he is coordinating this effort with Brian Anderson.

Lou said that if Pete expends the money to repair the damage, any money recovered should go back to the golf course, not the general fund. Mike Gill and Lou Rasmussen need to make sure this happens.

Pete said they have done all of the clean up and are keeping track of the hours and money. Pete said he believes FEMA may come out and he has some concerns with safety factors.

Creek Update and Pump:

Construction should start by Wednesday and the pump itself should be here in one week. It has been ordered and the engineers are ready to come out and assist in getting it hooked up correctly. They want to make any changes or configurations that are needed on site, and will do so at no extra charge.

McCorkendale installed almost all of the sewer lines for wastewater that run under the golf course. They will start next week and are waiting on power pole hookups supplies. It should only take three to four days to complete the project.

Pete stated there shouldn't be any change in the affluent flow. It is running like it did last summer and should increase this summer.

The Blue River is running very low due to lack of rainfall. Pete thinks he may need the pump as soon as they hook it up.

Continental is dealing with KCP&L on the electrical connects. The pump will be able to hook up directly to the transformer, so there will be no need for any type of extension cords.

McCorkendale is also working on the creek bank stabilization and cart path project. They will be able to pull into the golf course off the easement from Don Bell and should be done fairly quickly. They will prep all three bridges for the gabions by Wednesday morning. The company that sells the anchors for the gabions will come in then the riprap work will start. They will have to remove a lot of the planks from the bridges as they work.

Chris asked if they will be able to be done by the May 1st date. They got the notice to proceed on the 18th or 19th. Pete said he would ask them. It was a condition that was agreed to in the contract.

After they prep the walls in the creek, the tree on #10 will come down and then be cut into pieces for removal.

Pete reported the course looks great and they will start aerification on April 1st.

Dick said that he noticed there are a few zoysia tees that appear to be thin. Pete is going to fix the white tee on # 6. It keeps collapsing, even though Snyder Brothers have laser graded it twice. He will probably leave it as a bowl and drain it.

Jim asked about the number one tee. It appears to have a mound in it. Pete said it has a slight mound, but it doesn't affect play too much.

Matt stated they have new range balls and will start using them next week. The mats are getting worn down and will need to be replaced next year. They spent Monday cleaning up the carts. Dick inquired again about the green carts vs. the beige ones. Shane restated that the beige carts keep up better over time versus the green. The green carts show nicks and scratches, which the beige do not.

Shane stated that the decision to keep the carts for two more years (2002 and 2003) was made. We decided if we are going to spend \$15,000 – \$30,000 to repair them, we should hold on to them for another year. Shane said that by keeping them we have to replace the tires and batteries and will have to spend \$15,000 – \$30,000 for this season, so if we get new ones next year, we would lose all of that money. It will cost \$500 to repair each car just for the batteries. The tires should last between two to three seasons, the batteries should last 800 – 900 rounds. Most all the carts are out of warranty now.

2003 Budget:

We are at budget and it needs to be turned in by April 12th to the finance department. Shane discussed the budget:

When planning for next year we went through the actual expenses for 2001. The goal for the 2003 budget does not include any fee or round increases, or increase in expenses. It is similar to the 2002 budget. We don't know how this year will play out, we are not comfortable budgeting higher in revenue or expenses. We went through each department and the only major increase was golf carts. We have revenues basically staying the same.

John asked about the expenses for this year; Are we paying more than we did under the EAGL contract? Matt said the vendors give them the same price. There were never any real "deals" being given under EAGL. They are not going to carry as much inventory as they used to in the golf shop and are working with fewer vendors. They will be keeping track of their inventory and when they get low they will order more merchandise.

Councilman Lou Rasmussen stated he looks at the City's budget, in the government industries they come out with a composite index, with year to date inflation increases. Does the golf field do the same with greens, grass, etc.? Shane said they do it more by department and payroll.

Chris stated she went over the 2002 estimates with Kathy Rogers. Numbers per the trend numbers for the first months of the year, by December they are projecting a positive \$78,000. This is still a working document and this number is tentative.

We are strapped to do the improvements, not to mention the equipment. Chris will speak with Scott once the package is completed. We will need to look at all the projects and equipment and rank them. Pete said the equipment and improvements includes some of these items: Perimeter irrigation, (\$95,000 – which has been pushed back for 4 years), Range mats, \$5,000, Point of Sale system - \$25,000

Councilman Lou Rasmussen asked if we could break the irrigation project into several increments over several years, i.e. do \$40,000 this year and \$40,000 for next year. Pete said that is a possibility.

Discussion of Gate Closure:

The subcommittee met on this matter after discussing the Mission Reserve project. They talked with Ron Adrian, a concerned individual, and resident of Ironhorse Estates. He was also speaking with Matt Kincaid (President of the Homes Association) who is also concerned about the roadway coming in.

They have a concern about the amount of additional traffic by opening up the street to the subdivision to the south (Hampton Woods) and the additional 400 lots there. We have a street right there by the crossing and the inlet into the subdivision that is in Overland Park and they (the developer) are going to Overland Park to get their plat approved, which will connect there. They have no easterly outlet except by going through the Estates of Ironhorse and along Bell Drive.

They want a recommendation from the golf course committee to limit the usage of that street.

The subcommittee made a recommendation to the Golf Committee to make some effort to limit the traffic going through the neighborhood and through the golf course in some manner. It will have a definitive impact on people walking on the streets and potentially on the golf course.

The subcommittee made the following report to the full Golf Committee:

The subcommittee recommends the following to the entire Golf Committee: That the Golf Course Committee be supportive of the Homes Association to limit the traffic coming off of Linden Street to Bell Drive. The Golf Committee accepted the recommendation and postponed any further comments or action.

Discuss Triple Crown Impact:

Shane reported on March 1 to February 28th starts. If there any changes they can do it all at once. 6200 rounds with an average of \$200,000 of income to an average cost of \$32 per round. If you look at it this way we are losing \$28 a round. Look at in season and

out of season rounds, November – February played close to 1800, April to September 4500 rounds.

They did a case study on four guys. They play mostly Monday – Friday at 6 a.m. They don't take a tee time that other people would take.

We determined that we may lose \$90,000 – \$100,000 in revenue if the people were using the tee times that the average people play, but they don't. They use a lot of off hours. The only thing they changed was the free-range balls. Now they give them a free bag once a day, not any time and as many as they would like.

Shane doesn't think they need to limit the number of TC memberships sold because of the competition. Councilman Lou Rasmussen suggested they modify their pricing schedule to try and fill up holes if they are not affecting the prime time. What would happen if 100% of the golfers took this? Do they need to limit it?

Dick said that won't happen,

The other question is does this group play as a foursome? They are not bringing in other paying players. Some members bring people. The goal is to develop a core group. Some people may start playing the new courses to see what it is like. You lose part of the core group if they start to play other courses. We haven't sold 100 yet, and we always said if we get to 100 then we would look at if we need to limit the numbers.

Bobby said something that would help is if they segregate the rounds of Triple Crown then be able to determine how much they are playing for and look at the other rounds and count them as full rounds.

Shane said this is one reason they want a new software system because right now they manually have to count the different rounds.

What percentage of the triple crowns play together? Matt said 75% play together. Jim said the times we cannot sell, it's a good idea to sell them but it may not happen. What can we do to make it better? Look at the prime times that are sold out and are they the Triple Crown people?

Shane passed out examples of "coupon booklets"/cards that are being used as a current promotion. The company goes out dressed nicely and they will represent IRONHORSE selling a "VIP card" and it saves them money if they play during certain times. They go door to door and sell them. The company makes \$29.99 per book they sell. They can only sell a total of 2000 of them, once they sell them they are done. It is no risk for us. If the customer has questions, they will call the golf course. Shane said about 250 had already been sold.

Bobby asked if the City's legal department had taken a look at it for any potential issues. Shane said no, but they had their (Orion's) attorney look it over. Lou complimented

Shane and Matt for being assertive and getting ideas and taking risks. If they have a permit to sell these things in Leawood then it is okay.

Chris commented that no meeting date for April has been scheduled.

Lou said he wants to see the budget before it goes to the council. Chris said it will be complete in draft form on the 12th. If you would like to look it over we could go ahead with the meeting on the 25th of April. The committee said they would like to meet in April. Chris will bring the “draft” copy to the meeting.

Jim Dickson made a motion to adjourn the meeting. Mike O’Connell seconded the motion.

The meeting adjourned at 7:58 p.m.

Respectfully submitted,

Chris Claxton, Director
Parks and Recreation