

IRONHORSE

Golf Club



GOLF COURSE COMMITTEE

January 22, 2004 – 5:30 p. m.

Committee members in attendance were Dick Fuller (chairman), Councilman Lou Rasmussen, Councilman Scott Gulledge, John Campbell, Bobby Davidson, Jim Dickson, Dave Fearis, Charles Lewis III, Mike O'Connell and Bob Reid. Chris Claxton, Parks and Recreation Director, Shane Gardner and Matt Roberts of IRONHORSE were also in attendance.

The meeting was called to order at 6:05 p.m.

A motion was made by Lou Rasmussen to approve the minutes from the December 18, 2003 meeting. Dave Fearis seconded the motion. The minutes were approved unanimously.

Lou Rasmussen discussed the issue of the Golf Course Business Plan being pulled from the January 20, 2004 consent agenda. Chris said that it was pulled for further review.

There was some discussion about what information was being requested from Orion. Chris said that once identified, any questions would be passed on to Orion for review and reply.

General Operations Report

Matt said that January has been a good month, and that they have already booked 300 rounds. They are well ahead of budget for revenues. They have completed some work on the golf shop, and are working on the men's restroom. All of the work being done in the clubhouse has been done in-house. There will be new membership sales coming up. They are sending out emails to current members to remind them that the new season is starting. They will be doing an open house on February 28th from 10 a.m. to 4 p.m. to promote sign-ups and to encourage people to play their golf at IRONHORSE. Matt said that they have already booked 60% of tournament rounds for the year. Opening up Wednesdays for events has been very positive, as most of these are new events. Matt said that overall operations are going well and that they are getting things ready for the season as far as the clubhouse, memberships and sales.

Shane passed around a picture of the billboard on I-35 that will start the end of January. They will also have advertising going into the Kansas City Star and a direct mailing that will go out to subscribers that get the Kansas City Star, south of College Blvd. The newspaper is very effective advertising along with Sports Radio 810. Shane said that the least effective advertising for them is the yellow pages.

Jim Dickson asked how the new contract with the City was proceeding. Shane said that they are submitting a monthly reconciliation for food, beverage and alcohol and it is all going well.

Course and Project Update

Pete was unable to attend the meeting, but submitted a maintenance report (see attachment).

Lou Rasmussen asked about the contract for perimeter irrigation. Chris said that Pete has not finalized this issue but should be ready to put out a notice to bidders upon his return.

Chris said that regarding the Simpson issue, that he had received a stay from the prosecutor. Mr. Simpson is contending that he is being held to a higher standard that has not been consistent around the course. He is saying that there are multiple styles of fencing on the golf course.

SMAC Project Plan Submittal - #13

Chris said that she and Pete have looked at the preliminary study, which is the creek widening version versus the levee system. Continental is going to submit their recommendation to the City via the completed PES.

The study identifies the cost analysis and the impact to the golf course. They are proposing the levee system and will be building a combination of levees and burms. If anyone would like a copy of the report please let Chris know. Nothing has changed since it was presented to the Committee in late fall of last year.

Chris said that she would be attending the golf show in Orlando. She will be looking into the point of sale system and meeting with the top 3-4 sales representatives to see what has changed in their system from 3 years ago, to view the systems, and to discuss specifics for proposals. She will also be looking at a variety of range ball machines. This is in preparation for requests for the 2005 budget year.

Misc.

Dave Fearis made a motion to adjourn the meeting. John Campbell seconded the motion. The meeting adjourned at 7:00 p.m.

Respectfully Submitted,

Chris Claxton, Director
Parks & Recreation