

IRONHORSE
Golf Club



GOLF COURSE COMMITTEE

Minutes of January 31, 2008

5:30 P.M. – Main Conference Room, Leawood City Hall

Members in attendance were Dick Fuller (Chair), Leo Morton, Bob Reed, and council liaison Lou Rasmussen Shane Gardner of Orion Management Solutions, Inc., Gary Bussing, Pete Spratlin, Chris Claxton, and Tonia Morgan.

Dick Fuller called the meeting to order at 6:05 p.m. Bob Reed moved to approve the minutes of the November 29, 2007 meeting and Leo Morton seconded the motion. The minutes were approved unanimously.

I. Discuss Outcome of January 14 Work Session

Shane reported on the sponsorship program which was a draft of a program to be brought to the committee. In the past, sponsorships were sold based on a three year program for \$8,000 a hole. There were premium holes listed at 1, 9, 10 and 18, which sold for \$16,000. The problem with this program was the price was so high it limited the number of people that you could appeal the program to. Most of the sponsorships were sold to the vendors that we did business with, such as the beer or soft drink and the banks.

He also reported that in trying to develop a program that would appeal to a larger audience, it may be better to start at a lower price to try and fill these up and after the two year commitment. Probably out of 18, half will re-up, which will give us nine more to sell. He feels this gives the opportunity at that point and time to raise the price another \$500 - \$1,000 and look at the benefits and possibly add some more.

Shane briefly discussed the goal, which is to create a program that will sell out. It is best to have eighteen sponsors, as it will not look good to have any holes empty. The length would be two years, which would put us in a situation where we wouldn't have to worry about selling it every year but yet we could do it on an every other year basis.

In regards to the existing limestone signs, they work out perfectly. They are inset into the limestone with a 20 x 10 space to display the name of the business tastefully. Pete's crew would not have to mow or edge around it.

The proposed cost for the two year sponsorship for the premium holes 1, 9, 10 and 18 would be \$3,000 with the other holes being \$2,500.

The benefits of sponsorship is obviously that we'll have a number of high profile events coming through as well as a large amount of people coming through and their business will be advertised to a large audience.

Shane feels that one thing that can be done to allow the businesses to cross-market with other businesses is to host an appreciation event towards the end of the season. It can be on a Tuesday, Wednesday or Thursday morning, where it is not necessarily a premium day. We can do breakfast for them, golf or a lunch and award some prizes, and put on a nice event that will allow them to bring three other guests.

The sponsor will get eight rounds of golf to be used Monday – Friday, which will provide them the ability to use those rounds for customers, employees or for themselves, however they see fit. Allowing each sponsor to pick one day where their business can set up a tent on the driving range or a hole in the golf course (preferably at par 3) would give the sponsor the ability to be in front of people, which is what they want.

Obviously, hole sponsors would have the opportunity if they would like, to sponsor any of the Ironhorse Golf Association events.

Shane also reported that the estimated income will be about \$47K with an estimated expense of about \$6K for the appreciation event, which is what the normal prices are. The rounds of golf (also at normal price) would be around \$8,600. The total cost would be \$17,340 if we had to pay for every round of golf, and the appreciation event with a net profit of \$30K. Shane would be the primary contact person.

Shane reported that when you look at the commentary, he compared the hard cost to the soft cost. The signs will cost money and the event food and prizes will cost approximately \$2K to do something nice. In order to sell the program we have to make sure the signs look nice and the landscaping looks attractive. He feels the best avenue to market the program would be through the Leawood and Overland Park Chambers Of Commerce but can also look at the vendors as well as a number of people that play at Ironhorse that own businesses. Although they may not be a member of the Chamber of Commerce, we know that they are a good fit for a program like this.

Shane also reported that the estimated money to market the program would be \$2500.00, which would cover a brochure on the program as well as a bulk mailing to businesses. If you look at the total cost of the program, to include everything would cost \$20K. If you look at hard costs it would be closer to \$7, 200. He is open for ideas, suggestions, and comments.

Leo Morton added that another way to approach businesses and have them appreciate the value is a lot of them probably support a lot of golf outings and when they are a hole sponsor they are probably spending three, four, five hundred dollars or more for one event. The benefit of doing this is it is permanent.

Chris asked Shane if the benefits to the sponsors are per the two year period or annually. Shane replied that it is one time, not each year. Chris also asked if we could give them something tangible that we could run through our system like a gift card so it could be tracked. Shane replied that this can be done.

Gary Bussing asked if there is a spot to set up a hole sponsors corner to leave business cards or small brochures tastefully to catch peoples eye while they are in the clubhouse.

Shane reported that he hasn't been inside of the clubhouse since they started working, but this is something that can be looked into.

Dick Fuller recognizes that there is limited space, but suggested having a sponsor's corner to advertise a different business once a week.

Pete suggested having a plaque that would represent different businesses with their company logo or business cards that they are sponsors on the golf course. Leo Morton thought this was a good idea. Dick Fuller added that the main guideline would be to make sure that it is not intrusive.

Shane added that when it was done before, they wanted their sign to be prominent but not overpowering. And, there were limitations on what businesses could put on the signage.

Dick asked if we have the ability to limit certain companies that may not advertise "appropriate" businesses.

Leo asked if there was an ordinance that you can't display inappropriate business logos.

Chris replied that we've had to address this with other forms of advertising that we have.

Councilman Rasmussen asked if this proposal could be presented to the City council at the next council meeting.

Chris said we could get it on the eighteenth because we will be doing the business plan at that time.

Leo Morton made the motion to accept the above recommendation. Bob Reid seconded the motion. The motion was carried unanimously.

Chris added that sponsorships are usually done by contract. Shane asked if there was a contract that is currently used. Chris said she will get him one.

Presentation of a 1949 Watercolor by Bob Reed

Dick Fuller shared that Bob Reid has been a member of this committee since its inception and was very kind to bring a beautiful painting that he had personally painted in 1949. Bob gave the board a heartfelt history about his life and the painting. A print of the painting was presented to Dick and Chris.

II. Course Update

Pete reported there are a lot of snow and ice and frozen areas at the golf course. According to Pete, this was a perfect year for winter kill. There shouldn't be any ill effects on the greens at all because the roots are extremely deep.

Pete also reported that this year we've had five storms with at least a half inch of rain that freezes solid within twelve hours.

He reported that the greens are doing great. He was able to pull some samples last week. Pete also reported that there is a repeat resident that continues to jump the fence and cut down trees on hole number six on the golf course. He has basically cleared the entire area for him to view the number six green. He cut down a lot of material. He leaves the piles on the cart path

for our crew to carry away. The police have been called and will make an official report tomorrow.

Lou Rasmussen asked how many trees he has cut down at \$300.00 a piece. According to Pete, he hasn't been able to count as of yet, but plans to do so soon. Dick Fuller asked what the largest size tree he cut down is. According to Pete, when this happened before with the homeowner on thirteen, he had to pay a \$500.00 fine, which could have been \$500.00 per tree. This is a repeat offender who cut brush down last year. Codes enforcement as well as the police was also involved last year.

He has reported that his staff is currently working on in-house projects due to the weather.

Lou asked if the contractor is off the job totally. Pete reported that he is off the job and a walk through has been done. There is also a check list for things for him to come back to complete. We are withholding part of his pay until all of the work is done.

Lou asked have any damage claims have been addressed to them. Pete reported that there are but they have been really great to work with and have taken care of these issues and have responded within the twenty four hours each time, and sometimes sooner than that.

Dick asked if we are still opening May 1. Pete reported that his personal opinion is that we will be ready to open within the first couple of weeks of May, but this is totally dependant on the weather moving forward.

Pete reported that the availability of the clubhouse to operate will probably determine when the driving range will open. Chris asked about the new piece of the range. She thinks we need to get a contract on this soon.

III. Clubhouse Remodel Update

Chris reported that she was really focused on getting the office done. It should be able to be utilized in the next two weeks. The carpet should also be in soon. There were some structural issues, but once we surpassed these everything is coming together fine.

Chris also reported that the kitchen floor is new and is complete. The security windows are in and really nice. The bathrooms aren't complete, but are functional, and should be working soon. She agrees with Pete that the worse case scenario for a completion date in the clubhouse will be May 1.

She reported that she meets out there every week. The accounts receivable module training for Crescent is scheduled for Thursday.

Chris also reported that she has a list of things to work out with Orion in terms of the health inspector. Once we've been closed, they have to come out to reinspect.

Dick Fuller asked when the range would open. Chris reported that it is not before the clubhouse. He thinks people will be out there the first part of February trying to use the range.

Shane reported that the only thing they look at is there is an after hours event scheduled for The Leawood Chamber of Commerce March 26 which was scheduled a year and a half ago. This was the best window to get people to the facility in a reasonable weather situation

and give them a golf cart and allow them to tour the facility. This will be a great way to generate interest. Shane added that even if the clubhouse isn't fully functional, it would be nice to have it functional for that one day, and if need be, have food catered in, and drinks. Allowing people to mill around would be good PR. He also feels that in the month of April, any tours we could have to generate interest will also be great.

Chris reported that she feels pretty good about the March 26 date being fully operational, but we are dependent on the contractor's schedule. We were a little bit behind where we'd like to be but feels that we are moving quite fast.

Pete reported on fencing. He handed out a map with highlighted areas to signify the next priorities. He is uncertain if we have a phase in 08, but will verify this tomorrow with the finance department. Chris reported that we potentially had \$21,000, if it didn't get used, and there was \$50,000 in 09 but after it was researched there wasn't any phasing after 09 at his time. So, if we need to put more money in for 2010 we want to make sure we don't get caught without another phase. The purpose of this exercise is to look past 09 because we are concerned that we may not have enough. In regards to the \$21K, one of the problems is the fencing costs have increased significantly.

Pete reported that in terms of the phases, we've gone from \$30 a foot to \$50 a foot.

Chris asked what the total cost would be to fence all the necessary areas. Pete reported that the grand total is \$114,000 at \$50.00 a foot. Currently, if there is \$21,800 in 2008, we have \$71,800 budgeted for fencing. If we don't do the entire fence on hole 15, it would cost \$77,750 which is not far off budget in regards to money.

Lou asked Pete to come up with a recommendation and put it in priority for C.I.P. purposes in regards to phasing.

Dick Fuller made a motion for Pete to determine what funding is going to be available through 2009 and make a recommendation based on those funds as to priority of the fencing and look further into the capital improvement plan as far as 151st to determine if and what would be needed.

Leo Morton seconded the motion. The motion was carried unanimously.

Lou asked where Pete is in regards to staffing. Pete reported that he is where he should be for the winter time. He is working now to find out when he can start advertising to hopefully start hiring in March. We are getting a new HR Director on Monday and he will work with her.

Dick asked how many staff members he will hire. Pete reported that he will have a staff of fifteen, in hopes to have more staff working up front to get everything ready to go.

Dick asked if they are on line for hiring, if they have permission from council. Shane reported that they've put out job bulletins and have been interviewing for the past week.

Chris asked if we are going to go back to our every month scheduled board meetings. Dick replied that unless there is something that we need to meet on, he doesn't see the reason for taking the time of the council members and committee members who are already extremely busy. Obviously, he doesn't have a problem meeting once a month, but he doesn't want to be here just to be here, to come have a nice meal and go home. His position would be

unless Chris knows of something coming up that needs to be passed on, he would suggest meeting every other month. The reality is that this committee could meet every other month, four times a year unless something is imperative to meet on because a lot of things have worked themselves out.

Lou suggested to have a specified meeting time because if you don't you have a terrible time making a quorum. A meeting can always be canceled but if you don't have a specified day it could be a problem. He would suggest having a specified day of the month, and if a week ahead of time, there isn't anything to discuss, send the committee an e-mail to cancel.

The committee members agreed with this suggestion. Chris reported that the meetings are always the fourth Thursday of the month with the exception of Thanksgiving or another conflict that might arise, in which case members would be notified. We typically meet at City Hall, but with the clubhouse opening we will want to meet there in the future.

The next meeting will be February 28, 2008 but the March meeting will be at the clubhouse.

Leo Morton reported that he will be in Arizona for the next meeting but will put it down in case his meeting is canceled.

A motion was made by Leo Morton to adjourn the meeting at 7:00 pm. The motion was seconded by Bob Reid. The meeting was adjourned by a unanimous vote.

Respectfully submitted,

Chris Claxton, Director
Parks and Recreation