

IRONHORSE
Golf Club



GOLF COURSE COMMITTEE

Minutes of April 24, 2008

5:30 P.M. – Main Conference Room, Ironhorse Golf Course

Members in attendance were Dick Fuller (Chair), Bob Reid, Chuck Sipple and council liaison Lou Rasmussen. Shane Gardner of Orion Management Solutions, Inc., Chris Claxton, Pete Spratlin, and Tonia Morgan.

Dick Fuller called the meeting to order at 6:26 p.m. Bob Reid moved to approve the minutes of the March 27, 2008 meeting and Chuck Sipple seconded the motion. The minutes were approved unanimously.

I. Introduce New Orion Staff

Shane introduced Jim Jamis; he worked with Orion at Swope. He is originally from Kansas City.

He also introduced Jake Iversen; he comes from Cedar Falls, Iowa and already knows some of the people that are members here.

He reported that Jim knows them as well because a lot of the men that were playing with us went to Swope while we were shut down.

The golf committee introduced themselves individually to the new staff members and welcomed them aboard.

Shane thanked them for getting the entire inventory on display today, they worked really hard and he appreciates it.

II. Accident – Wall on #14

Pete reported that there was \$48,000 in damages to the fence and wall as a result of the accident. They are still adding up damages to the room that was destroyed to Terrace on the Green.

Chris reported that apparently there is carpet, floor, and wall damage as well.

Lou asked what the damage is to the course. According to Pete there is no actual damage to the course other than car parts on the course.

Pete reported that the contractor is working on getting a temporary construction easement to make the repairs. They will have to repair the wall all the way out.

Dick asked how soon they will begin working.

Pete reported that they already tried without notifying anyone and they were run off because they were making mud holes and mud tracks on the city's property.

Dick asked if the contractors have to work from our side. Pete reported that the only way for them to repair the damages is to enter from the east end of the wall and come around the cut path.

Pete also reported that they need an agreement that they are going to repair it because in doing so, they are going to make a huge mess. They will need to bring bobcats and other heavy equipment for their repair work.

Councilman Rasmussen asked if the minutes should reflect that there is no financial damage to the city, or should we not say this.

Chris reported that she doesn't really know but assumes this is true, and it will be on the agenda Monday night if necessary. She also reported that she spoke to Fred Merrill and suggested he install parking blocks to minimize the potential for this to happen again.

Chuck Sipple agreed that if there is anyway we can prevent a future occurrence this would be beneficial.

Chris reported that there are quit a few parties at The Terrace on the Green as was where this accident took place. The driver of the vehicle that caused the accident was an attendee at a wedding reception Saturday night.

Councilman Rasmussen suggested that the minutes should reflect that at this time we do not know the extent the damage is to the golf course.

Pete reported that as far as the wreck itself, there is no damage to the course but once the repairs begin there will be damage.

Dick reported that the minutes should reflect that as of now there is no damage to the golf course, however Pete will get an easement that gives them access to the site and they will be responsible for any damage to the course during the repairs.

Dick asked if we will need a no trespassing sign.

III. Course Update

Pete reported that everything was going really well through last week. Monday the sod started going down on 13. We lost quite a bit of soil and all the seed from the bottoms of the golf course and a lot on the high ground from washouts.

Pete also reported that the sod is a non-factor. We only lost a few hundred yards and this can be replaced. The biggest factor is the soil. The golf course will have to dry out to be able to get back out there, and good descent top soil will have to be hauled back in and regraded, and then start to sod or seed depending on the area.

Pete reported that the City Administrator rode around Tuesday morning and approved sod for most of the areas. Pete reported that the bottom line is, he can't tell when they will be able to begin working again. The contractors haven't made an attempt because they can't get in there to quantify how much soil is needed.

Councilman Rasmussen asked how all this effects opening the range on May 1. Pete reported that he hasn't been on the range because of everything else to see how much seed washed off the range, but doesn't feel that this will affect the range opening too much. The contractors will start on the tee-line tomorrow morning that won't affect opening the range at all.

Councilman Rasmussen asked what a guesstimate in terms of money is needed for contractors. Pete reported that he is unsure at this time.

Dick asked if he was speaking of sod and soil. Pete reported that he is unsure in regards of sod, soil, and labor. There is a lot to do. The sod company was suppose to arrive yesterday but couldn't make it due to the rain in Topeka where they are located. They will come tomorrow morning and he will get a sod number for the general contractor.

Dick asked what type of sod is he talking about, Zoysia or fescue. Pete reported that it is the Zoysia that is planned.

Pete reported that he is referring to everything outside what was planned. They worked extremely hard to prepare for the May 23 opening date of the course of 8,000 yards of sod for all the tees and green area which is still going ahead. But, now we are talking about areas such as 13.

Councilman Rasmussen asked if we are still planning on opening May 23, and if not, what day we will open. Pete reported that we will not be ready to open the 23rd.

Dick Fuller asked Shane when the first tournament he has booked is. Shane reported that the first tournament is the 5th or 6th of June.

Pete reported that he can't give a date until it dries out and the contractors can get in there and begin working. If he can get them started he can push them, but he doesn't have any control of getting them in there to work.

Dick Fuller reported people are assuming that we will open May 23 and if we are not able to, we need to inform people now. We have a reason due to the flood.

Councilman Rasmussen asked the golf course advisory committee stating that because of flooding damage, the May 23rd date is no longer viable.

Dick reported that it needs to be published quickly. Especially to all the people that had been notified that it was opening.

Shane reported that the biggest thing for them is if we notify people that we will not open May 23, the follow up question will be when it will open. He wonders if lying low the rest of this weekend until we get a firmer grasp on what is going on is the best idea.

Dick doesn't have a problem waiting but it rained and now would be a good time to notify them because people are aware of this. This should be done quickly before people forget.

Chris reported that she will contact The Sun tomorrow to let them know to change the story that is coming out.

Dick reported that you have two groups of players, your regular people and the general public. You may want to take a different approach to the two groups.

Shane reported that he will e-mail the regular players and let them know, but he is reluctant to do this until we have a better idea of when we will open. They will want to know a projective opening date.

Dick suggested that it should be also put in The Star newspaper as it comes out twice a week and will get read more.

Pete reported that the driving range netting will be put up Tuesday.

Dick agrees with Shane that there needs to be a date but after touring today he understands that there is a lot of work yet to be done.

Chris reported that the chamber event can still be held on May 21.

Dick reported that we will lose a lot of money on Memorial Day weekend.

Shane reported that if we have a ball park date this will be better and will understand the weather problems.

Dick reported that we should shoot for a weekend opening date but understands that it is relative to what happens in the next couple of weeks with the weather.

IV. Marketing Effort

Shane reported that brochures went out to businesses in the area for hole sponsorships. It went out to approximately 1600 people.

They just moved in the clubhouse in the last couple of days and received keys today. He also reported that they went through a point of sale training where they came out and showed them how to run the software system.

He also reported that Mark and Scott from the City of Leawood IT department have been helping us create a new web site that will go live next week. It will have all the updated information on it and it is linked to the City of Leawood web site.

There are approximately twenty nine ads going in The Kansas City star over the period of the next month to advertise the opening. There are also direct mailings going out. Shane also reported that the radio advertising has been set that will start the second or third week of May and run to the second week of June.

Councilman Rasmussen asked if someone keeping track of where the inquiries are coming from. Shane reported that this is being done.

Dick Fuller asked if the advertisements will be changed due to the set back. Shane reported that they will. Current advertisements announce the golf course is opening in May but this can be changed to reflect that the golf course is opening soon.

Shane reported that there is a billboard on I-35 that has a unique design. It has a picture of the golf course with a flag stick that protrudes out of the billboard with an Ironhorse flag on it. It has received a lot of attention.

Shane reported that the Leawood Chamber of Commerce will sponsor an after hours social event on May 21 from 5-6:30 which will give us the opportunity to make a sales pitch to everyone that comes. Shane would like to have as many committee members present as possible. This is a well attended event. It will give us good publicity in front of the right crowd.

Shane also reported that Ironhorse is a sponsor of the Taste of Leawood. There will be signs out for this event as well as we've always done.

Shane reported on the grand opening activities. The first day will be media and City of Leawood invited guest event, the second would be for people who signed up for hole sponsorships, golf outings, and memberships.

Shane reported that he is currently working on leagues; there are four evening leagues and two morning leagues.

Shane provided the committee with a handout that has all activities and information pertaining to the golf course. (please see the attached document)

Shane also reported that he spoke with Sarah Peppes today. She and Councilman Peppes will sponsor a hole for Peppes Dental.

Dick asked what is being done with score cards and ratings. Shane reported that The Kansas City Golf Association had scheduled to come out around the 22nd and 23rd of May; they don't have to play, they just have to go around and rate it. They schedule a time two weeks after to come play the course and confirm those ratings.

Councilman Rasmussen asked why the ratings would change. According to Shane, the ratings could change based on the fact that the greens may have gotten bigger or smaller.

Dick Fuller reported that they rate the course relative to the difficulty of the course and the length of the course. These will all have a bearing on the ratings.

Chuck Sipple suggested within the first week when the range is open to pick your slow days and have buckets for half price to get the word out to the hard core people.

Shane asked Chris if this is something that can be done. Chris reported that it can possibly be done. Lou Rasmussen asked if this is part of the fee schedule. Shane reported that it may be better to do a "two for one". Chris reported that it would be better as you wouldn't have to take the reduction.

Shane reported that he shared with Chris that he's been approached by Lifetime Fitness located off of 135th Street about possibly doing dual advertising. They would advertise at our

facility and we could advertise at theirs. Shane feels that we could offer a special to their members geared toward a slow period of time for us. He will work with Chris on a package and present it to the golf committee.

V. Project Progress

Pete reported on the aerator and the fountain. Councilman Rasmussen asked if the home association came through with the money.

Chris reported that the homes association actually bought the fountain. Pete reported that it has been sitting in storage for six months.

Councilman Rasmussen asked where we are in regards to liquor license. Chris reported that the lease was approved, and was turned over to Orion today. .

Councilman Rasmussen asked if the council people know about the problem on hole 5. Chris reported that she talked to Wade (codes enforcement) again and they noticed them. The unique problem is that according to them, the silt that is coming down is coming off Brian McCrae's property. But, the lake which is the homeowner's association's property is what is causing the problem.

Chris understands is that he cited the homes association and talked to Brian McCrae but hasn't heard anything back.

Councilman Rasmussen reported that he believes our codes enforcement staff are diligent and he is not inferring anything, but understanding that this has happened before, and if so, why is this the first time that we've cited anyone.

According to Chris, she believes Joe Johnson tried to talk to Barney O'Donnell. Pete reported that public works has also looked at it several times and also received no response.

Chris reported that a purchase order has been done to do the landscaping to get some start up money to purchase supplies and he will begin next week. There will be new sod, plants, etc at the entrance and around the clubhouse.

Councilmen Rasmussen asked in regards to the 2008 budget where we are with the money for the fencing.

Pete reported that the money was taken and added to #12's project for a fencing phase. Chris reported that we still have money budgeted in 09, 10, and 11.

Dick asked what will happen with the area that has flooded over by #12 if we put a fence there. Can it be raised higher. Pete reported that it has four inch posts that are four feet deep. It is a no win situation with the fence.

Councilman Rasmussen asked in regards to 2009 budget, is there anything that he needs to concentrate on in June.

Chris reported that there isn't anything that he should be concerned about.

Dick Fuller asked Chris how things were going with the clubhouse. Chris reported that the clubhouse is almost complete.

Councilman Rasmussen suggested putting pictures on the wall of signature holes.

Chris reported that Scott and Mayor Dunn have commissioned Jim Hammil to paint a nice picture of one of the holes and put it in the clubhouse.

Dick Fuller asked about the cords hanging from the flat screen televisions. Shane reported that a shelf will hide the receiver and the cords soon.

Chris also reported that she ordered lockers for the men's and women's restrooms. There will be 8 for men and 6 women.

Dick Fuller asked about the netting and where the fence will be. Pete reported that it is 8 in steel black post that will go parallel along the sidewalk. Dick asked if it will go all the way to the ground.

Pete reported that it will protect the people on the sidewalk and eventually will be landscaped.

Councilman Rasmussen thanked everyone for their efforts and hard work.

VI. Misc.

The next meeting will be May 22, 2008 at 5:30p.m.

A motion was made by Bob Reid to adjourn the meeting at 7:45 p.m. Chuck Sipple seconded the motion. The meeting was adjourned by a unanimous vote.

Respectfully submitted,

Chris Claxton, Director
Parks and Recreation