

IRONHORSE  
Golf Club



**GOLF COURSE COMMITTEE**

**Minutes of August 2, 2011**  
**5:30 P.M. – Leewood City Hall – Main Conference Room**

Members attending: Dick Fuller(Chair), Bob Reid, Tommy Davidson, Steve McCartan, Leo Morton and George Waterman.

Council Liaisons Lou Rasmussen was also present.

Staff members attending were Chris Claxton and Tonia Morgan.

Members of Troon Golf Management Team, Jeff Thomasson [General Manager] James Kennedy [Superintendent] and Matt Shrum [Assistant General Manager] also attended.

Chair Fuller called the meeting to order at 6:14 p.m.

Tommy Davidson made a motion to approve the July 28, 2011 meeting minutes. George Waterman seconded the motion. The minutes were approved unanimously.

**I. Introduction of New Ironhorse Advisory Board Member**

Chair Fuller introduced new Committee member George Waterman. He is extremely pleased that George was appointed to the Committee. He doesn't know anyone who has been more supportive, active and involved with Ironhorse. George has been an advocate of the golf course since day one. He speaks up when he sees a problem or situation. He has been very helpful, and is the eyes and ears of the course.

Chair Fuller and the Committee welcomed George to the Committee.

**II. Operations Report**

Jeff reported that the numbers reported tonight are most recent to July. Revenues per round increased \$1.71 versus the same period in 2010. Total rounds have increased by 13% (1,527 rounds). The total current rounds for the year are 13,319 opposed to 11,792 in 2010.

Council Liaison Rasmussen asked if these are paid rounds.

Jeff answered that this is correct.

Council Liaison Rasmussen asked what Jeff attributes the revenue per rounds increase to. Is it the flexibility in terms of pricing the course.

Jeff reported that this is absolutely correct. He will elaborate more during the marketing portion of the report.

Jeff added that Pass Holder Rounds represent 14% of total rounds as opposed to 20% percent in 2010. The total golf revenue has increased by 20% (\$75,905). This is due to the following factors:

- Green grass sells, brown grass doesn't. The course conditions are the number one contributor to the fact that business is up. There was a problem with the greens the

end of June last year but this year has completely turned around. The greens are as good as anywhere in town. This puts us in a good, competitive position.

- Increased volume of rounds results in additional revenue in other departments as well, such as food and beverage and merchandise.
- The ability to sell tee-times online as well as adjust rates and manipulate the rates in real time has definitely increased utilization.

Council Liaison Rasmussen asked if booking online interferes with the bookkeepers.

Chris reported that it does not.

Jeff also reported that there is an improvement in 2011 tournament revenue of 220% versus prior year. Each round increased \$6.09 in 2011 versus prior year.

Council Liaison Rasmussen complimented Jeff for the improving revenue considering the struggling economy.

Jeff agreed that the economy is struggling but the industry has stabilized and started to show growth. Corporations are beginning to spend more money. It may never get to the previous level, but it is better than it has been.

Chair Fuller asked the average size tournament. How many sell outs were there.

Jeff replied that the average number of players per event is 65 to 70. The biggest event has been Johnson County Public Works. There were also two or three events in June and July. Two healthy tournaments are scheduled in the near future.

George Waterman reported that Ironhorse is at a competitive advantage. It would be nice to advertise that it is in great condition and for those who left due to the trouble we had and the past conditions to be able to play Ironhorse again. It would be goof to offer an introductory round for those we lost. The number one question he often receives is the condition of the course. A lot of the better players in the Kansas City Cup have commented that Ironhorse is in great shape and as good as it has ever been and above other courses in town. Players from Hallbrook have also been complimentary. He knows it's tough to be aggressive and understands the economy is bad but for a change Ironhorse is as good, if not better than any course in the southern Johnson County area.

Council Liaison Rasmussen thanked James for the condition of the course.

Chair Fuller reported that he has also spoken with other players who are considered good golfers and career players of Ironhorse who expressed how pleased they are with the current conditions. These are people who originally left and are now excited to play on a greatly improved course.

George added that he is sure there are records of the past players. An offer should be sent soon.

Jeff reported that he has the information. He sends e-mails and always includes former pass holders.

Jeff added that we were up against the Golf Club of Kansas this past year, but he's had a lot of players contact him and admit to buyer's remorse.

George reported that it is tough to get tee times and the conditions of the greens are going downhill with all the play they are receiving.

Jeff added that this puts us in a good condition. If we stay consistent for the remaining of the year going into 2012 he is confident we will reach the pass holder goal.

Chair Fuller reported that as an example, he and a friend who was a Triple Crown member and played Ironhorse all the time, played Deer Creek today but shared that this would be the last time due to the conditions of the greens. He is eager to return to Ironhorse.

George asked if the idea has ever been discussed to allow people to play twenty-one holes instead of eighteen if the practice holes are added as holes in with the round. This would be a competitive advantage that wouldn't cost anything additional. Instead of paying to hit range balls, they can play three short holes before they play.

Jeff reported that this is a good point. The only negativity is the lack of carts in the area.

*Jeff continued with his report.*

- The passholder revenue is currently \$140,809 compared to \$165,593 in 2010.
- To date the food and beverage revenues reflect a 32% increase over 2010, resulting in \$32,504 in additional revenue.
- Ironhorse has generated revenues of \$886,257 through July 31, compared to \$764,445 for the same period in 2010. This is an increase of \$121,811 (16%).
- The total operating expenses are \$150,086 compared to \$178,907 in June 2010. The year to date expenses are \$677,433 compared to \$664,840 in June 2010.
- The utility expenses have increased. Electricity prices have doubled.

George asked if the \$20,000 savings in operating costs is result of spending a lot on the golf course to get it back up last year.

Jeff reported that this is correct. An additional \$35,000 was spent in general administrative transitional costs on various items in 2010. \$30,000 dollars was spent on sod and \$40,000 on temporary labor. As a result of controlling costs, operating income in June, 2011 finished at \$83,886.00, an improvement of \$30,070.00 versus June 2010.

Council Liaison Rasmussen asked that Jeff to clarify why there is a 16% increase for slightly higher labor cost and higher energy cost in course maintenance. Was this a result of more people or increased hourly rates.

Jeff reported that labor increased and there were a lot of temporary laborers last year and this year. The electricity cost also increased substantially.

Jeff added that the year to date operating income through June has improved versus prior year by \$34,901.00. As soon as the P&L is received for July he will forward it to Chris to send to the Committee prior to the October meeting.

Chris added that she would like to see this report as soon as it is received.

Jeff reported that he performed an informal survey of the nearest competitors last week. The average revenue increase this year (rounds and revenue) is 2% across the board. We have shown a significant improvement.

Tommy asked if daily food carts are being run.

Jeff added they are not typically run Monday, Tuesday or Wednesday mornings but the coolers are available if needed.

George asked Jeff if he expected July to be down due to the hot weather.

Jeff reported that we beat July 2010 in gross revenue by \$40,000. The mid-day play is becoming nonexistent. We've had thirty-days of constant hard heat. Also, families are preparing to send their children back to school and finishing vacations.

George reported that this is understandable. Play always fluctuates. People begin in April with the Masters; May and June they are enthusiastic and eager to play golf. As the 4th of July approaches they start to put their clubs away until next Spring.

Jeff reported that he has continued the campaign on radio with 810 Sports. It has been successful. He has also been working with The Star on direct mail prices to target the area surrounding Deer Creek. We lost a lot of play due to closing the golf course and re-opening with struggling greens the past two years. There are a lot of people to recapture. Direct mail is the most effective but also the most expensive form of advertising. We have a limited marketing budget.

George reported that he doesn't know a lot about the prices or what margins are expected but it would be nice to offer a "Welcome Back Come See the Course" special inviting past Triple Crown members to see the condition of the course. This could be done as a one time coupon teaser to get them to the course. There are a lot of people at the Golf Club of Kansas and Deer Creek who will be shopping a course October – November 1. They will be busy meeting with their group to determine where to play next year.

Jeff added that this is when the course is in the best shape.

George added that if it can make it through this weather, it will be great in the fall.

Jeff reported that we will have to seriously consider options if we get to our cap on the Triple Crown next year. As good as the course has been we didn't finish far below the original goal. This would be a nice problem to have.

Chair Fuller asked how many new Triple Crown members there are this year. Are they as active as Triple Crown members of the past.

Jeff added that he doesn't have the exact number but will find out. He is mindful of the quality of the passholder and their willingness to spend money or generate money in ancillary departments as he is of the quantity of the pass holders themselves. You can't be selective but the price should be set to make sense for the golf course. It will be nice to be in a position to set the price and know you will get it and also sell the correct number of passes.

George added that the market will be competitive next year.

Jeff agreed. He was told that the Overland Parks Golf Course goal is to generate 10,000 new rounds of golf.

George reported that they've lost 77,000 rounds the past five years.

Jeff reported that he doesn't think this number is accurate.

George reported that they are down 77,000 rounds of golf versus five years ago. The course came up for bid and the numbers were public.

Jeff reported that he has looked at the historicals. They are down. A lot of their play has vaporized. If they are going after 10,000 rounds of golf, they have to come from somewhere.

Jeff reported that the "Golf with Lunch" promotion has been very effective, resulting in over 1,000 rounds and generating \$10,000 in food and beverage sales.

Jeff reported that "Golf Now" online bookings continue to grow. They are very aggressive and very well known. They have their own show on the Golf Channel with a very wide reach. It is huge for Ironhorse to be associated with them and to use their service. 664 rounds have been booked resulting in revenues of \$25,131.00.

Jeff added that it is not a discounted vehicle. It is another method of selling tee times. A lot of people don't book airline travel on the phone any longer, they do it online. This is the same with golf.

Jeff reported that they ran a coupon in The "Lifestyle" program through KC Golfer Magazine that has produced 467 rounds thus far, resulting in additional revenues of \$9,340.00. It was a program with eleven premium golf courses in Kansas City.

Jeff added that he is uncertain if they will continue with the program next year. He doesn't see a lot of the players as potential long term guests of Ironhorse.

Jeff also reported that he met with a CBS affiliate and discussed shooting video within the next five weeks when the course is healthier. This will be raw video used to utilize our upcoming television campaign in various promotions moving forward. We haven't used a lot of TV but it can be very effective. There is a lot of good cable advertising that is very affordable for small businesses and golf courses like ours.

Chairman Fuller asked if it would be advantageous to dedicate one of the productions to the sub-air on the greens. This will impress people to know money was spent to put sub-air in knowing there has been problems on the greens.

Jeff reported that this is one of the best technologies to come to the golf industry and sports fields in general. Our plan is to budget and put fittings on all eighteen greens. You can't go wrong with this technology. Sub-air was installed on the three worse greens and they have improved tremendously.

George added that the front section (where the hill is) is also coming in.

Jeff reported that the back area in front of the bunker (on the back of the green) were the first to lose grass as well as #'s 12 and 17. This is directly attributable to the irrigation, fans, and sub-air and has allowed us to keep grass on the greens.

Chair Fuller reported that it would be nice to outline the specific areas of improvements to the Triple Crown members who left. It will be nice to show them that we recognized there was a problem and significant improvements were made. Let them know exactly what was done to make the course better. This will show them that we aren't merely talking about making it better.

Jeff added that when the sub-air was hooked up on hole seventeen, they pumped water from under the green for two hours. It was so black and toxic..

Chris reported that when the greens were opened in 2006, she smelled it then. .

Jeff reported that he talked to them about doing an infomercial. They liked the idea but it would be nice to find a couple additional businesses to partner with who would be willing to spend the money for the advertisement. Each business would buy thirty-minute shows where a ten-minute segment would be done per company. This would be a worthwhile investment and also productive.

George suggested Will Shields workout facility may be a good business to coordinate with. If you can group a workout facility, a golf course, and something else it would make more sense to the viewer.

Leo Morton thought this is a good idea. It will be nice to incorporate them together.

Jeff added that they continue to network with as many members of the local Chambers as possible. They are members of local Chambers of Commerce in order to develop new relationships.

Jeff reported that they are gearing for the fall and late season events and continue to book. There is a significant roster of events for September and October, after which people are afraid of the weather.

George agreed. Most people say that Ironhorse is a great layout; they just wish it were in better shape. If we can show them specifically what was done, we may gain a lot of them back. The reality is when Ironhorse was built, the architectural quality of the course was geared toward a better golfer. You can't market Ironhorse to the higher handicap players because it is too hard. They lose too many golf balls. It is a frustrating course to try to learn how to play golf on.

Council Liaison Rasmussen reported that there are two developments in Leawood doing exceptionally well that may be a potential partner. One-nineteen and Park Place. He suggests contacting both to see if there is an interest in participating.

James reported that they hosted 52 players in the Annual Member-Guest event this past weekend. Mr. Morton played in the event with a guest. There were eight more teams than last year. Everyone was complimentary of the golf course.

Council Liaison Rasmussen asked if survey has been produced for players to complete.

James replied that surveys are ongoing online and available in the golf shop.

James reported that public works will begin repairing the hail damage from the storm to the clubhouse. Tiles as well as the gutters will be replaced. Half of the western exposed maintenance facility will be completely resurfaced. Repairs will also be done to the driving range building and the starters.

Chris asked if they looked at changing out the tile on the roof to something less prone to damage.

Jeff reported that they are only replacing approximately 300 tiles not a full roof. .

Jeff added that the new HVAC system in the clubhouse is doing as well as can be expected considering the heat. It is hard to keep the building cool because the doors are opened and closed constantly with high traffic in and out of the clubhouse, especially with the junior camps.

Leo reported that when the temperatures exceed 95 degrees for more than three days in a row it is hard to overcome.

George reported that he doesn't recall it being totally uncomfortable.

Jeff reported that it was a problem last year. There were issues. As long as the five different systems were making air we were fine. If one would go down, we'd play catch up and never catch up. We would lose business some days because it was too hot to sit in there.

Jeff also reported that several staff members in the coming weeks will return to college .

Council Liaison Rasmussen asked Chris where we are in terms of the Capital Improvement Program regarding fencing and things of this nature. Are we on target.

Jeff added that we are on target. He talked to the contractors. We aren't in the position to deal with them putting the fence up now. It will need to wait to the fall. .

Chris asked if a price was established that we can live with.

James reported that he received two bids. He will follow up soon to confirm .

George asked what portion of the fence remains unfinished.

Jeff replied that #14 and the end of the driving range on Mission, 151<sup>st</sup> Street and the section along the street around the putting greens.

Jeff added that the number budgeted is well above what will actually be spent. The bids came in at less than half the amount allocated for this project.

Chris reported that time is needed to present this to the Council for approval due to the dollar amount.

Council Liaison Rasmussen also asked the condition of the creek under Mission Road.

Chris reported that nothing changed. There is still a lot of silt. This will be revisited next year during winter months.

Council Liaison Rasmussen also asked about the replacement of trees.

Chris reported that this will not be done at this time. The money was removed.

Council Liaison Rasmussen asked the end result of the negligence of the neighbors dumping debris on the golf course.

James reported that so far there haven't been any new issues.

Jeff reported that we haven't acted upon the other issue yet. We need to move forward.

Chris agreed. .

Council Liaison Rasmussen asked the status of the lawsuit between holes nine and ten.

Chris reported that it was withdrawn but it may return at a later date.

Council Liaison Rasmussen asked if there are any legal issues other than the two mentioned.

Chris reported that there are none that we are aware of.

### **III. Course Maintenance/Projects Report**

James gave an overview of the golf course maintenance report:

- All new fans have been installed and have been in operation since June. Timers are installed on all including the older set of fans. Three of the box fans are running on generators on #'s 6,10 and one of the practice holes to help with the air movement during the hot spell
- The precision sub-air has been installed on #'s 12, 14, 17, 18 and 9.
- Water has been, and will continue to be, removed from the greens and blowing air through the greens.
- The greens irrigation has proven to be successful thus far, even when the temps near 95 degrees and heat indexes in the 100's. The greens have been healthy.
- There is a minimal amount of thinning in areas that tend to hold water around the greens. If they don't get farther than they are now, it should be fine once aerated in the fall.
- They have continued with solid tining greens every two to three weeks to help air movement through the root zone. They also aerated and verticut the tees.
- The green surround and fairways will be aerated during the month of August and the first part of September. It will be nice to complete this before tournament season begins.
- They experienced storm damage to the trees, bunkers, and satellite boxes in June. They completely rebuilt two bunkers on #5 that were silted, removed all sand and drained others.
- There are limbs hanging and trees down that will be removed as temperatures cool down.
- The roughs have gone off color throughout the course in areas that have minimal to no irrigation. They will continue with roller bases and keep water on the turf.
- A lot of areas need heads moved on the tees. They need to add some on the edges of the fairways. There are minimal coverage issues due to irrigation.
- On July 25<sup>th</sup> they moved to the backup pump pulling effluent water to fill the irrigation pond. They switched back today but may have to do switch back and forth. They are getting close to filling the lake back up. It could be as early as tonight. They typically pull from the Blue River but it was too low to keep up with the water demand.

Chair Fuller asked where we are in regards to pump replacement. Was this done or is it fifteen years old. Are we towards the end of the life expectancy. Once it begins to deteriorate is it noticeable. Worst case scenario if it goes out due to the extreme heat,. how soon can it be replaced.

Chris reported that she thought we had replaced it before .

Jeff reported that there is a line item in the CE fund for a lake pump replacement next year. He thinks we will be o.k.

James reported that the pump will deteriorate. You will notice the water pressure changing and not being able to keep up with its normal flow. It may also corrode . The worst case scenario would be approximately a week for replacement.

George complimented James on a job well done moving the temporary sprinklers. The person before him would never do this. It is nice to see temporary sprinklers in the high stressed areas.

Tommy reported that the aerating the fairways did a world of good.

James reported that he will begin this next week. He will try to aerate two fairways per day.

Chair Fuller asked if any other courses in the area have a sub-air system. If so, do they have eighteen holes.

James reported that Shadow Glenn has the same set up. He is unaware if they have eighteen holes.

George asked if the fans will be a permanent feature. Or are they used on a temporary basis. Is there a compromise between the box fans we used to have and the current fan. How much does each cost. You can really tell the difference between the current fans and the fans before. Is it worth it to spend the money and get the better fan.

Jeff added that the current fans are \$6,500 each.

James reported that the fans are 7.5 horsepower. There are some that are lower such as 5 or 3 horsepower. The difference in price averages five to six hundred dollars of each other.

James reported that the greens where there are fans are much improved. There are still greens that need fans added including #'s 6, 10 and 9, and possibly 7 to help with air movement. They sit low.

George commented that they are impressive but the noise is noticeably more. Have there been any homeowner complaints.

Jeff reported that they received a complaint from the homeowner adjacent to hole 17. The fan was moved. It was too close to the property line and created a vibration in their home.

Jeff added to speak to the price of the fans; by estimation we lost \$150,000 in revenue due to poor greens. To spend the amount needed for fans and have the peace of mind and know that you can be at a competitive advantage is money well spent.

George asked the life expectancy of the fans. Are they taken down in the winter or will they remain.

James reported that they should last seven to ten years. They originally planned to take them down but storage is limited. They will find tarps or a secure fabric to cover them during the winter months. It will be the same situation sitting in the shop yard.

Jeff added that he will research a heavy marine grade fabric that repels water.

Council Rasmussen asked if the problems with the collars are complete.

James reported that they were sodded out last September and they are looking very good. .

George complimented James for work done on the electrical lines where the sprinklers were installed. You can see a few seams but it looks nice.

James reported that there are a lot of construction scars around the greens that need to be stripped and leveled and sod laid back down in the near future. The goal for the remainder of this year is to get the greens smoothed out as much as possible. Most of the fairways are smooth but there are a few that need additional work.

George reported that they are as better as they've ever been. The weeds are gone and they look great.

James added that they've experienced a lot of issues with the current satellite irrigation boxes. The original boxes are developing corrosion resulting in connection problems. They discussed adding irrigation. They learned a lot when the project was done determining space. This has been an ongoing problem the past two years. They can be checked one day and are working fine and the next day there may be two heads not working at all, which is a problem. Boards have been replaced. A lot of time has been spent keeping them operational.

Chair Fuller asked how many boxes there are total.

James reported that there are 38 around the course. Two have been totally replaced. The technology is phased out. Parts are not available for them any longer. The newest versions would bring us up to date with the current technology. We are spending a great deal of money on repairs.

Chair Fuller asked the cost of the satellite.

Jeff reported that depending on how many stations it can average \$2300 - \$2500 . The stations run from 8 – 64 stations in 8 head blocks. Our current ones are 16 stations. There are wires running to every head on the golf course that are spliced together at the box. It would help to add the clocks and separate every head. It would help break things up by not running several heads at once. This would also help fine tune the adjustments needed.

Council Liaison Rasmussen asked if this would be beneficial to add as a CIP item.

Jeff reported that this would be nice. They can be phased in to make the necessary changes over time. They need to be able to split everything out and micro manage the irrigation system better. There are people everyday dealing with something on the irrigation system. This time of year it is best if it works how it's supposed to. This frees you up to do more operational issues. He is proposing bringing technology as close to current time as possible. The investment averages \$85,000-\$100,000 , which will modernize the backbone of the irrigation system

Jeff added that by modernizing the system it will create longevity for the system in the ground. The velocity of water thrown in numerous directions is eroding pipe under the current system. By installing the new system it will preserve what is in the ground. It will also give the ability to add irrigation. The current rough irrigation is inadequate. There is pasture grade rough in some areas.

Council Liaison Rasmussen reported that the changes may be necessary but the 2012 budget is fixed. Once approved by Council it is nearly impossible to deviate from it.

Chris agreed.

George asked if \$85,000 has been budgeted for the fence issues but it was previously stated that the full amount will not be used. Can monies be transferred to this project.

Chris reported that she will check the exact amount and specific information regarding if this can be done and report it at the next meeting.

Council Liaison Rasmussen reported that he agrees with the changes. It should be added in 2013.

Jeff reported that a lot can be allocated from the operating fund. They will figure out how to do some of the minor repairs. The CIP at the boxes is where it will be needed to capitalize and put on a useful replacement at the box. At that point, if it can be completely done in the 2013 CIP, or be phased in over three years. The technology on the ground now is becoming tough to get affordable reliable parts. There is only one company in America that rebuilds face plates.

Council Liaison Rasmussen suggested Jeff and Chris meet and compile a list of what is needed and the cost. It can certainly be done in 2013 but; he is uncertain if any portion of it can be added to 2012. He will be interested to hear the results of their meeting in October. He would heavily recommend against interfering with the long term plan.

James reported the fencing aside; if there is other dollars in the capital plan aren't used for the specific project, can they be used for the irrigation. Is it the golf Committees decision to make to do so.

Chris reported that this can be done with a recommendation. It is doable but has to be cleared with the City Administrator.

George reported that he would like to see this done. Irrigation is the backbone of the golf course.

Chris reported that some may remember the issues we were experiencing with the piece of unmanicured ground along 151<sup>st</sup> street, north of #16 green.. It is a lot to manage for James when he is trying to focus on the course.. For \$70 per week, it has been included in the mowing contract with Park Maintenance for the medians. This will alleviate golf staff from worrying about it.

James and Jeff thanked Chris for this gesture.

#### **IV. Discuss Goals of Restoring the Reputation of Ironhorse to its Former Status**

Chair Fuller asked if further discussion is needed on this topic.

Jeff added that everything discussed tonight is directly related to restoring our reputation. This year alone, by its condition and the comments received, we are turning things around. The greens issue has been laid to rest in his mind. The general consensus is the golf course is improving.

Jeff reported that we can invite the major players back and do a media day and a special event with the raters from across the county. But, by doing that we are giving them unrestricted and unbiased opinions about the course. In his personal opinion, we aren't there yet. We need to get the surrounds done and the irrigation issues taken care of prior to doing this. During Spring next year, he doesn't have a problem inviting all parties out to the course for a special event. Let's get through this season with really good greens and tackle this at the appropriate time.

George reported that this is fine but the general surrounding public should be invited sooner because this is as good as it's been in seven years, even in the extremely hot weather with temperatures over 100 degrees.

Leo Morton reported that the word is getting around. He's heard from many that Ironhorse is the best thing going. They shared that they are seriously considering changing from where they are. This says it all. One is a member at the Golf Course of Kansas and has been a member at Lionsgate.

Jeff thanked Leo for also recently bringing the guest from Kansas City Country Club.

Leo reported that he also expressed that he had a great time and enjoyed the course.

Jeff had players from Heart of America in Mission Hills this morning and they raved about the course.

Chris asked if there are still plans are to redo the entrance this year. The stucco is falling down. It will be removed and replaced with stone like the main entrance replicating the granite in the middle. There are other priorities but the entire back is totally gone and needs to be replaced.

## **V. Topics for October 27 meeting (Ironhorse Clubhouse)**

Chair Fuller asked Committee members to notify him or Chris if there are any topics for the upcoming meeting in October.

### **A. Discuss 2013 CIP**

Chair Fuller asked if there are any thoughts for the 2013 CIP. There was none discussed at this time.

Chris reported that 2013 seems far away, but it is time for the process to begin.

### **B. Discuss 2012 Fee Recommendations**

Chair Fuller reported that this will be a serious conversation. All are encouraged to put their thinking hats on for a discussion at the next meeting.

Jeff asked Committee members to notify him of any fee recommendations. He is eager to receive feedback now versus waiting until the October meeting. When we come to the October meeting, we can discuss the framework outlined to make the recommendations. We don't want to begin the discussion in October.

Chris reported that a recommendation will be needed. It goes to the Council the first meeting in December.

Chair Fuller reported that he's played around and everyone is doing what is necessary to encourage play at their course. Some have lowered prices drastically. He has seen \$25-\$30 for senior play during the week. He doesn't know a course in town that's raised their rate. He doesn't encourage raising rates in this economy. If the rates are raised, it will send the wrong message.

Jeff reported that raising rates isn't on his mind, but it will also send the wrong message to lower rates with all of the improvements made to the course. He would suggest publishing the rates the way they are and adjust them as necessary now that they've been giving the ability by the owner to adjust rates on the fly. It is huge to be flexible as needed.

Council Liaison Rasmussen asked if there is any method to produce a number for the adjusted rounds versus the average rate. He isn't insinuating rounds are being given away but is there accountability.

Jeff asked what purpose it would serve. His theory on selling golf is any number greater than zero is greater than zero.

George reported that it is a choice of no rounds or rounds at an adjusted rate.

Council Liaison Rasmussen used as an example: If there are 1,000 rounds that you used your discretion on what was the average price and the rack rate for the same 1,000 rounds. Giving him discretion should not be used as giving away rounds. As a Councilman he suggests the Committee should be prepared if this happens. The Committee should have the right to question and have the authority to disagree.

Jeff reported that he can produce the numbers for anyone who questions adjusting the rates.

Chris agrees. We should be prepared because someone might ask. She understands that the tracking is there. The numbers are not hidden but they should be easily accessed.

Jeff replied that the numbers are reflected on the P&L. They are not giving anything away.

Council Liaison Rasmussen reported that the operating cost recovery should make progress towards 100%. This should be the goal.

Jeff reported that this has been his goal since his first day here.

### **C. Misc**

Chair Fuller complimented Jeff and James for the hard work done. The course is in great shape and they should be commended for their efforts.

The next meeting is scheduled for October 27, 5:30 p.m.at the Ironhorse Clubhouse.

A motion was made by Leo Morton to adjourn the meeting. The motion was seconded by George Waterman. The meeting was adjourned at 7:46 p.m.

Respectfully submitted,

Chris Claxton, Director  
Leawood Parks and Recreation Department