

IRONHORSE  
Golf Club



**GOLF COURSE COMMITTEE**

**Minutes of May 17, 2012**  
**5:30 P.M. – Leawood City Hall – Main Conference Room**

Members attending: Dick Fuller (Chair), Bob Reid, George Waterman, Leo Morton, Tommy Davidson, Chuck Sipple, Chris Claxton and Tonia Morgan

Members absent: Steve McCartan, Shawn Hickey.

Council Liaisons attending: James Azeltine, Lou Rasmussen

Troon Golf Management Team, Jeff Thomasson [General Manager] James Kennedy [Superintendent], and Mitch Harrell [Corporate]

Chair Fuller called the meeting to order at 5:55 p.m.

Chuck Sipple made a motion to approve the minutes of the February 23, 2012 meeting. Tommy Davidson seconded the motion. The minutes were approved unanimously.

**I. Operations Report**

Jeff Thomasson reported the following:

- Revenue has increased \$121,082 over same period of 2011. A milder winter is partially responsible for the upswing, as well as continued improvement of course conditions and marketing efforts.

*Jeff distributed the overview in the Golf Operations Activity Report (attached).*

Council Liaison Rasmussen asked what the estimate was for Triple Crown pass holders this year.

Jeff reported it was 80.

Council Liaison Rasmussen said the number for this year is better than expected.

Council Liaison Rasmussen asked if we are getting more per unit for food and beverage this year.

Jeff reported this is true and we have also seen a positive increase in food/beverage sales volume.

Council Liaison Azeltine inquired where the cost recovery percentage will likely be at year-end.

Jeff said it should be north of 84%

Chuck asked if there were any events/outings in April.

Jeff said that there were two. May was also a good month with one event bringing 158 players and \$12,000 in revenue.

Chuck asked if customers of events walk away with any sort of a coupon.

Jeff said no.

Council Liaison Rasmussen asked how we are doing in acquiring email addresses.

Jeff said we have done well. We have over 200 followers on Facebook and there are lots of programs we are marketing through social media. It has been very beneficial to the course.

Dick asked what type of utilization most clubs are getting on online booking.

Jeff said in the next two to three years we are projecting that 25% of our rounds will be booked online. We now have a mobile app for Ironhorse that is fantastic. You can now book from your smart phone.

Mitch Harrell said that Troon is still determining how to utilize Facebook at all their properties. While it is definitely the way to go, it is hard to analyze the payback. As far as Golf Now, we hit “windows” with it. Golf Now is the equivalent to Hotels online for the golf world. At this time, more book on our website than with Golf Now. Nationwide, we are about 20% booking online. Of that, 8-10% is Golf Now.

Jeff said that 90% of what Ironhorse books on Golf Now is the rack rate.

## **II. Course Maintenance Report**

James Kennedy reported that with the decent winter weather, the crew has been able to complete a lot of projects.

*James referred to the agronomic update included in the operations report.*

James continued by saying that one project was the replacement of the damaged concrete path on #2.

Council Liaison Rasmussen asked what was causing this.

James said that the path was getting washed out from underneath.

George commented that the cart path extension work that was done on #17 is great.

James said that they also renovated the bunker on the left side of the #6 green. The drainage was damaged.

George asked if we plan to replace sand in the bunkers this year.

James said yes, each year we should budget to rebuild a certain number of traps and/or top of others.

George said that the drainage work done in the past appears to have really paid off.

Leo agreed that this has improved greatly.

Leo asked about the transitioning to #4 tee from the #3 green. Is there any type of signage that can tastefully be put up to direct them to the next hole? Golfers frequently go on to the #9 tee then have to turn around to get to #4. This causes a lot of unnecessary congestion.

Leo said he thought there used to be a sign there, years ago.

Chris said she agrees and also thinks there used to be some signage there. Perhaps a sign could be placed on the bridge face?

Jeff said that he will look into the situation.

Council Liaison Rasmussen asked how we are doing on the sale of tee monument advertising space.

Jeff said that sales are not moving, even with discounted advertising rates. They will look at other options moving forward, which may or may not include advertising.

Council Liaison Rasmussen asked if we are done with the fencing project. Have we determined who owns all the fences.

Chris explained the fence ownership issue. All fences put in by the developer are the responsibility of the homeowner. Those installed by the city are the responsibility of the city. Many areas of fencing are in need of repair. It is still our intent to get something out in the fall to the HOA's for distribution to their residents in regards to making repairs.

Chris asked James to find the fence quotes from the last project so we can begin the process. It is important the correct specs be included.

Lou asked about the silting in the creek under Mission Road.

Chris said that O'Donnell never got back with us, despite being contacted for follow-up by Joe Johnson on two occasions. Having said that, it is not believed to be any sort of problem that would have an adverse effect on the course, and water has not gotten up on the #3 green during past flooding. We will however keep an eye on it.

Chris went on to say that after the work is done on the Parks and Recreation north lake, she will ask Hayes Brothers (contractor for that project) to come out and look at it and give us an estimate to clean it out. There is however no money budgeted in 2012 or 2103 for this work.

James Kennedy reported that the irrigation heads along the netting on Bell Drive are outside the netting and should be relocated inside the netting. The quote to do this is \$8,000.

Chris suggested this be looked at in 2013, but something would have to be given up to fund it. If it can wait, it could be requested as a project in 2014, during the budget development process.

Jeff said that they would like to get the renovation to the range (concrete under the driving area) done, as discussed in a previous meeting. The cost to do this work has been quoted at \$16,000.

Chris said that she has not mentioned this to the City Administrator yet, but will try to do so before the next meeting. Again, this is not a budgeted item.

Chuck asked if we ever resolved the drainage issue with the property owners on #13 tee.

Jeff reported that he has not contacted the owner as he believes the crew needs to do some work in this area with dirt and drainage.

### **III. Misc.**

Chris reported that Troon was due a letter of intended renewal of the management contract by June 1<sup>st</sup>. This letter has been sent and the city will be working with the legal department at Troon corporate on an amendment to the current agreement that will go through December 31, 2015. The amended agreement will go to the Council for approval once all is completed- likely late June or early July.

Dick thanked the Troon members for their work in getting the course improvements completed, bringing more play to the course and improving the finances.

Chuck called for a round of applause for the Troon staff.

Chris reminded everyone that the next meeting date will be July 26<sup>th</sup>, 2012 at the same time and place.

A motion was made by George Waterman to adjourn the meeting. The motion was seconded by Tommy Davidson. The meeting was adjourned at 7:28 p.m.

Respectfully submitted,

Chris Claxton, Director  
Leawood Parks and Recreation Department