Members attending: Dick Fuller (Chair), Mark Bodine, Tom Davidson, Leo Morton, and Dr. Greg Peppes

Members absent: Bob Reid, and Alec Weinberg

Troon Management Staff: Jamie West, James Kennedy, and Jeff Thomasson

Council Liaisons: Lou Rasmussen, Jim Rawlings

Staff attending: Chris Claxton, Dalnita Holland

Chair Fuller called the meeting to order at 5:54 p.m.

Chair Fuller introduced the new administrative assistant for the Parks & Recreation Department, Dalnita Holland.

Dr. Peppes made a motion to approve the May 28, 2015 meeting minutes. Leo Morton seconded the motion. The minutes were approved unanimously.

I. Operations Report

Jamie reported a difficult third quarter, with cart path only for July and most of August due to over 10 inches of rain. There were two washout days where maintenance spent time cleaning debris off fairways. All the scheduled tournaments occurred. A couple of tournaments only played 9 holes, due to heavy rain. 1,200 rounds equal to $34,000 loss in revenue to last year. Junior camps increased 16 equaling a plus of $5,000. Total revenue for the 3rd quarter was down $54,000; this included loss of food and beverage sales. Operating expenses had savings of $57,000 off-setting the loss for the quarter.

Leo inquired if they are able to maintain staff when hours are reduced.

Jamie responded most of the seasonal staff is high schoolers, who are not relying on the job for their livelihood. It was harder on the maintenance side and James will be addressing this later. The forecast temperatures look positive; mid 60’s till the 1st of November or later. $12,000 up for October, compared to last year. Revenue is projected to finish $20,000 ahead by the end of October. This is $75,000 over prior year.

Chair Fuller added Ironhorse has a reputation for being a difficult course to walk and “cart path only”, if raining. Seniors will not play; this makes the hit greater to income loss.

Jamie commented he doesn’t like to use weather as an excuse, over a 90 day period it either rained or misted. During this period 70 of those days were cart path only.
Jamie stated a marketing ad had been placed in Sport’s 810 Football Magazine, distribution is 25,000 copies. $49 Fall Special includes golf and lunch after 12, Monday thru Thursday. An e-mail blast to Troon and Golf Now databases was sent to local patrons letting them know of the special. It is hoped to generate sales between 12-2:00 p.m.

Chair Fuller added that people are waiting till after 2 to get afternoon price rate.

Jamie stated 810 Sports Radio spots are the mainstay, and we have heard positive feedback. These spots also promote tournament programs and the practice facility. The TV spots are not really getting much response. Going forward they will be moving away from TV and relying on digital media much more.

Dr. Peppes responded he is getting emails from both Troon and Golf Now databases. It does work in enticing and thinking about playing golf. They touch a lot more people and are less expensive, but you need to get those emails.

Jeff asked if he receiving them every 2 weeks.

Jamie asked if it’s bothersome to get them that frequently.

Dr. Peppes replied no, he actually signed up with Troon when in Arizona. He likes receiving specials, it does seem like no one else is doing this. There is an option to stop.

Tom asked if this is through Troon rewards, he is not getting the same promotion.

Jamie responded that he would look to see if they had wrong email.

Jamie stated that Sunday’s during football season have been difficult. This year they are doing a test on November 1st with Triple Crown and Ironhorse Golf Association members. It will be a breakfast watch party since the Chiefs are playing the Lions in London. This is an effort to generate food and beverage revenue. They are looking forward to next year in planning strategies and increasing business.

Chair Fuller asked if anyone had questions.

Chris inquired from a tournament stand point, with Devon not being replaced, is Jamie the point person or Brett.

Jamie responded Brett Meyers is the tournament coordinator. He and Brandon will focus on sales.

Council Liaison Rasmussen asked when local golf courses shutdown, are the membership lists available for sale. He thought it would be advantageous to use in a marketing strategy, and put into the budget.

Jamie answered that part of his job is to develop and maintain a good relationship with other general managers and head professionals. Brandon Marshall was a head professional at a private facility. He knows so many people and contributed to us gaining 8 members. Still, many who are at private facilities wanted to go to another one, not semi-private club.

Jeff replied typically those are a private list, built into the member’s agreement, having said that there are methods to obtaining as alluded.

Jeff asked did Leawood South physically shut down or convert, Meadowbrook has shut down, how about Brookridge.
Chair Fuller answered Leawood South just converted, and Meadowbrook is completely shut down. Brookridge is still operating, but a lot of people have left.

Jeff questioned will it be shut down eventually.

Chair Fuller responded yes, it’s just matter of time before they close. It is being developed as a mixed use project. Many obstacles getting their zoning done; involves public finance money, including state funding, changing of roads, traffic issues, plus many neighborhoods strongly oppose plan.

Jeff inquired did both sides get sold.

Chair Fuller answered yes, members start moving and looking around to leave, when it finally goes to bankruptcy the members have already left. Nothing is really left over.

II. Course Maintenance/ Projects Report

James Agronomy report:

July
- The upgraded fan was installed on #4 green. The fan is the same as other oscillating fans and is now integrated into irrigation system for easier operation.
- All tees were aerated over a two day period.
- Began mowing all natural areas.
- 18 green surround was sodded using sod from fairway, finger around front green replaced with zoysia. The fairway area was re-sodded using fescue.

August
- 5600 sq. ft. of zoysia and 2400 sq. ft. of bluegrass sod was installed on holes 4, 9, 11, 15, 17 green surrounds. The bluegrass was installed at the back of 17 and P2 greens. The shade at the back of these greens has kept the quality of zoysia nearly impossible. Replaced with bluegrass.
- Bunker edges were mowed and edged. Sand was pulled away from lower edges and redistributed where necessary throughout bunker.

Leo inquired about the sand on # 5.

James reported that all feedback has been really good. It has had good performance; he brought pictures. It has firm base, with fluff on top, good life more predictable playability, and will talk more about it on next year’s projects discussion.
- August 27th received a little over 2 inches of rain in a short period resulting in course flooding in usual areas.
- 4.73 total inches of rain received for the month of August

September
- Greens verticut and topdressing bi-weekly following aerification
- This year took the time to verticut 1-18 Fairways did not have the time to do so last year. The wet weather though July and August halted any progress with their typical aerification process. Substituted verticut to de-thatch this year in place of coring fairways; this process is less of mess to clean up with golf in process.
- Fairways were sprayed with two fertilizer applications. The second application included fall fungicide for zoysia patch preventative.
- Organic fertilizer was applied to all zoysia area.
Began over-seeding rough with 90/10 fescue/blue mix, has held up really well, only drought stress last couple of weeks.

October
- Began sodding and added dirt to cart path edges.
- Grading and dirt fill work began on new path on 18. Plan to soften edges to be able to mow, raised irrigation heads near path, and added to riprap in drainage area below. It will then be ready to add grass.

Tom asked if this is from 17 going around cart path; where concrete was put in and down by 18.

James commented all the curve cuts, and all the concrete that was put in July. Grading by the spillway and 18 will be ready for grass. Goal is to keep path at a grade so it is not too steep.

Jeff commented vast improvement to approach.

James stated the intent is for all golf carts to enter there, trying to get it as wide as possible. This way it is easier to regulate traffic. Also to reduce the wear turf, goal is to add zoysia up to the curb cuts.

Tom commented it is really looking good and is much safer.

James reported on planned projects:
- Sodding and repairing cart traffic areas, finish the remainder of the capital of concrete work. Nine holes closed to finish contract out, some areas are scattered throughout the course. Then will open that nine and close the other nine.
- Drain repair and install as necessary.
- Tree work-dead removal and trimming – Elm disease took a good hit around the property.

Chair Fuller inquired was it due to the drought the past few years. Is this the first year that organic fertilizer was used?

James responded that he has always used organic since he has been here. Split the application between spring and fall. The tree by the clubhouse has been treated since it was a high priority tree.

Leo mentioned that he had seen the Mayor today and she had commented that some homeowners are cutting fences trying to get access the course. Where is this occurring?

James & Jeff commented all over.

Chris replied particularly P1, 2 and 3 are easy areas since it’s in the back. Different occurrences:
- One section of fence was taken out, looks like a gate
- New gate was put in, not a gate but obvious a fence is light grey, and the gate is black
- Another not really sure how to describe, it’s just a cut area

Council Liaison Rawlings commented that the City should arrest and convict them for trespassing.

Dr. Peppes questioned do they come thru the gate to play, or just to practice.

Chris commented yes, she spoke to Scott yesterday to make sure he knew; the natural thing is to padlock it, where we own the fence.
James commented he had zipped tied one shut, and was opened up a week later. He was just checking to see if it was being used.

Chair Fuller questioned if it was our fence.

Chris replied not everywhere as Ironhorse Estates is fencing is not our fence. The developer put it in and it belongs to the property owner. Accessing the golf course is still the issue. Trying to figure out how work through and address this since we don’t own the fence. Scott Lambers suggested putting in a section of fence in front of the gates.

Council Liaison Rasmussen stated historically gates were addressed by heading to local court. Why is this not being enforced?

Chris stated that another issue is with the interpretation of what “continuous fence”. In beginning we put out no trespassing signs, that didn’t last, the next step was to padlock the fence.

James replied he had welded some, and other put on padlocks ones that he has found. One is a new home owner; it has just popped up recently, and will need to be welded.

Chris commented she is talking with Scott and looking for direction on how to move forward. It is a hard issue to address.

Council Liaison Rasmussen stated historically this committee had handled this before.

Chris stated this is a good point how long has this been going on, maybe a year, and also having problems with playground going in on 4 inside the 25’ setback.

Tom commented that he was going to ask about that.

Chris replied she knew of one perhaps two courtesy notices. They are only supposed to be for 30 days. Just like the gates, originally was established with lots on setbacks. It is not wise to pick and choose who can and can’t have gates or playgrounds in setback areas.

Jeff and Chris commented there are records of discussion involving dangers of children being on playground structures in the setback areas.

Chris commented the need for direction regarding who’s is making the decision to take action.

Jeff added the city code doesn’t allow things to be placed in the setbacks. It is not supposed to be there. Obviously reasons it is dangerous with chance of golf balls flying in there.

Chris commented it specifically states play structures and certain items like vertical gardens.

Mark questioned if not a city code but in the Declaration of Homes Association in their plat. It seems more of a civil matter, than a quasi-criminal matter. It is whether we make as motion as a committee; to request action by the city attorney; to bring civil action against person violating breaking covenant that we are a beneficiary of. Not sure if codes administration has any jurisdiction. It is a declaration that we are the beneficiary of.

Chair Fuller inquired if someone has talked to Patty about this.
Mark stated his understanding, when they dedicated those plats to join the golf course. Conditions of platting

- Perimeter fence
- No structure set back from the fence to prevent people from getting injured, no play areas in front of it.

That declaration is a covenant against their land. It says you shall not do it on this property. He presumes the covenant also includes the golf course is beneficiary or has a right to enforce that declaration. More of a civil matter more than violation of an ordinance.

Jeff asked in that instance would the city communicate to the HOA to notify them that they have members who are violating setback conditions of CCR. They will need to instruct them to conform or action will be HOA taken against.

Mark stated only enforcement normally occurs if your neighbors are complaining to their neighbors. In this situation the neighbors don’t care, but it’s our committee that cares. It’s up to this committee to ask the city attorney to take civil action if appropriate. Otherwise what is codes and administration going to do?

Chair Fuller inquired does anyone want to make a motion. Or Chris do you need to talk to Patty?

Chris responded that she needs to talk to Scott. Basically there is Parks and Recreation who represents Ironhorse Committee; Richard with the codes; and City Attorney Patty the legal; here is the issue: playground has been there a year. Now what is best way to handle it?

Mark suggested a motion in a form of a resolution. That the committee recommends that some action be taken, so Chris can go back and say she has a resolution. We want that CCR enforced. Providing the city attorney deems civil action necessary.

Chair Fuller asked if there was a motion.

Mark Bodine made a motion:

The committee is resolved to have the city attorney explore the enforceability of the CCR where the offending structures are located for enforcement.

Jeff added in that same breath you could mention that continuous fence with no gate. Are CCR not in all sections? Have City Attorney to explore the structures are located for enforcement

Mark suggested a second motion. He has a different opinion on the fence. He thinks you can cut up your own fence, yes. The second someone cross over onto golf course it is then trespassing, which is a criminal matter.

Chris asked Council Liaison Rawlings and Council Liaison Rasmussen do you think that any sort of referral to staff or how do look at that when you have a council member report or is there another option.

Council Liaison Rasmussen responded the non-enforcement in 2nd ward diplomatically alleged cavalier attitude towards enforcement of our codes by use of courteous notices, etc. has blown up, with homes associations. The people in his ward were so upset; they petitioned the city council that they had exhausted their “administrative remedies”. It is a technical term, the next step they will go to court get an injunction for mandatory relief for the city to enforce its own codes. It’s not a new issue; it happened years ago. He does not understand why staff isn’t right on top of this with practices and procedures that were established over the last 20 years.
Council Liaison Rasmussen asked Dr. Peppes was he on the council when this all started.

Dr. Peppes responded yes.

Council Liaison Rasmussen commented that he will talk to Scott tomorrow and will ask him why this is not being done. It is part of a routine someone cuts our fences; they put in a gate; we have seen it before, know how to handle it, and get it done.

Council Liaison Rawlings added it is an administrative issue.

Chris commented Mark makes a good point, if they are the fence owners, it doesn’t matter if they cut it. The fact they use it to access a property they do not own does matter.

Mark added that is does depend on who owns the fence.

Chris commented going back to the conversation they can access that area 24 hours; 7 days a week, enforcement can only occur when you catch them in the act.

Leo Morton seconded motion. The motion was approved unanimously.

Chair Fuller added we now have a record going forward. Council Liaison Rasmussen is right we have fought this for years.

Chris commented from her prospective having the benefit of being here, and knowing the intent of why that word “continuous” was used to prevent gates being installed. Also why we made everyone match the same fence.

Chair Fuller added continuous is very simple to understand.

Mark asked about the location were the fence is being cut. He suggested that one could use a deer camera and record whoever is breaking the rules at that location.

Chris asked to explain what a deer camera does. Assumes it records activity.

Mark replied a wildlife camera is motion activated, and takes a very vivid picture.

Chair Fuller commented that we now have something to take to Scott.

III. 2015 Business Plan “Review”

Chris inquired if Jamie wanted her to explain the red font in the business plan. The red in packet is where he has responded to Chris’s questions. The plan is a strategy or set of goals, an example to get to the 100 Triple Crown mark. It explains what they have done and where they plan to go.

Council Liaison Rasmussen commented he appreciated looking at 2015 and seeing what had worked as well as why or why not.

Council Liaison Rawlings commented the red was easier to discern and inquired what Jamie’s take was on the plan.
Jamie replied to follow the Troon business plan, and to get more people playing golf. 100 for the Triple Crown is a good mark, because of the closures more potential members are out there. They have approached over 30 different members about coming over, or leaving the other courses. A person not looking for private club is their target. Most leaving a private club want to go to another private club. He is confident that they can reach their goals.

Chris commented such a large gap from 70 to 100. Maybe internally have that philosophy. Maybe have a goal to increase by ten every year for x number of years. Jamie, do you have associate incentives to try to accomplish this.

Jeff questioned commission or incentive.

Jamie responded it can be rewarded. He and Brandon have discussed going forward with incentives for members to recruit others.

Chair Fuller commented most regulars play with a foursome. It’s hard to get someone to join by themselves. Many get comfortable playing with a group of guys and want to continue with that group. Good to give incentives, if you get one the rest of a group might join. He asked Tom how large is the senior men’s group?

Tom responded 28, the largest group they have had for some time.

Jamie stated that the Ironhorse Golf Association has increased to $67, it was $50 before. This year a younger crowd between 30-45 is starting to come out; they didn’t want to spend $3000 for Triple Crown because they are constantly working, but they were willing to spend $600 for a specific tournament fee. IGA fees were increased to help cover cost.

Chair Fuller added golf is very competitive; clubs are battling after people especially those who play during the week. Pricing is a major factor, just this last week he played at Adams Point for $39. It was $10 higher than other clubs. Other courses bid on senior players and really knock down the price for these groups. Tuesday there were 110 people playing there, and 89 booked for Wednesday.

Jamie stated the biggest story is being up almost $100,000 for the start of our season compared to prior year. There was an actual $200,000 swing. We started May up $100,000 but by the end of August we were down $97,000. October is looking good for us to recover some of that loss.

Chair Fuller added he was at the Lake of the Ozarks and they talked about how they are getting killed on revenue this year because of lack of rounds in May and June due to rain.

Jamie commented thanks to Chris; The Leawood Chamber had golf tournament at the course. It was successful with over 60 people. It was simply all about the game and socializing. Vendors had freebies; everyone had a chance to win something on every hole. The Chamber plans to do it again in April of 2016.

Chair Fuller added the vendors did a great job. It would have been nice to see more than 60 people.

Jamie mentioned it was just 9 holes, and the chamber did limit the number of participates.

Dr. Peppes added that the Leawood Chamber is very large with almost 400 members.

Chris reported the chamber members kept asking if/when we are going to do it again. They capped the number this year and they are also considering an 18 hole event.
Jamie reported year-end financials are not going to change too much, but he will update when actual numbers are available. He brought rain reports if anyone wanted to see them, and suggested committee members call or email him if anyone had additional questions when you go through 2015 Business Plan responses.

IV. Clubhouse Expansion

Chris suggested speeding forward to clubhouse construction, since we are on the topic and not meeting until February. Scott said he would like to have the project bid out in March. Some might remember that it was continued and continued with planning commission. It was eventually withdrawn. We already have plans but need specs written. Chris is meeting on 26th with Joe, and Richard to develop timeline for the bidding.

Chair Fuller questioned who is drafting the specs, are they a part of the plan.

Chris responded that is a good question. Not for a bid document, we already have plans but we are trying to get back to the architect. It is important to be on the same page on how and when we get that done. The plan needs to flow from bid time to construction.

Jeff inquired is it funded.

Chair Fuller responded yes, funds have been allocated if we stay within $2 million budget.

Council Liaison Rasmussen added that is why it was put in over 2 budget years, and slated to start in October. He inquired that at one time there was a committee working on the expansion. Is there still a need for it or does it have role to be played in this process?

Chris replied she needed to check the language if it had a duration when it was established; the original committee has not been dissolved officially.

Chair Fuller inquired assuming the plan has been approved by planning, is planning working on developing specs.

Chris replied that planning will not write the specs, but they do have some involvement with their stipulations. The goal is not to miss anything. One reason Council Rasmussen suggested the meeting of staff is so that nothing would get missed in the final plans.

Council Liaison Rawlings commented when the Justice Center was built, the architect outlined the specs that went to the planning commission. It was not rubber stamped, they were tweaked. We do own the plans and have them.

Dr. Peppes inquired were does Continental fit in to this.

Chris responded that they have been involved with the planning the whole time, and their specs for the design/bid were very detailed. The three of them will need to meet first, and it will be part of the discussion going forward.

V. 2016 Business Plan “Draft”

Council Liaison Rasmussen suggested recognizing and noting in the business plan additional variables during construction of the expansion at the clubhouse.
Jamie commented he had already reduced the revenue projections for the period.

Jeff stated the end of the season is mid-October through November it will have little impact.

Chris added she agrees with Council Rasmussen putting in a footnote. Other Council members might have the same questions.

Jamie replied he would put in executive summary, and an evolving plan. An example would be sales and marketing needs more detail.

Council Liaison Rawlings suggested updating the impact of weather issues. Doing it once a month, not waiting to the end of the year.

Chris suggested Alec and others might want to see numbers for October. The board will not meet in November. Contact Jamie or Chris to receive numbers or let them know if there are questions, or areas to address in plan.

Chair Fuller inquired if 18,380 is the total rounds through September; in past there has been some disparity on round numbers.

Chris commented before it was just paid rounds with no Triple Crown rounds, now they are included.

Chair Fuller stated that we are at only 71% of budget; it will be a hard number to make up.

Chris commented that she and Jamie had met with the finance group. Communication occurred and they are all on the same page now. It is important to do so before switching to Jonas software. The software will be a huge improvement, and we will be able to start fresh.

Chris stated the city has a mandate from the state about the budget. In past years staff met with the governing body in June, now it is going to be in May to receive approval for our budget. The next board meeting is scheduled for February. It might be best moving May’s meeting to April maybe even into March. The budget of 2016 will need to be before the council in May.

Council Liaison Rawlings commented that would be up to Chris and finance, to determine.

Council Liaison Rasmussen asked looking at upcoming projects: improving sand traps, leveling off tees, and eliminating bunkers that are obsolete, will this affect the rating of the course.

Tom responded it does not change the rating.

Chair Fuller inquired when the final year-end report will be ready.

Jamie stated the final numbers should be in by second week of January.

Chair Fuller commented that the board will be able to review at February meeting.

VI. CIP 2017

[James Passed out copy of base bids]
James commented that this year he has been testing the sands’ playability that is currently on 5. This sand is more angular, with higher draining of 80 to 100 inches an hour compared to local sand of 20 inches. It cost more, but accepts a lot more water.

Leo inquired do Creekmore and Sycamore Ridge have the same sand.

Jamie responded yes, it’s at both. $400,000 was the cost to renovate all bunkers at Sycamore Ridge.

James reported the current square footage of all bunkers is 47,000, with a reduction of 7,000 square feet. It will be less sand to purchase and maintain. The course will still have 40,000 square feet. Bid include in estimate Better Billie bunker liner 2 inch pea gravel layer liner that helps moves water laterally to the drainage system, eliminates washouts in heavy rainstorms and has been very successful. 40-50 inches of rain option for out of flood plain. Better Billie on all bunkers is what he is suggesting.

Tom stated it has held up well during heavy rains.

James responded that he was correct, seams were glued at installation; cost of installation higher: 1/2 price reduction was given for test bunker.

Tom stated that the #5 bunker gets a lot of play and he has never heard one single person complain.

Chris thanked James for testing this bunker viability before moving forward on the full project.

Chris stated that for the purpose of the CIP moving forward, it is important to bring up problem on 9, creek bank erosion. We need to get an estimate as to what it will take to armor the bank. We can’t move the cart path because it would push into the green.

James stated he is working on priority list, bunkers are the most important. Not completing at the same time will make project more expensive.

Chair Fuller asked the projected start date.

Jeff responded do it in short season, and all at once. Reopen with brand new product and look. No impediment from construction, do before ground freezes. Bunkers are biggest impediment.

Council Liaison Rasmussen suggested looking at the last sentence. Already have $1 million into golf course, 2017 might check with Dawn to see if there is any money left.

Chris commented that we will be working on the CIP soon. Best to try to stay ahead, looking to the next cycle. The estimated amount for the bunkers is more than double what we have. Putting it all together in one year does make sense.

Jamie answered that the bunkers would be completed in month or month and half, starting in October.

Chair Fuller added the possibility of coming under the $2 million budget on clubhouse expansion may help the budget.

Chris commented $2 million was budgeted of which there is a $200,000 contingency. Construction cost of 1.8 million would be $360 per square foot. This dollar amount still seems high so hopefully we should come in under $1.7 million.

Chair Fuller asked if it is not all used could it go back into golf course for improvements.
Council Liaison Rawlings added that $2 million is normal construction estimate. It will go back to general fund if it’s not used.

Leo questioned if improvements to the bunkers will show an increase in revenue.

Jamie responded word around town is that we have the worst bunkers in town. With improvements we will be one of the top courses and it will really take us over the top.

Chair Fuller added Sycamore Ridge is promoting all new bunkers; ours will be the same bunkers. What bunkers are being removed or redone?

James reported:
- Shrinking 14, bunker 9 very far right at the end of fairway 2,200 square feet
- Number 4 right hand side, best safe exit points off hole
- Number 10 the two on the right reshaping into 1 bunker; flood from 2013 those 2 were completely washed out
- Not replacing bunkers that are going to be flooded
- 18 holes of golf very manageable

Chair Fuller commented that 14 is the worst; also the steepest.

James stated it’s best to use contractors so his team can focus on managing and maintaining the property.

Chris mentioned again the need to address Hole 9 and creek bank. There is no place to move cart path, and could be expensive to fix, depending on height, length and materials used.

Chair Fuller commented that keeping the condition and quality of the course is a priority, not cutting back on maintenance expenses and losing quality.

James added he didn’t deviate from agronomy plan except for eliminating spring application, didn’t have window of opportunity, but did hit all of the goals. His two assistants really stepped up.

Chair Fuller commented day and night difference from past, everyone is working; they all know what they are doing and it shows.

VII. Misc.
Chair Fuller thanked everyone for coming and reminded everyone the next meeting will be in February 2016. A motion was made by Dr. Peppes to adjourn. Tom Davidson seconded the motion. The meeting was adjourned at 7:54 p.m.

Respectfully submitted,

Chris Claxton
Director of Parks and Recreation