

IRONHORSE
Golf Club



GOLF COURSE COMMITTEE
Minutes of February 15, 2018
5:30 P.M. – City Hall – Main Conference Room

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

Member absent: Adam Abrams, Leo Morton

Troon Management Staff: Troy Newport, and James Kennedy

Council Liaisons attending: Jim Rawlings and Chuck Sipple

Staff attending: Chris Claxton

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

Dr. Peppes made a motion to approve the November 2, 2017 meeting minutes. Tommy Davidson seconded the motion. The minutes were approved unanimously.

I. Operations/Financial Report

Troy reported that rounds of golf for 2017 were up over 2016 by 7.7%. Total facility revenue was up 21.2% with Green Fees, Range and Food and Beverage. The course is off to a good start for 2018, when weather cooperates. Staff is making sure every round played is being diligently captured/recorded.

Triple Crown pass sales are about the same as this time last year. The new category for ages 39 and under was approved with the rest of the fees by the City Council a few months ago. It is getting a lot of attention, including some country club members (10-15) that are coming over to Ironhorse.

The COGS has also improved. Inventory has been reduced by 25% from 2016-2017 putting the shop in a better position for 2018. Cost of sales has improve by 2.4% in 2017 vs. 2016. There is a concentrated effort to get inventory value more in line with sales. The bottom line has also improved, considering several unexpected expenses.

Dick asked how the restroom situation is working out with the new event space. Are there any problems finding them or being overcrowded?

Troy stated that there have been no problems at all. The extra unisex bathroom next to the space is also available and being used.

Troy reported the unforeseen expenses include:, \$5400 for fire sprinkler repair, \$3700 for replacement of siding at the top of the roof on the original building, \$3500 in repairs to the air conditioning unit on the original building, \$4000 to replace the lights in the cart barn, and \$2,000 for repairs to the wall in the maintenance building. There was also a budgeted expense of \$22,000 for the restroom renovations in the original building.

James reported that there is another \$25,000-\$30,000 spent for supplies and labor related to the flood. This has been turned in to FEMA for possible reimbursement.

Troy reported that the new event space is being very well received. There has been a multitude of rentals in 2017 and more already booked for this year. There a large variation in the type of rentals as well. Everything from educational foundations, to receptions and celebrations of life. In 2017, the course hosted seven new golf events that we would not have had the space for previously. We are estimated 10-12 new golf events for 2018. Troy shared the following comparisons for 2016 vs. 2017

Ironhorse GC 2016 vs. 2017

	2016	2017	% chg
Rounds	23,479	25,283	7.7%
Total Revenue	\$ 1,342,165	\$ 1,626,873	21.2%
Payroll	\$ 991,215	\$ 1,085,024	9.5%
Green Fees Rev	\$ 561,272	\$ 694,994	23.8%
Golf Shop Rev	\$ 157,810	\$ 150,976	-4.3%
Driving Range	\$ 77,886	\$ 94,484	21.3%
Lesson Rev	\$ 61,761	\$ 60,335	-2.3%
Food Rev	\$ 112,626	\$ 144,825	28.6%
# Triple Crown	75	76	1.3%
Inventory Level \$\$	\$ 65,569	\$ 62,399	-4.8%
Golf Shop COS %	77.3	74.9	-2.4%

Council Liaison Rawlings asked what the overall comments have been on the event space.

Troy reported they have all been very good. Nothing negative.

Dick asked what the minimum number of hours a person could book.

Troy replied that it is three hours, unless it is a wedding package in which they can get access for the day. Golf events and weddings/receptions take precedent over smaller events.

Troy reported 2017 was also a big year for the range with a 21% increase over 2016. With the addition of a new ball dispenser that take credit cards, over \$47,000 was spent directly at the new kiosk; this represents almost half of all the range sales for the year.

Troy stated that financial goals for 2018 include keeping payroll and operating expenses in line with prior year and increasing golf and banquet event revenues through direct marketing and promotions. Other marketing effort underway include; advertising on the wedding wire and the Knot-KC (currently 28 non-golf events booked at Vista 154 for 2018), Facebook “reach” ads to gather leads (very inexpensive) and an improved email marketing program attached to the Ironhorse website.

Troy reported that there were 2,563 rounds booked online for 2017 vs. 1,557 for 2016, with a goal of 3,000 for 2018.

Troy reported an email for Triple Crown was sent to 5800 people and there were 300+ clicks received.

II. Course Maintenance / Projects Report

James reported the maintenance work that was done over the last three months including continued clean up from summer storms, cleaning equipment, winterizing irrigation lines and restrooms, preparing for 2018 capital equipment purchases and projects, and preparing agronomy plans.

Chair Fuller asked if there was any vandalism to the tee markers.

James reported no; they are heavy and not worth the trouble to mess with.

Mark commented on the new range ball kiosk. It is amazing and so much more convenient.

Troy added that most of the sales are large baskets due to best value. We also offer a \$200 package for \$150 that comes with a key.

Tommy asked if there is much play revenue on the Par 3.

Troy replied not as much as there should be. A gate is needed with an access code or key system to make sure users, other than First Tee participants, are all paying to play.

Dick replied that he has seen guys who drop 10 balls on each hole and play those several times and they do not repair their ball marks. This is very frustrating.

Dick asked how the fan situation is over by #12.

Mark replied that all is going fine.

Chris asked what the status is on #4 tee that was reported last fall.

James replied that it is a dirt spot currently and there are two, 24" drains under that which are crushed. It is a 30-40 ft. section.

Mark asked how they were crushed.

James replied that Public Works said it was tied into a storm drain from the street in the Hills of Ironhorse five feet below the tee.

Chris reported that David Ley got an estimate from Kissick construction early fall of last year for \$32,000 to make the repairs. City Administrator said to hold off until 2018 to complete.

Dick asked how long it would take to complete the work.

James replied one week, depending on weather.

James shared the continuing problem with the creek bank encroaching the cart path next to the #9 green. Something needs to be done before the next big flood event.

Chris or James will reach out to Brett with Continental Engineers to get an estimate for their work to do the plans to move the cart path.

Chris asked if the group still wanted to install a bench for Bob Reid, former committee member who passed away several years ago.

Dick replied that he would check in with the Kansas City Golf Association who at one time said they would like to contribute.

Tommy made a motion to adjourn the meeting.

Dr. Peppes seconded the motion. Motion Approved. The meeting adjourned at 7:10 pm.

Respectfully submitted,

Chris Claxton, Director
Parks and Recreation Department