

IRONHORSE
Golf Club



GOLF COURSE COMMITTEE

Minutes of March 7, 2019

5:30 P.M. – Leawood City Hall- Main Conference Room

Members attending: Chair Dick Fuller, Leo Morton, Mark Bodine, Adam Abrahams, and Dr. Greg Peppes

Member absent: Scott Picker and Tommy Davidson

Troon Management/Staff: Troy Newport and James Kennedy

Council Liaisons attending: Mary Larson

Council Liaisons absent: Chuck Sipple

Staff attending: Chris Claxton and Camille Sumrall

Chair Fuller called the meeting to order at 5:45 p.m.

Chair Fuller made a motion to approve the October 25, 2018 meeting minutes. Dr. Peppes moved the motion. Leo Morton seconded the motion. The minutes were approved unanimously.

I. Reaffirm 2019 Fee Recommendations

Chris asked that the committee reaffirms details about the corporate package rates.

Troy stated that the corporate membership rates can only be purchased by Leawood corporations or LLC's. It cannot be purchased by a LLP business entity. There are several items that must be purchased through the annual corporate membership including:

- Minimum of 5 passes and maximum of 15 passes annually
- \$500 worth of golf lessons annually
- \$1000 worth of food or beverages annually

Chair Fuller asked if the passes were transferrable.

Troy responded that the passes are nontransferable.

Chair Fuller asked if it would be advantageous for to allow passes to be transferrable

Troy responded that it may be advantageous, but it is hard to administer and keep track of who is using the membership.

II. **2018 Year End Financial Report**

Troy informed the committee that in 2018 rounds were up by 5.3 percent versus the prior year. This may be attributable to dynamic pricing and the weather in 2018. The dollar per round and golf revenue was up from the previous year. Vista 154 has helped golf outing revenue grow as well. We are working on pricing strategies and marketing to help wedding and non-golf event bookings grow.

III. **Operations/Financial Report**

Troy shared the following:

Jan 2019 Financials: 297 rounds were played versus 203 in January of 2018. The weather for January was comparably more favorable as most of the winter weather experienced this season occurred in February.

The golf shop merchandise inventory level (*in total dollars*) fell to \$57,766 vs. \$60,825 in the prior year. This has been due to a concentrated effort to get inventory value more in line with sales. Cost of sales was 69.9% vs. 74.6% the prior year. For the upcoming year, we will continue employing strategies such as; requiring \$3 per person gift card purchase for new outings; holding regular sales during peak periods and getting new inventory on the floor quicker as it comes in.

2019 bookings for the Vista 154 Event Center have been slightly slower than previous year and some changes have been made to our packages and offerings to help address this. There has been several new venues open in the downtown area. We currently have six wedding receptions booked versus ten held in 2018. The booking season is not quite over however so we're still making efforts to reach prior levels or above.

Marketing and Operations Update

- Group golf bookings have continued to be strong and we believe we will reach and exceed 2018 rounds and revenue numbers in the coming months.
- We are working to combat lower participation levels in our Ironhorse Junior Camp programming in 2018 by posting and advertising earlier and using our large email database to remind local customers of this great program.
- We are planning at least three new events this year that will be open to the public and highlight facility features like our practice facility and event space. We will hold a "Night at the Range" in June that will host a food truck, beverages and lighted driving range and putting games for all ages. We will also offer free golf tips and club fitting during this event! In May, we are planning a "Blues & BBQ" event that will have live entertainment provided by a local blues band and some great BBQ and beverages for all of the participants. The third event is pending but we have some ideas.

- A tentative contract has been signed with a professional golf course photography company to produce a large amount of ad quality photos of the course this summer. This hasn't been done in at least 20 years and the facility's marketing efforts will be enhanced by having several photos to use in social media, print and digital ads.
- Our new Head Golf Professional, Brett Myers, has solidified his golf staff for the 2019 season. He's hired two new golf staffers, Jordan Duvall and Michael Maki, and will also have Whitney Pyle on staff part time throughout the season.

IV. Agronomy Report /Course Maintenance/Projects Report

James reported the following:

November

- New drainage was installed at the end of 9 fairway, and we have prepped the area for sod work. This area is currently ready for sod and we plan to complete once it dries out.
- Kissick construction began drainage repair work on #4 tee at the beginning of November. Ironhorse staff removed sod off tee where excavation was to be completed. The project was slowed due to early weather and is now completed. Ironhorse staff plans to sod and level tee area this spring when weather permits.
- Irrigation systems were all drained and winterized.
- Bathrooms were winterized.
- KCPL contractor removed numerous trees surrounding #4 black tee that were growing underneath power lines. This has opened up area around tee and will also help with turf conditions and playability. We plan to grind remaining stumps and clean up undesirable growth to re-establish native grass on slopes surrounding tee.

December

- Contractor hired to repair drains on #10 and #7 that were clogged with tree roots. These drains were creating backups following rain events and hindering our ability to open. Staff would have to set up pumps in these locations to remove water to clear cart path access. Turf conditions were suffering in areas where water would back up.
- Urban Tree contracted to remove multiple dead trees around property. The majority of work was completed on #3. Other locations were 1, 2, 7, 12, and 14. The removal of these trees will help with turf conditions, playability, and safety issues. Ironhorse staff removed debris from course to be hauled away.
- New rock base installed on easement road behind 6 tee and extended road to cart path. This has been a problem getting vendors in to pond and pump station due to mud hole next to tee.
- New office furniture purchased and installed. The new configuration allowed installation of an additional network computer workstation and much more functional work space.

January

- Following installation of furniture we cleaned and removed all dated materials that was in the office space.
- All paper as-builts were taken to public works and scanned to digital files.
- Mechanic, Irrigation Technician, and greenkeeper positions have been filled.
- Onboarding and training performed for new staff members.
- Winter equipment preparations began sharpening, repairing, and completing service work on all machinery. Equipment was cleaned and detailed on days the weather allowed.
- The parts room was completely renovated with new paint, new shelving to make better use of space. The previous storage was built from plywood that began separating and was not adjustable or easy to keep clean.
- Staff updated myTurf Toro program with updated parts inventory and equipment asset list. This software will maintain repair records and help manage parts inventory.
- Upgraded our ASB task tracker job board with new features. The new features are online chemical application log, chemical inventory, equipment tracking, and safety training and PPE features.

February

- Disposed of debris left from projects.
- Sprayers calibrated and serviced to prepare for spring pre-emergent applications.
- Chemical room cleaned and organized. Product delivered for spring applications.
- Capital equipment items bid and orders in process of being placed. This year 2 greens mowers, trim mower, sprayer, trailer, greens brush, core collector, and stander mower are being replaced.

Upcoming projects

- Pre-emergent applications will began as soon as conditions permit.
- Greens aerification scheduled for March 25th.
- Clean up remaining storm damage from ice and snow damage.
- Grind stumps and re-establish turf surrounding tree work.
- Solution to repair Blue River intake.
- Close up all open sod locations from last year.
- Conduct spring irrigation audit.
- Replace or repair split rail fencing.

James added that the work on #4 tee has been completed but they will still need to re-grade the tee and add sod.

Leo added that he is pleased with the removal of a tree on #3.

James informed the committee of a pump project on Blue River. The pump that supplies water to the course has been damaged by an eroding creek bed. The pump will need to be re-secured to the creek bank.

Chris added that the short term fix will be approximately \$15,000.00. The long term plan to move the pump and the pump station will be approximately \$380,000.00. We will need to plan on fixing this eventually but will likely be in a few years. We will check if there are any matching funds with FEMA. We will also need to check and see if we have can get an easement for relocation from the property owner to the south.

V. Discuss Long-Term Maintenance/CIP

Chris asked the committee to review the list of long term projects that are not currently on the capital improvement plan. The committee will discuss further at the next meeting and Troon will prioritize the projects.

VI. Miscellaneous

Troy informed the group that he has accepted a new position at Cog Hill, which is a 72 hole golf facility located in the Chicago area. He expressed his gratitude for The City of Leawood as a client and the Ironhorse Golf Committee.

Chair Fuller congratulated Troy and stated that we will miss him very much. He has done an excellent job during his time at Ironhorse.

Chair Fuller made a motion to adjourn the meeting.

Dr. Peppes seconded the motion. The motion was approved and the meeting adjourned at 7:15 pm.

Respectfully submitted,

Chris Claxton, Director
Parks and Recreation Department