

IRONHORSE
Golf Club



GOLF COURSE COMMITTEE
Minutes of May 30, 2019
5:30 P.M. Vista 154, Ironhorse Golf Club

Members attending: Chair Dick Fuller, Leo Morton, Mark Bodine, Tommy Davidson, and Scott Picker

Member absent: Dr. Greg Peppes and Adam Abrams

Troon Management/Staff: Ryan Eckroat, James Kennedy, and Jeff Thomason

Council Liaisons attending: Mary Larson and Chuck Sipple

Staff attending: Chris Claxton and Camille Sumrall

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

Leo Morton made a motion to approve the October 25, 2018 meeting minutes. Tommy Davidson seconded the motion. The minutes were approved unanimously.

I. Introduction of Ryan Eckroat, New General Manager

Chair Fuller stated that he is very pleased to introduce Ryan Eckroat as the new General Manager for the Ironhorse Golf Club. He asked Ryan to introduce himself to the committee.

Ryan stated that he is very pleased to be back in the Midwest at this great golf facility. He is originally from Oklahoma and has spent a number of years with Troon in Arizona, California and various other locations. He is very excited to settle in at Ironhorse. He looks forward to getting to know and work with everyone here.

The committee members, staff, and council liaisons all introduced themselves to Ryan.

II. Operations/Financial Report

Ryan distributed the following report:

April 2019 Financials:

Through April 2019, a total of 4,325 rounds have been played, which is a little more than 16% of the Budgeted Annual Total. We are slightly ahead of prior year pace as we recorded 3,650 rounds through April 2018. With that, we've recognized almost \$283k in Golf Fee revenue, roughly 26% of the Budgeted Annual Total. This is also ahead of PYTD as through April 2018, we had recognized \$243k.

Golf Shop Merchandise revenue has reached \$31.6k for the year, almost 19% of the Budgeted total, and also a little more than \$6k better than PY. Also, Inventory levels

are almost \$3k lower than PY. When weather has been favorable, Driving Range usage has been strong with YTD revenues just over \$25k, which is 26% of the annual budget and almost \$7k better than PY. As expected for winter months, Golf Lessons and Schools have been quiet. Despite this we have recognized \$7.8k in revenue which is almost 13% of the budgeted total and about \$1.6k ahead of PY. Total Food & Beverage Revenue has reached \$29.4k in revenue, also a little more than 13% of the year-end target and \$5k ahead of PY.

At just over \$7k in recognized revenue, we are sitting at about 6% of our Budgeted Total and \$7k behind PY. However, we are happy to report that since our meeting in March, five additional weddings for 2019 have been booked, bringing our total to 11 for the year thus far, in comparison to the 10 that were held in 2018. Additionally, 25 other non-golf related events are on the books for Vista 154 for this year. Additionally, we have initiated a campaign with Spectrum marketing to boost our online presence. The campaign will be focused on keyword searches and digital banner ads with the expectation to drive more traffic to the website and phone calls. We are also in the early stages of enhancing our website to better showcase the facility to entice more traffic and bookings.

Golf / Food & Beverage Report

- Currently, we have 40 Golf Tournament groups booked comprising 3,400 rounds and \$262k in revenue for 2019. For 2018, we recorded 3,246 rounds and \$285k in total revenue so we are optimistic that we will minimally match PY once ancillary spending from these groups comes through. Additionally, we continue to receive calls for smaller groups (20-40 players), which will provide further growth.
- With Ironhorse Junior Camps slated to begin June 10, 2019, we currently have 57 participants signed up. This also includes our second camp (June 24-27) being completely sold out with 30 participants. We are anticipating that our July session will grow as we get closer.
- Our first ever “Blues and BBQ Night” was a great success. Despite inclement weather in the days surrounding the event, we had almost 70 attendees and generated very positive feedback from the event. In total, we did just over \$2k in revenue for the day.

The next addition to our calendar will be the “Night at the Range” event on June 14, 2019. We’re finalizing details with Beauty of the Bistro food truck to be our on-hand caterer for the evening. We will be holding multiple skills contests on the range and short game area through the event with portable speakers set up to pipe in recorded music.

Council Liaison Larson asked how they are promoting the “Night at the Range” event.

Ryan responded that they are using their social media platforms, table tent cards at the clubhouse, emailing club members, and they have placed signs in the golf carts.

Jeff asked if we are allowed to place banners on the fence of the driving range.

Chris replied that yes, you may put banners outside and she also suggested that committee members post on their Nextdoor accounts.

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

James reported the following:

March

- Cleaned up remaining tree debris and ground stumps from tree removals.
- Applied pre-emergent to all Zoysia grass
- Pressurized irrigation system. Repaired 3 leaks at start up.
- Contractor hired to remove sod and laser level #4 tee. Ironhorse staff sodded tee after work was completed. All the sod that was removed in November prior to work beginning on drain was no longer usable. We have mowed and top-dressed tee in preparation to open soon.

April

- Green aerification completed the first week of April. Timing this year was good with greens healing quickly.
- Applied pre-emergent to all rough.
- 3,7,10 were re-seeded since our fall seed was washed out in October flood. #3 - we graded and seeded areas where trees were removed.
- Mulched all beds around clubhouse and parking lot.
- Installed drainage ditch on #6 to relieve standing water in neighbor's yard.
- Checked depths on all bunkers and added sand as necessary.
- Exit to #9 fairway- we installed a drain, moved the irrigation head to the path, and installed fescue sod. The zoysia from this area was harvested in the fall to repair other areas on the course.
- Greens verticut and top-dressed 3 weeks following aerification.
- Tee monuments repaired on 2 and 18 that fell over due to excess moisture.
- Beemer construction began repair work on Blue River intake. Currently they are waiting on water to recede to complete.

May

- Annual beds planted on Bell drive and entrance to parking lot.
- Repair and maintenance completed to fans to prepare for summer.
- Mowing the course between rains.

This year has presented many challenges to date with wet conditions and winter kill. The 2019 winter was the wettest since 1984-85 and the 5th wettest on record. Low lying areas, those in shade and on north facing slopes, are the areas impacted due to prolonged ice buildup. Currently we are estimating around 35,000 square feet of turf to be replaced. Some of the areas are recovering and should be able to grow back in. The areas that will not recover are evident at this point and we are planning to begin sodding once weather

allows. The areas where we have struggled with zoysia quality due to shade we plan to switch turf types if we are unable to change tree situation. The sod farms are battling the same wet conditions and continue to stay in contact with them to see when they will be able to cut.

In May we have received 14 inches of rain that have resulted in 4 flood events on the golf course. Most of May has been cleaning up following floods and trying to catch up on mowing in between rains.

Chris added that Mr. Butler, a Leawood resident who lives on the sixth tee box, called her to inform her that he believes the irrigation pond overflowed and was running into his and his neighbors' yards. Chris met with David Ley, Leawood Public Works Director and he determined that the resident's yards are three feet higher than the pond. They do not believe that the pond was high enough to overflow into the resident's yards. There has been a significant amount of rain this year, so ground saturation may be contributing to the issue. They also determined that Mr. Butler's neighbor's yard appears to be draining into his yard as well. Chris will discuss further with Mr. Ley but has been notified that David Roberts of Public Works was also contacted and is reviewing the situation.

Council Liaison Sipple asked why the large sycamore tree was taken out at the third hole.

James responded that the tree was taken out because it was creating turf and playability issues.

Jeff added that because the course is about 25 years old, tree encroachment will start becoming a larger issue soon. He stated that it would be wise to come up with a plan to start strategically removing trees. These mature trees affect the turf and create turf loss.

IV. Report on FEMA Project - #9 Cart Path

Chris stated that we have received all the funds from FEMA, based on the estimate we gave them. We need to bid the project out and bring the contract to City Council for approval. We are hoping to start work in November and luckily it is only approximately a three week project.

Council Liaison Sipple asked if there are going to be any changes to the course that will be visible to players.

James stated that he did not believe so.

V. Discuss Long-Term Maintenance/CIP

Chris stated that we are currently working on the prioritization of projects for 2020 and beyond. Chris asked James and Ryan to have the prioritization done by the October meeting so projects can be discussed further.

Leo Morton made a motion to adjourn the meeting.

Scott Picker seconded the motion. The motion was approved unanimously.

The meeting adjourned at 7:30 pm.

Respectfully submitted,

Chris Claxton, Director
Parks and Recreation Department