

IRONHORSE  
Golf Club



**GOLF COURSE COMMITTEE**  
**Recap of Discussion - October 24, 2019**  
**5:30 P.M. – Leawood City Hall- Main Conference Room**

Members attending: Chair Dick Fuller, Mark Bodine, and Dr. Peppes

Member absent: Scott Picker, Leo Morton, and Tommy Davidson, Adam Abrams

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

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.

*There was not a quorum of members for the meeting. No official business was conducted. A general discussion was held due to VP of Troon, Jeff Thomason traveling from Arizona. Please use this information for reference only for February 2020 meeting.*

**I. Ratify 2020 Fee Recommendations**

Chris suggested voting on fees via email because there is no quorum for the meeting today.

**II. Operations/Financial Report**

**September 2019 Financials:**

Through September 2019, a total of 23,852 rounds have been played which is almost 93% of the budgeted annual total. In spite of receiving nearly double the rainfall, we continue to trend ahead of prior year, as we recorded 22,691 rounds through September 2018. With that, we've recognized over \$1.06M in golf fee revenue (inclusive of Annual Pass and Golf Car), representing 94.5% of the budgeted annual total. This is also ahead of prior year to date as through April 2018, we had recognized \$1.03M.

Golf Shop Merchandise revenue has reached \$144.2k for the year, almost 86% of the Budgeted total, and also a little more than \$3k better than prior year to date. Driving Range usage has been strong all year with year to date revenues eclipsing \$111k, which is almost 116%% of the annual budget and almost \$23k better than prior year to date. As anticipated, golf lessons and golf schools picked up since we met in May and have

now combined to surpass \$54k year to date, approximately 88% of the annual budget. This is almost \$3k ahead of prior year to date. Total food and beverage revenue has reached \$249k in revenue, also a little more than 72% of the year-end target and \$2k ahead of prior year to date.

Altogether, we've secured almost 94% of our annual revenue budget, reaching \$1.622M in total revenues. This is almost \$62k head of prior year to date.

### **Golf / Food & Beverage Report**

- As we close out our 2019 Tournament season, we expect to surpass 4,000 tournament rounds and recognize more than \$325k in total golf event revenue. This is a growth of more than 750 rounds and \$40k in total revenue. The availability of Vista 154 has greatly enhanced our ability to attract and book corporate events.
- With two and half months remaining in the year, we expect to have served over 5,000 non-golf banquet guests comprising almost \$80k in total revenue. While this is a decline from 2018 over 1.3k guests and \$63k in total revenue, we expect that variance to lessen as day-of ancillary spending comes to fruition. Our marketing efforts with Spectrum Reach have been fruitful in driving future business as we currently have over 2k guests booked for 2020.
- As referenced in the 2020 Proposed Fees Memo, we were successful in exceeding capacity of Triple Crown Club (TCC) annual pass sales with 106 total passes, 3 more than prior year. The 2019 TCC demographics were: 3 new non-resident sales, 24 non-resident renewals, 22 Leawood residents, 17 intermediate (under 40) sales, 20 senior Leawood residents, 11 non-resident seniors, 2 juniors, and 7 dependents. Altogether, this generated \$231k in total pass revenue, \$12k more than prior year.

Dr. Peppes suggested initiating more golf club fitting days at the pro shop.

Ryan agreed and said he would look into setting up more fittings with various vendors.

Jeff added that properly fitted equipment is important and with properly fitted equipment people tend to play more golf. He added the fittings are a great way to get people to the course, but customers will likely purchase items online.

Ryan added that wedges and putters are what people likely impulse buy. He added that a day of coupon may help people order through the golf shop.

Chair Fuller asked how many events have been booked for 2020 in Vista 154 and how can we increase that number.

Mark Bodine suggested 435 magazine as a possible advertising option for golf events.

Ryan stated that he has sent multiple emails using their database with information on Vista 154, golf tee times, and golf events.

Jeff stated that they are working on reworking their collateral materials and digital footprint for Vista 154 and golf events. He would also like to add banners to areas through the city where permissible. He would also like to explore other options for advertising through City of Leawood channels as well.

Chair Fuller suggested the club house offer a \$1 taco night or another inexpensive food item, to get new people in the door.

Chris added that Mark Eversman, Director of Troon Food and Beverage, came to visit our kitchen site. They discussed options for rearranging or expanding the kitchen.

Ryan added that we are at a crossroads with food and beverage at Ironhorse. We need to determine what type of facility Ironhorse should be. There are several options including a full service restaurant, family hotspot, or heavy event facility.

Chair Fuller asked how many inquiries for Vista are successful in booking.

Ryan responded that he has not been here long enough to have an exact percentage but he believes it is about half. He stated that they have increased their Facebook advertising budget and engagement through free social media posting. Ryan stated that he is working hard on calculating financials on what amount of event sales is best for the organization.

Jeff added that they are working on utilizing google ad words and social media in a more strategic way to reach the right consumers.

### **III. Course Maintenance/Projects Report - Agronomy Report May 2019**

James reported the following:

Beemer construction completed installation of the intake at Blue River. Once they completed we were able to test run the pump. The pump was having issues starting due to some corroded wiring and bearings failing on the vacuum pump system. The vacuum pump and motor have been replaced and the system has been running well. Beemer construction replaced the isolation valve at our back up pump location. The valve was stuck open and created issues isolating the line when switching between pumps. This summer we replaced bearings in our original greens fans.

The bearing failures were causing excessive noise while fans were running. The remaining fans will need to be repaired in the near future.

We began repairing winter damage in June as sod became available. Our typical sod provider in Jefferson City was not able to cut sod due to their fields flooding in

May. This year we purchased 2 truckloads from Sod Shop in Wichita, Kansas that was growing the new zoysia variety called Innovation. We used Innovation on 4 Blue tee, 5 Blue tee, 6 Fairway, P1 Tee, 7 Fairway, 3 Fairway, and 18 Fairway. We stripped all of the usable sod off the tees that were damaged and used the harvested sod to make repairs on the course. Once they were cleaned off we contracted AW Logic to laser grade to improve surface drainage. Once contractor completed the grading work, the tee surface and surrounding areas were sodded. The re-grading should increase chances of winter survival as well as improve playability of tee. During the process, we also re-aligned the tees to the target area of the fairway. For the remaining areas on 14 White Tee, 18 White Tee, 4 Black Tee, and Practice Area, we used Myers zoysia. In total we purchased 24,000 square feet of zoysia to make repairs.

We changed from zoysia to fescue on 4 Green surround, 17 Green surround, and the left side of 14 Fairway. These areas have been marginal quality zoysia areas due to shade they receive throughout the season. These areas will still have challenges with traffic and irrigation coverage, but should provide a better quality turf area in the long run.

### **Upcoming Projects**

We have scheduled a tree contractor to remove numerous dead trees throughout the property. This work will use all of the current year budget and will extend into next year to complete all removals.

We will be repairing damaged areas in the fence along Mission, hole 11, and Clubhouse. Once the damage is repaired we have scheduled a contractor to paint the fence.

Ironhorse staff will be making repairs to drains that require grading to function more efficiently. Adding and moving irrigation heads in key locations to improve turf quality.

Mark suggested using more buffalo grass in the native areas of the course.

James stated that it was a possibility, however we need to be careful about irrigation points. The excess water will allow weeds to grow along with the buffalo grass.

### **IV. FEMA Cart Path**

James reported that the #9 Cart Path relocation project is underway. The path is being moved closer to fairway to get away from the creek erosion that is moving close to the edge of current path. The scope of project for the contractor, Mega Industries, is to remove the existing path, grade new location, and pour the new path. The contractor will finish grade surrounding areas with irrigation relocation and grassing will be completed by Ironhorse staff. The project is estimated to be 3 weeks to complete. During this time we have set up a temporary green at the end of 9 Fairway and installed a temporary path over to 10 along the creek.

**V. Discuss Prioritization of Long-Term Maintenance/CIP**

Chris informed the committee that several capital improvement items will likely need to be re-prioritized. Chris, Ryan, James and several other city staff members will meet next week to discuss the items. Chris will discuss the new prioritization list at the February 2020 meeting.