

IRONHORSE
Golf Club



GOLF COURSE COMMITTEE
Meeting Minutes-February 25, 2021
5:30 P.M. – Vista 154

Members attending: Chair Dick Fuller, Gary Bussing, Mark Bodine, and Leo Morton

Members absent: Tommy Davidson, Scott Picker, and Dr. Greg Peppes

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

Council Liaisons attending: Chuck Sipple and Mary Larson

Staff attending: Chris Claxton and Camille Sumrall

Special Guests from BBN Architecture: Lorie Doolittle-Bowman

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

Mark Bodine motioned to approve the November 19, 2020 minutes, Gary Bussing seconded the motion. The minutes were approved unanimously.

I. Old Business

A. Discuss Possible Next Steps for Clubhouse Renovation

Lorie presented a new plan for the clubhouse remodel, which includes several phases of construction. She stated that Troon staff recommended phase one include the kitchen, grill, restrooms, caterer staging area and office area remodel and expansion.

She stated the first phase will close off the wall between the grill area and Vista 154 which will create better separation for private events and golfers. She stated that several staff members suggested including the pro shop remodel in phase one for better continuity of design. The second phase would include a porte cochère, which would include a separate entry for event guests, catering kitchen, outside area with fire pit and large bridal and groom suites. She added that if they only complete phase one there could be several areas of conflict.

Council Liaison Sipple asked what the ballpark cost for phase one is.

Lorie stated with a 10 percent contingency included, the low end cost is \$952,000 and the high end is around 1 million. This figure does not include the pro shop remodel. The second phase would cost 2.3 million on the low end and 2.5 million on the high end.

Gary asked how many additional square footage will be added with the kitchen remodel and expansion. He also asked if it is enough added square footage.

Lorie responded approximately 340 feet.

Jeff Thomasson stated he believed the added square footage is very valuable and a massive improvement.

Council Liaison Sipple seconded Gary's thoughts on making the kitchen remodel and expansion the best that it can be, which includes adding enough square footage.

Jeff Thomasson asked what the timeline would be for phase one.

Lorie stated she thought it would be a 9-11 month project.

Ryan added that October would be a good time for the project to start.

Council Liaison Sipple asked what the furnishings would cost.

Chris stated there is approximately \$57,000 available for furnishings, floor and wall improvements and additional funds of \$150,000 for kitchen equipment replacement.

Council Liaison Sipple asked what value the phase one will bring to the facility.

Ryan responded that a healthy portion of the project is keeping the facility up to date and competitive with other event and golf facilities.

Council Liaison Sipple asked if more event business will be generated by completing phase one.

Ryan stated that phase one is not solely based on gaining more event business, but focuses more on becoming efficient in the kitchen. Work and prep space does not flow well and is extremely limited.

Jeff Thomasson stated he believed the golf shop renovation is an integral part of the phase one renovation. He stated that phase one was essential to maintain the clubs competitiveness.

Chris asked Lorie to add the pro shop renovation to phase one and send the updated cost estimate.

Gary asked what the facility usage was for 2019.

Ryan responded that there were 27 non-golf events in 2019.

Ryan added that completing phase two would truly make them competitive in the wedding event industry.

Council Liaison Sipple stated that he was unsure if City Council would approve this project based on the number of large scale projects the City is currently undergoing including the new pool building and new parks maintenance facility.

Council Liaison Larson stated she was in favor of phase one to maintain the facility. She suggested coming up with a plan that will stagger phase 1 into phase 2 seamlessly within the next several years.

Ryan suggested that the phase two bridal suites may be built in a way that would make them multipurpose rooms to add value. Ryan added that the maximum number of weddings the club can sell is limited by weekends, so multipurpose rooms may have more usage than just bridal suites.

Council Liaison Larson stated that she agreed with Ryan and added that the geography of the club may also appeal better to corporate outings and other various outings with multipurpose rooms.

Chris added that the addition of an outdoor pavilion could be included in phase two, which would seamlessly integrate with phase one. This could be done several years after phase one is completed if approved.

Ryan added that the outdoor shelter and pavilion would add quite a bit of value to wedding customers.

Council Liaison Larson added that an outdoor pavilion would highlight attributes that the golf course has over other venues like greenery and scenic views.

Council Liaison Sipple asked what the cost of completing only the pavilion would be.

Lorie stated she will send the cost of just the pavilion and also an updated cost for phase one that includes the remodel of the golf shop.

Jeff Thomasson stated that he believed the remodel of the golf shop was absolutely necessary in phase one.

Chair Fuller asked how many parking spots the new parking lot will have.

Ryan responded they are adding several parking spots and they will have several extra spots from what they currently have which is 212 spots.

Council Liaison Larson asked if there were any big ticket items from the golf operations side.

James responded that there will need to be a new pump station installed within the next 5 years. That will cost approximately \$130,000 to \$300,000. The cost could vary based on if they choose to move its location or if part of the building needs to be remodeled to accommodate it.

Gary stated he was surprised to read in Ryan's report that the facility needs a new storage barn.

Ryan state this building would be an open warehouse (3 sided) building with electricity and drainage. This will not include heating and cooling and it is for storage only. Ryan added that the building will be well hidden and not obstruct any views.

Jeff Thomasson added that it could be a prefabrication building. It would be a 50 foot by 60 foot building.

Council Liaison Sipple asked if this project could be added to the parks maintenance building project because they are already designing the exact same structure for that project.

Council Liaison Sipple stated that he would like a bulleted list of reasons why phase one and the golf shop remodel should happen.

Gary stated he would like to listen to the Troon management's recommendation of completing phase one and the golf shop remodel to remain competitive and keep up the City's brand identity. Gary stated that he believed a list of the projects that need to be completed at Ironhorse over the next 10 years would be helpful. This list can be presented to City Council.

Chair Fuller stated that he believed the one item that would increase rentals would be a bridal and groom suite. He stated he believes that should be in a higher priority and possible in phase one.

Leo Morton moved to recommend moving forward with phase 1 construction including the remodel of the golf pro shop, with the following phases completed in order of importance, over the next 10 years. Gary Bussing seconded the motion. The motion was unanimously approved.

Chris stated she was in favor of obtaining a list of projects for Ironhorse from the Troon staff.

II. New Business

A. 2020 Year End Report

Ryan reported the following:

Financial Update

2020 Year End Financials

Despite being closed for 48 days in the spring due to COVID-19, 2020 turned out to be one of our most successful seasons. Demand for golf was strong throughout the season and we were able to capitalize as a result. We recorded over 33k rounds for the year, almost 6k more than prior year. As a result, we recognized over \$1.4M in Golf Fees, almost \$250k more than prior year. Driving Range revenue also reached new highs, surpassing \$171k, almost \$50k more than prior year.

The pandemic did cause the loss of the majority of our golf and non-golf event business for the year. As a result, merchandise revenue fell a little more than \$12k short of prior year due to the loss of corporate events. Food and Beverage revenue was also negatively impacted, falling a little more than \$72k behind last year. However, instruction programs had a boom year, reaching \$84k in revenue, roughly \$24k more than prior year.

Altogether, total revenue eclipsed \$2M for the first time. With Operating Expenses remaining flat to budget in the aggregate, overall subsidy was held under \$200k, over \$100k better than prior year and \$250k better than budget.

Marketing and Operations Update

With our 2020 golf event business being hampered by the pandemic, we are encouraged by the strength of our bookings for 2021. With many of our 2020 groups simply postponing to 2021, we currently have 35 golf events comprising of 3,600 rounds and \$200k+ on the books for this season. We continue to field event inquiries each week and anticipate these figures continuing to grow.

For the third year in a row, our Triple Crown Pass program has fully sold out. We had just 13 passes available for new pass holders this season, all of which were purchased on the day we opened for Leawood Residents only.

With the growth of event bookings noted above, we have elected to continue our SEM/SEO campaign with Spectrum Reach. Since initiating the program in 2019, we have seen a steady boost in inquiries coming through our website, phone calls, and emails.

As noted above, our non-golf event business was severely hindered by the pandemic. While some events cancelled outright, we did have a good number postpone to 2021. As such, we currently have 27 events with over 2,400 participants on the books. Many of the revenue details are still being ironed out for these events, but we have seen a shift in preference for smaller sized events that are more comfortably held during pandemic safety measures.

B. Agronomy Report

James reported the following:

November

- On 12 Black tee, moved the head closer to new tee box location to provide better coverage. A gate valve behind tee had been leaking and has since been replaced. Additionally, located and repaired another leak near 12 green by creek.
- Trimmed and removed trees surrounding 12 Black tee to help provide better sunlight. This tee has struggled due to shade.
- The bent grass nursery was cut out to original size and re-seeded to provide an additional 1200 sq. feet of area that was lost to contamination.
- Applied protectants to greens for winter months
- A contractor was hired to apply an epoxy coat to the chemical storage room floor. Sealed floor to provide safer containment and easier cleanup of potential spills. Prior to floor coating our staff cleaned and painted room. Building Maintenance installed new LED lights in room to brighten up work area and reduce costs. Once complete we installed new shelving in room and organized to prepare for 2021 order arrivals.

- Broski fence hired to repair damaged fence panels along Mission and Bell. Guier fence installed new gate at entrance to lock off facility access/parking during closed hours.
- Replaced damaged bridge planks outlined in bridge inspection report.

December

- Re-graded path near 2 green that had washed out following irrigation wire install for clubhouse. Added soil as necessary and sodded both sides of path.
- The cart path exit on 14 was repaired from traffic damage that began to erode. The irrigation head was leveled after we re-graded area. We softened the slope to provide smoother exit point and completed with sod.
- Hired a contractor to replace irrigation line on 14 bridge to HDPE pipe. The steel line on bridge had begun to leak at end of summer.
- Irrigation system winterized.
- Urban Tree removed trees on right side of 10 and on Par 3 course. This was clean-up of storm damage and removal of line of sight encroachment.

January

- Removed and replaced split rail fencing along left side of path on 13th hole. Landscape rock was installed underneath fence to provide some drainage off path and ease future maintenance.
- While fence was down, moved 4 heads up to edge of path and installed part circle heads. This should help cut down on erosion that was being caused by full circle heads spraying into timber area.
- Installed 3 new drains along path to help dry out areas to provide for easier maintenance. The drains that were in place had become contaminated and were not working properly.

February

- Painted all interior areas of maintenance facility.
- Framed in between beams to provide better organization of shop. Repaired damaged insulation.
- Building maintenance installed new LED lighting in technician's bay.
- Staff attended GCSAA virtual golf industry show.
- Installed QR code stickers on all equipment to provide ease of repair reporting.

Upcoming Projects

- Greens aerification

- Tree work
- Traffic area restoration
- Parking lot replacement (being completed by outside contractor)
- Fence installation - #12 cart path

C. Discuss Renewal of Troon Management

Discussion tabled until the next meeting in May 2021.

A. Miscellaneous

Gary Bussing made a motion to adjourn the meeting, Leo Morton seconded the motion, the motion passed unanimously. Meeting adjourned at 7:45 p.m.

Respectfully submitted,

Chris Claxton, Director
Parks and Recreation Department

DRAFT