

Sunflower Hills Golf Course Advisory Board

Minutes from the meeting held on Tuesday, November 13, 2018

Sunflower Hills Golf Course Clubhouse

The meeting was called to order by Roger Miller, chairman

Members present: Al Ramirez, JD Downs, Bob Runnebaum, Chris Bergman, Matt Palcher, Kevin Jones, George Hurtado

Members Absent: Dan Duncan, David McLain, Dennis McWilliams, Jeff Manning, Mark Mohler (all excused)

Staff present: Jeff Johnson, Jonathan Bennett

Kevin Jones made a motion to approve the minutes from the September 2018 meeting. A second was made by Matt Palcher.

Jonathan Bennett reported that the greens were in great shape going into the winter. Most of the bad areas on the greens have been re-sodded. Areas around the greens that were affected by the heat during the summer are starting to be re-sodded with zoysia.

Jonathan stated that the tees and fairways were in good shape going into the winter and that he expects very little winter kill. The rough was fertilized November 1st and another application will be applied the week of Thanksgiving.

Jonathan stated that winter projects include re-organizing the maintenance building, tree removal, maintenance on equipment, the bump on #14 bridge and #17 cart path by the senior tees. Jonathan also stated that if the weather is conducive, the back right bunker on #10 green will be removed.

Jonathan stated that several dead pine trees are going to be cut down as well as some locust trees and other dead trees. The tree behind the senior tee on #14 will also be cut down so that the red tee box can be fully utilized. JD Downs asked if that will make #14 play easier. Jonathan responded that it will let players play a wider variety of shots from the hole. As it stands now the tree makes players from the red and blue tees utilize a "fade" in order to hit the fairway.

Jonathan stated that the bunker project on #9 was completed Oct. 1st right before the 12 inch weekend of rain that hit the course. The bunker performed very well as the water drained properly from the bunker. The project included a new drain, a new liner and new sand. The area around the green and the bunker was re-sodded with zoysia.

Kevin Jones asked Jonathan if there was enough zoysia sod in our nursery to go around every green. Jonathan stated that there should be enough but if he needed more there are spots on some fairways that he could use to finish.

Jeff Johnson stated that a request for funding for new drains and liners for the bunkers will be made again in the spring. The request will be made for the greenside bunkers only and will not include funding for new tee boxes.

Al Ramirez asked Jonathan if the big cottonwood on #11 will be cut down. Jonathan stated that the tree is too big for his crew to handle and a contractor would probably charge around \$2000 to cut the tree down. So at this time there are no plans to remove the tree.

Al also asked Jonathan if the greens will be aerated in the spring. Jonathan responded that it is scheduled to be done during the spring break time period in March. Al also asked what the dirt pile was on #7. Jonathan stated that the dirt is from the bunker project on #9 and it will be used to construct a shorter tee for #7.

Jeff Johnson stated that rounds and revenue for 2018 are up from the same time period in 2017. Jeff stated that rounds were up by 2% and revenue is up by 6%. Both green fees and cart revenue were up 6%. Revenue is up by nearly \$40,000 from 2017.

Jeff continued by stating the time period between May and September was outstanding. Revenue was up by 11% and rounds were up for those months by 9%. The bad months for the season so far have been April and October and February.

Jeff stated that the national average for rounds played at public courses were down by 3.5%, for Kansas and Missouri combined were down 4.5% and the Kansas City area rounds were down 1%.

Jeff believes that the good weather we had from May to September, great course conditions and competitive pricing as well as some new initiatives to increase rounds and revenue are all part of why we have a higher increase in round and revenue compared to other courses throughout the country and Kansas City.

JD Downs asked what the marketing strategy is to compete with the Great Life courses in the Kansas City area. Jeff explained that our marketing partners, Tee Quest and KCGolf.com help us get the word out that the course is an exceptional value. Also, word of mouth is very powerful when it comes to golfers talking about courses they have recently played.

Matt Palcher commented that the Great Life course he played this season was in very poor condition and he and his playing companions were disappointed with the course.

Jeff finished his report by stating that during the winter the bathrooms would be painted and the carpet shampooed. The windows will be cleaned on the outside during the spring.

Bob Runnebaum made a motion to adjourn and Chris Bergman made a second. All in attendance voted "aye"

Jeff informed the board the next meeting would be Tuesday March 12th, 2019.