

Sunflower Hills Golf Course Advisory Board

Minutes from the meeting held on Tuesday, September 11, 2018

Sunflower Hills Golf Course Clubhouse

The meeting was called to order by Roger Miller, chairman

Members present: Al Ramirez, Jeff Manning, David McLain, Mark Mohler, Dennis McWilliams, JD Downs, Jesse Rocha, Bob Runnebaum, Chris Bergman, Matt Palcher, Kevin Jones

Members absent: Dan Duncan (excused)

Staff present: Jeff Johnson, Jonathan Bennett

Mark Mohler made a motion to approve the minutes from the June 2018 meeting. A second was made by Chris Bergman.

Jonathan Bennett reported that the heat in June, July and August put restrictions on some of the projects that he had planned. The need to water efficiently put a strain on the staff as it was imperative to do so.

Jonathan stated that the greens came through the heat in good condition with the exceptions of a couple of spots on the normally troublesome greens. He stated that the greens are growing at a rapid pace at this time with the recent rains and the cooler temperatures. He reported that he will not aerate the greens this fall but will do so in the spring. Jonathan continued by stating that some of the real bad areas on the bonus cuts of the greens had been re-sodded and they are in better shape now.

The fairways thrived during the heat as the zoysia prefers the hotter temperatures. Jonathan stated that he will apply herbicide this fall before the fairways go dormant to control clover.

Jonathan stated that several trees will be cut down this winter. About 13-15 pines will need to be cut down because they have died. Jonathan stated that since the winters have been so dry the pines don't receive enough moisture throughout the year in order to survive.

Chris Bergman asked what the biggest cost of the bunker renovations is. Jonathan responded by stating that if the renovation is contracted then the labor would be the biggest expense. If the renovation is done in house then the liners would be the biggest expense. The liners for all of the bunkers would be around \$80,000.

Jeff Johnson stated that the request for funds for the bunker renovations had been denied and stated that the request will be made again in the spring.

Al Ramirez asked Jeff about getting Jonathan more help. Jeff stated the budget determines the amount of help that we employ. If revenues continue to grow then there is a chance to hire more help.

Chris Bergman commented to the board that he had heard nothing but good things about the condition of the course and all board members agreed.

Jeff reported that rounds through the end of August are up 3% as compared to 2017 and revenue is up 7%. Jeff stated that the national average is down by 2% and the Kansas City area showed no increase or decrease over 2017.

Jeff explained to the board that at the end of April rounds were down by 900. May through August rounds saw an increase of rounds of 9% as compared to the same time frame in 2017 and that revenues were up 13% for the same time frame.

Jeff also stated that this was the first time since 2013 that there were two months, (June and August), that were over 4,000 rounds. Jeff stated that August had 4300 rounds which included two days that were rainouts. Jeff continued by stating that September, despite the four day rain event last week, looks to be on pace with or better than 2017 which was a good month last year.

Matt Palcher asked what is the marketing efforts to get people to play during the offseason months. Jeff stated that social media is the primary marketing tool and the partnerships with our tee time service helps as well.

Dennis McWilliams made a motion to adjourn. Jesse Rocha seconded the motion.