

## Sunflower Hills Golf Course Advisory Board

Minutes from the meeting held Tuesday November 9, 2021

The meeting was called to order by Roger Miller, Chairman

Members present: Roger Miller, Kevin Jones, George Hurtado, Jake Miller, Al Ramirez, Dan Duncan, Matt Palcher, Bob Runnebaum

Members Absent: JD Downs, Jeff Manning, Mark Mohler, Dennis McWilliams

Staff Present: Jeff Johnson

Kevin Jones made a motion to approve the previous minutes from the September meeting and was seconded by Dan Duncan. All members voted "Aye".

Jeff Johnson began the meeting with sad news about the untimely death of David McLain, longtime board member and of Chuck Ettinger, who was the assistant manager of the course for 42 years. Jeff and the board observed a moment of silence in their honor.

Jeff reported that the greens had been recently pin spiked and top dressed on November 2<sup>nd</sup> and 3<sup>rd</sup>. The greens have fully recovered and are in good shape.

Jeff stated that during the fall months the priority on the course is leaf removal. The mowers do most of the work chopping the leaves as they are mowed. Other projects during the fall are to remove as many of the dead trees on the course as possible. A pre-emergent spray for clover and other weeds is scheduled as well.

During the winter months the mowers will be serviced, and the blades sharpened on all of them.

Jeff stated that rounds in September were down slightly and rounds in October were up slightly. Revenue for September was up 7% and in October revenue was up 3%. The total rounds for the year are up 8%, green fees revenue is up 17% and cart revenue up 17%. This equates to \$153,000 over 2020.

Jeff informed the board that green fee and season pass rates will go up for 2022. The daily green fee during the week will increase \$1 for patrons and resident seniors and \$2 for non-resident seniors. Weekend fees will go up \$2 for patrons, residents and non-residents. Season passes will increase by 25% for 5 day passes and 16% for 7 day passes. Jeff explained to the board that the consultant recommended to eliminate the passes altogether and raise green fees significantly and institute a loyalty program. Administration did not agree and raised the prices to be on the same level as many of our competitors.

Al Ramirez asked how the help is for Jonathan. Jeff replied that two more part time positions have been filled with another soon to be.

Jake Miller asked if there was any consideration into offering a monthly pass and Jeff responded by stating that the course would bring in more revenue by not doing so. Jake also inquired if there had been any discussion about using propane mowers as opposed to gas mowers. Jeff stated that he was not sure if the bigger mowers offered by the manufacturers have that option, but he would discuss with Jonathan to see if that is an option.

Jeff informed the board that Ed McFadden won the 2021 Seniors championship, and the Sunflower Hills Ladies won the KC Cup. Sunflower Hills is the only club in Kansas City to win both the men's and ladies cup.

Bob Runnebaum commended Jeff for his 40 years of working at Sunflower Hills and all board members agreed with.

Jeff informed the board that the next meeting will be Tuesday, March 8, 2022.

Kevin Jones made a motion to adjourn and a second was made by Dan Duncan. All members voted "Aye"