

## Sunflower Hills Golf Course Advisory Board

Minutes from the meeting held on Tuesday March 13, 2018

Sunflower Hills Golf Course Clubhouse

The meeting was called to order by Tom Roberts, Chairman

Members present: Tom Roberts, Tom Cooley, Matt Palcher, Mark Mohler, Roger Miller, Al Ramirez, Dennis McWilliams, JD Downs, Jesse Rocha

Members absent: Chris Bergman (excused), David McLain (excused), Kevin Jones (excused), Jeff Manning (excused)

Staff present: Jeff Johnson, Jonathan Bennett

Matt Palcher made a motion to approve the minutes from the November 2017 meeting. A second was made by Mark Mohler.

Jonathan Bennett reported that 24 trees were removed from the course this fall and winter. Other trees were pruned and the canopies raised.

Tom Roberts asked about the trees that have been treated for the Ash Bohrer and Jonathan responded that 90 trees in all have been treated and 30 have not. Jonathan continued by saying that the treatment needs to be done again in 3 years.

Tom asked if there were any plans to replenish or add trees to the course. Both Jonathan and Jeff Johnson responded that there are no plans at this time to add any trees to the course. Jonathan added that trees actually do more harm than good on a golf course in that they inhibit quality turf growth.

Jonathan reported that drainage work was done on holes #3, #8, #10 and #14. The area around #8 has been sodded.

Jonathan reported that the bunker on #7 has been removed and the area is scheduled to be sodded in the next couple of days.

Jonathan finished his report by reporting that all maintenance on equipment was finished during the winter months and everything is ready to operate.

Jeff reported that rounds from 2017 were up 3% from 2016. Rounds played was the best in 5 years. Greens fee revenue was up 5% and golf cart revenue was up 7%. Total revenue was up 6%.

Jeff introduced Joe Connor, Assistant County Administrator, who attended the meeting to explain the Unified Government's initiative of having all departments in the UG prepare a strategic plan for 2018 and beyond.

Joe explained that this plan is an opportunity to help all departments with their vision and plans moving forward. The departments were asked to “challenge the norm” and to set goals and action plans to achieve those goals.

Joe stated that part of Sunflower Hills’ goals is to become a true enterprise fund. Joe explained that the past few years revenues from the golf course were not enough to make the bond payment and monies had to be contributed from the general fund to meet those payments.

Each member of the board was given a copy of the strategic plan, prepared by Jeff, and Jeff led the board members through the plan. Jeff stated that the overall goal for Sunflower Hills is to have cash reserves in order to make course improvements and defray unforeseen expenses. The plan included the vision for the golf course, a mission statement, strengths, weaknesses, opportunities, and threats. Also included in the plan were, one year goals, five year goals, and operation plans to fulfill those goals. The final part of the plan is a marketing strategy for the golf course.

The board discussed the plan and asked questions of Jeff, Jon and Joe on different aspects of the plan. All agreed the plan was reasonable and a good thing to have to guide the course through the next couple of years.

Jeff announced the next meeting will be Tuesday, June 12<sup>th</sup> at 10 am.

Dennis McWilliams made a motion to adjourn and a second was made by Roger Miller.