



**Bella Vista POA
Joint Advisory Golf Committee
Minutes – January 13, 2016**

Members Present: Jim Abrahamson, Bill Barr, Rex Butler, Dean Collins, Jake Grasmick, Harris McKee, Susan Nuttall, Tom Stephens, Kirk Van De Walle, David Whelchel. Members Absent: Terry Predl

Others Present: POA COO, Tom Judson; POA Board Chair, Bob Brooks; POA Golf Ops Manager, Andy Mar; POA Maintenance Manager: Keith Ihms; POA Board Liaison: Ron Stratton; The Vista Reporter, Lynn Atkins; Visitors: Bill Davis, Mary & Tom Riordan, Larry Schlueter

1. Chair **Jake Grasmick** called the meeting to order at 8:30 a.m.

2. Recognition of New Committee Members

Dean Collins--19 yrs in Bella Vista after a career as educator in KS; Susan Nuttall--five years in Bella Vista, retired from IBM, still working as project manager in IT; William Rex Butler--One yr in Bella Vista, career in Oil Field Svc (Data Analysis) in Southern U.S., Australia, and Asia; Jim Abrahamson--41 yrs in Bella Vista, Golf Course designer including many Cooper Courses; David Whelchel--10 yrs in Bella Vista, Career in Golf and Planned Community Development, Uof A Graduate in Agriculture and Animal Health. Practicing Golf Course Architect.

3. Election of Officers: The committee elected the following officers for 2016.

Chairman: Jake Grasmick

Vice-Chair: Kirk Van DeWalle (selected over Tom Stephens)

Secretary: Harris McKee

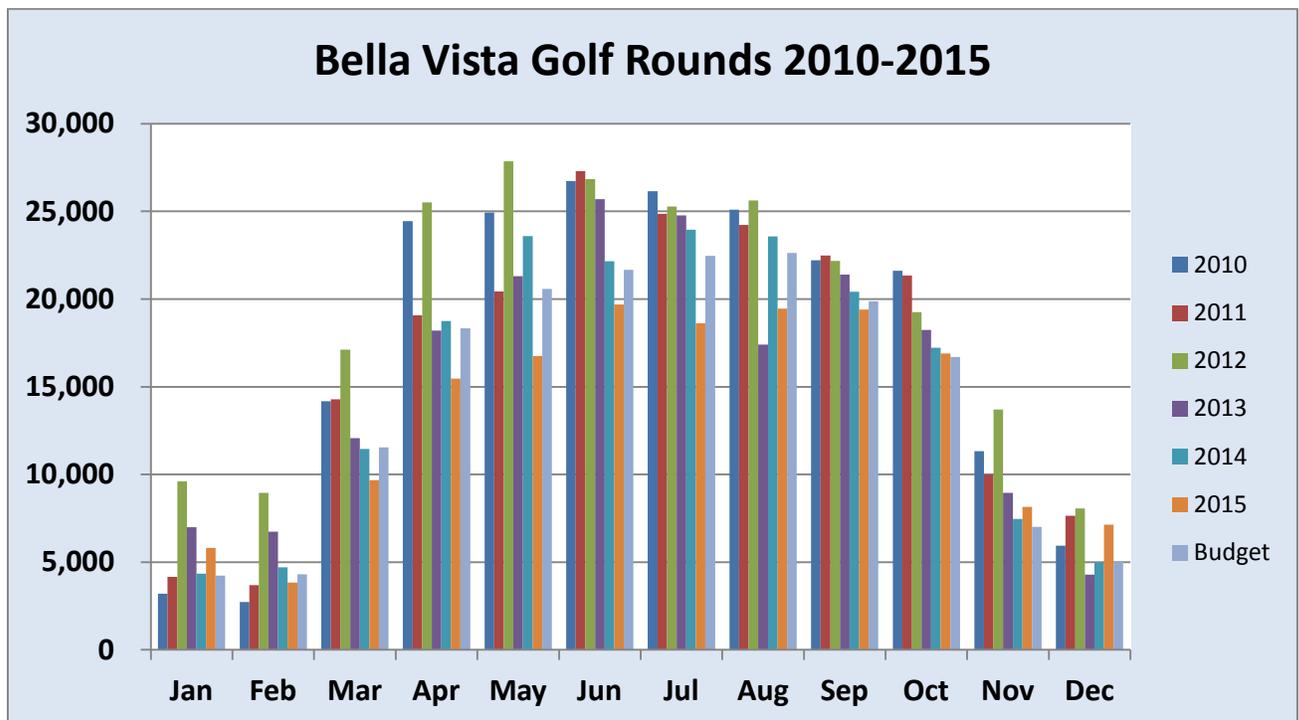
4. Reorganization of Golf Committee: Bob Brooks, POA Board Chair presented the plan for the now larger Golf Committee. He said that the old structure provided more work than the seven members could address. By adding four members, it will be possible to focus energy on four specific areas with three subcommittees. The Subcommittee members are listed in Appendix I. Each subcommittee will identify a chair who will lead monthly meetings and who will report on subcommittee activities at the monthly Golf Committee meetings. Tom Riordan, a visitor, inquired whether the subcommittees would have budgeted funds to support their activities. Mr. Brooks responded that rather than allocating funds in advance, that project proposals would be required before allocating financial support. The three subcommittees are:

- 1) Marketing--The POA Marketing committee, on which the Golf Committee was represented last year, and the marketing department have lacked time and funds to carry out the marketing mission.
- 2) Tournament Play and Junior Golf--Tournament Play within the Village has been decreasing. This is one of the fun activities and should foster more play. We have had only 10-12 youngsters participating in Village golf when we should have 100-200 considering the number of youth in Bella Vista.
- 3) Greens & Course --This four person subcommittee will take over the role in which individual Golf Committee members shepherded a single course.

5. **Approval of December Minutes:** Approved without additions. It was noted that recent minutes have not been posted on the POA website until after formal approval at the following Committee Meeting which makes the information old news. It was agreed that going forward the minutes will be considered approved when the secretary releases approved minutes after incorporating committee members recommended changes and/or their approval.

6. **Regular Business.**

a. **Golf Rounds—Andy Mar** reported December Rounds were 2,118 above budget marking the second month when actual round exceeded budget. Favorable December weather (until Dec 26-27 floods) helped us beat budget. The graph below shows six years of rounds by month as well as the 2015 Budget. With the favorable November and December play, total rounds for the year decreased from 2014 by only 1.9 percent, and the total revenue from golf was up.



b. **Maintenance Keith Ihms**

Work continued on winter projects until the flood occurred from 11+ inches of rain on December 26-27. Click on [Photo highlights](http://bellavistapoa.com/wp-content/uploads/2016/01/DecemberAccomplishments2015.pdf) for a review of both project work and flood damage or copy and paste: <http://bellavistapoa.com/wp-content/uploads/2016/01/DecemberAccomplishments2015.pdf>.

On-going Projects

1. Kingswood entrance road: The storm caused significant damage and raised the cost of previously planned modifications an estimated \$800k. Moving the road will be considered as an alternative.
2. Scotsdale #13 Culvert: A bid meeting will be held this week for anticipated start of February 1 and course reopening on April 1. The flood caused additional erosion but this is not expected to cause a major cost increase.

Storm Damage. Berksdale sustained major damage including washout of the bridge between Hole 11 and 12. Because replacement of the bridge is estimated to cost \$575k, it will be removed and Berksdale will be reconfigured.

On the valley courses 15 irrigation controllers were damaged or destroyed with new units costing \$6,500 each. All bridge railings were knocked off, many sections of cart path were underwater and/or undermined. Nineteen greens were underwater. Silt deposits on these greens have been removed, but silt deposits remain on green approaches; golfers are asked to use extra caution when walking on these approaches which may be slippery. Numerous bunkers were washed out. The recent installation of two Billy Bunkers provided an interesting difference: on the one in which the recommended (and expensive) sand was used, there was no damage; on the one in which we economized with a low priced sand, there was much damage!

Keith noted that the projects completed after the 2013 flood which were "done right" e.g. the pump house on BVCC # 14, were undamaged. Several changes are being planned to reduce damage in next flood. Pedestals are being constructed to elevate controllers. Bridge railings will be installed in a way to permit easy removal as flood waters approach.

One obstacle to completing repairs is the permitting required. These are especially stringent (and expensive) because Little Sugar Creek is a recognized waterway. For the ongoing project on Scotsdale #13 noted above, 65% of the cost will be associated just with the permitting.

Currently, Highlands, Scotsdale, and Dogwood are open. The Country Club and Kingswood are expected to open on January 18 and Berksdale will reopen on February 1. Some holes where rocks were deposited will be carts-on-path through the winter. In addition, despite all efforts to remove rocks, some will remain and golfers will have to use care to minimize damage to clubs.

Keith expressed thanks to those volunteers who helped last week and noted that volunteer days are scheduled for Thursday and Friday the 14th and 15th.

7. Reports from Management

A. Andy Mar--Andy shared the plans for the Berksdale Reconfiguration developed by Tom Stephens shown below.

Berksdale Reconfiguration--Front Nine										
Current Hole #	10	11	17	18	1	2	3	4	5	
New Hole #'s	1	2	3	4	5	6	7	8	9	
Par	4	4	5	3	3	5	3	4	4	35
Berksdale Reconfiguration--Back Nine										
Current Hole #	13	14	15	16	12	6	7	8	9	
New Hole #'s	10	11	12	13	14	15	16	17	18	
Par	5	4	3	4	4	4	3	5	5	37

Summer schedules for the more than 100 groups will be completed by mid-February. The Annual Expo will be held on March 9th. In order to be included in the Expo Golf Booklet, group information must be submitted to Golf Operations before February 1.

For December, Guest Greens Fees were \$8,000 and Member Greens Fees were \$11,000 greater than budget respectively. Annual greens fees for 79 golfers were purchased in December, 112 % of budget. With the elimination of the Value Card, the number of Annual fee golfers is expected to increase from last year.

B. Board Liaisons

1) **Ron Stratton:** Ron welcomed new members of the golf committee and introduced the new POA COO Tom Judson. He noted that Tom's most recent position in North Carolina had provided a challenge similar to what he will face in Bella Vista. There was a need to rejuvenate the club and increase use and revenue. Ron noted that our courses currently operate at half capacity. Filling the unused half would provide about \$5 million increased revenue. Considering our current annual budget of about \$18 million, such an increase could eliminate additional fee increases. Furthermore, the number of baby boomers reaching retirement age who self-identify as golfers is greater than at any time in history. If we can attract only a small fraction of those retirees, we can again fill the courses.

Ron reminded us that the group play provided at Bella Vista is unique. At Hot Springs Village, all golf is on an individual sign up basis. This aspect should be attractive to newcomers to Bella Vista who can choose a group or groups from our golf booklet and be placed with compatible players immediately.

8. Guest Comments--

Tom Riordan asked how many Annual Fee holders were there in 2015. Answer = 450 out of 5,770 members.

Larry Schlueter suggested that it would be good to distribute information.

9. Old Business**A. Subcommittee Reports****1. Course Enhancements--**

a. Metfield. The landscaping near the club house has been finished using funds provided by the Metfield neighbors.

b. **Play-it-Forward Markers--**Markers will be placed on all courses. At Highlands, Scotsdale, and Dogwood, funding is being provided by the neighborhood organizations. As previously reported, markers for Berksdale and Kingswood will include the logo of the Golf Course Superintendent Association of America (GCSAA) who paid for them in honor of their retiring president, Keith Ihms.

10. New Business

A. The 2016 JACG Tasks are listed in Appendix II.

11. Volunteer Hours for December: 78.

12. Adjournment: 10:05 a.m.

13. Next Meeting: February 10, 2016 - 8:30 a.m. **POA Board Room**

Submitted by: Harris McKee, Advisory Committee Secretary

Appendix I 2016 Subcommittees

Junior Golf & Tournaments	Marketing	Greens & Courses
Kirk Van de Walle	Susan Nuttall	Tom Stephens
Terry Predl	Wm. Rex Butler	Jim Abrahamson
Mary Riordan	Bill Barr	David Whelchel
Darrel Muldoon	Larry Schlueter	Dean Collins

Appendix II. 2016 Golf JAC Tasks

1. Continue to develop marketing programs to increase play on Bella Vista Village golf courses with POA Marketing and Communications Manager.
2. Develop a program with golf group leaders to ensure earliest availability of unused tee times. *This effort is well under way with our group leader meetings in conjunction with Golf Expo and Andy's individual meetings with leaders but need exist every year.*
3. Continue to support course support groups like "Friends of the Highlands" and "Lads and Lassies of Scotsdale" with fundraising events. The Metfield Neighbors has a new leader, Bill Davis.
4. Develop programs for increased play on Bella Vista Village golf courses during afternoons and evenings. *This has been addressed and needs to be continued.*
5. Continue monthly course inspections, documenting repairs and maintenance issues.
6. Complete the "Play Forward" project on all courses.
7. Continue to participate in GRIP.