



**Bella Vista POA
Joint Advisory Golf Committee
Minutes – February 10, 2016**

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

Others Present: POA GM Tom Judson; POA Board Chair, Bob Brooks; POA Golf Ops Manager, Andy Mar; POA POA Liaison: Ron Stratton; The Vista Reporter, Lynn Atkins; Visitors: Jim Barns, Bill Davis, Stephanie Kappel, Darrell Muldoon, Mary Riordan,

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

2. **Minutes for January were approved by email.**

3. Reports from Management

a. **Tom Judson: Committee Orientation**--COO Judson presented a copy of the POA Committee Orientation, February 2016 and reviewed a few specific paragraphs:

- i. A review of Member Access to POA Information including Membership Lists,
- ii. Nature of appointments by Chairman,
- iii. Requirement for minutes and distribution to the Corporate Secretary,
- iv. Terms of appointments to committee,
- v. Liaisons,
- vi. Committee Operations, and
- vii. Responsibility for official press releases.

b. **Andy Mar**--The warm January weather provided a good start to the year. Cart Rentals were down about \$1400 but January total revenue were up about \$300,000 because of the sale of Annual Greens Fee Payments. Guest Green Fees, down by about \$7000, were partially offset by member Green Fees that were up about \$3000. In response to a question about tracking, Andy noted that with the system implemented last year that they have better tracking and that he maintains a spreadsheet of guest play that registers via the Golf Office, especially those who regularly bring groups to play; he follows up with these groups with personal invitations to return.

c. **Board Liaison**--Ron Stratton had no comment.

4. Regular Business

a. **Golf Play - Andy Mar**--

- i. **Rounds**---As noted January rounds were above budget because of the warm weather but February's cold temperature have reduced play for the first week of the month.
- ii. **No Show/Short Show**--Andy has prepared a draft policy to address the issue of groups not filling reserved tee times and individuals not showing up to take reserved tee times. Policy requires that group leaders notify pro-shops 24 hours in advance when fewer tee times will be required than are reserved. When groups fail to provide

notice, Andy will call and talk personally to the group leader. This conversation will constitute a warning. Repeated violation of policy will lead to suspension of tee times.

The policy will also address individual No-shows. Failure to notify the pro-shop of not using reserved tee time will result in a warning. A second no-show instance will result in a 30 day suspension of ability to make a tee time reservation.

- iii. Metfield Snack Bar**--Tentative opening is set for February 22. The room adjacent to the pro-shop will be restricted to snack bar patrons and will no longer be available for card play. A beer license application (NO draft) has been submitted but not yet received.
- iv. Oldtimers Rate**--A special reduced rate will be tried this summer for those who are 85 years old or older. The rate will only be available for tee times between 7:00 and 8:00 a.m. on Tuesday morning on course where no shot-gun start is scheduled. The rate for 18 holes including cart will be \$20.
- v. Complaint Received Regarding Afternoon Policy at Highlands and Scotsdale**--Although twilight rates will be offered, there will not be free carts after 2:00 p.m. this year as there have been for the last two years. A member complained about this change; he was advised that the free-cart policy had been a trial marketing trial which had been discontinued.
- vi. New Credit Card**--A new credit card system is being implemented in the pro-shops which will tie the card reading into the cashier computer system. According to Darrell Muldoon, the new system should substantially improve operations for the POA personnel and have little impact on members. In conjunction with the new system, a new approach will be used for collecting from groups playing in shotgun starts. Green Fees will be collected initially only from those players starting on hole 1 or hole 2. Other players will pay as they make the turn past the clubhouse. The Golf Office will notify group leaders when the change happens.
- vii. Waves vs Shotgun**--As a way to increase the number of playable rounds, a return to the *Waves Format* is being considered. In this format, golfers begin play simultaneously on hole #1 and hole #10. Two hours later, they cross and play the other nine, By starting a daily group at 7:00 and another at 11:00, the number of tee times is increased for the day. Andy mentioned the necessity that all groups play the first nine in **exactly two** hours. (Inability to achieve such timely play was one of the reasons that Wave format was discontinued.) The committee approved a trial of the Wave format at Andy's discretion.

b. Maintenance - Keith Ihms

Keith was out of town and unable to attend but submitted a detailed Maintenance Report which is attached as Appendix I. He covered the Update on flood Clean-up, Project Updates, and a brief review of the status on Scotsdale greens conversion and consideration of greenside bunkers.

5. Sub-Committee Reports

- a. Junior Golf and Tournaments**--Darrell Muldoon reviewed the proposed Junior Golf program that will be conducted at Highlands Golf Course during June, July and August. Kids will be required to have their own clubs but these will be available at the Highlands for \$110 a set that should be good for two years. A small fee of \$5 per session (\$25 for the five session course) will be charged. The course outline is attached as Appendix II. The Committee voted unanimously to recommend going ahead with the proposed Junior Golf Clinic.

- b. Marketing--**Susan Nuttall presented a detailed report that is attached as Appendix III. She noted that the group has met three times. They defined three major areas of focus and divided initiatives into three areas 1) Completed, 2) In Progress, and 3) Those under discussion.
- c. Greens and Courses--**With Tom Stephens in the hospital and Dean Collins absent, Jim Abrahamson reported on the sub-committee. They have had an organizational meeting with Keith and Andy and met with Geoff for a tour of Dogwood concentrating on O.B. markers and washouts. They also had a Scotsdale tour and are beginning to focus on the suggested sand and grass bunkers. (Jim noted that Tom Stephens had thanked Rex Butler for forwarding player individual scores that could be used to rate courses.)

6. Guest Comments

- a. Stephanie Kappel--**Began her comment by noting that she has been a 25 year home owner in Bella Vista, a lot owner before that, and a big supporter of the POA and had voted in favor of increasing the assessment. She said that she belongs to three golf groups and in those groups there is **overwhelming** objection to converting the grass bunkers to sand bunkers. Bob Brooks responded that according to Parks and Recreation Magazine, courses with unique features have been able to increase play and membership; creating more of a Scottish atmosphere for the Scotsdale course would provide such uniqueness. Ron Stratton supported Brooks' comments and has noted that after his comments "Stephanie Kappel agreed that our bunker plans for Scotsdale made perfect sense and she agreed with them."
- b. Mary Riordan--**Mary suggested that instead of spending money on converting sand-traps, it would be better to invest the funds in repairing the cart paths at Dogwood. Chairman Brooks responded that with the addition of two full-time people to each course, that it would be possible to get the cart paths repaired.
- c. Terry Predl--**Terry suggested considering spending some of the funds currently allocated to "course improvement" to improving other POA amenities.
- d. Jake Grasmick--**Jake shared the results of an email poll conducted among members of the Lad and Lassies at Scotsdale regarding conversion of sand traps and greens.

Lads and Lassies of Scotsdale		
Response to Email Poll Asking:		
Do You Support:	Yes	No
Greens Conversion	22	26
Trap Conversion to Sand	14	36

7. Old Business--Golf Expo March 9, 4:00 - 6:00

8. New Business--None

9. Volunteer Hours--Because of the long meeting, absences, and early departures, no January hours were reported but will be included with February hours at March meeting.

10. Adjourn: 10:30 a.m.

11. Next Meeting: March 16, 2016, 2:30 p.m. Riordan Hall

Submitted by: Harris McKee, Secretary

Appendix I. JAG COMMITTEE REPORT-Maintenance

FEBRUARY 10TH

Update on flood clean up:

The last course to open, Berksdale, opened 2 days earlier than planned, Saturday January 30th

- **Temporary signage in place for re-route of Berksdale course**
- **All bridge railings replaced with removable sections to minimize damage in next flood**

Elevated irrigation controller pedestals complete at Country Club

Still waiting on state permit to complete clean up and removal of gravel around creeks on valley courses

Repair to front of 2 tee Country Club waiting for permit as well

More work remains to clean up gravel and remove silt from fairway areas. Once the turf begins to regrow in the spring we will be more aggressive with this clean up

Carts will continue to be restricted to paths for foreseeable future on holes which had large deposits of gravel and silt

Project updates:

Entrance road to Kingswood Maintenance shop is now focused on relocation of service road. Permit from state highway has been received and clearing of new roadway is underway

- **Culvert repair #13 Scotsdale began Monday, February 8th. The back nine is now closed and projected completion date is around April 1st**

Other:

Working to secure contracts and contractors for green conversion at Scotsdale. Targeted starting date remains June 1st with opening on September 5, 2016

Investigating products and contractor to install 5-7 Scottish style greenside bunkers.

Potential locations include green sites 3, 4, 6, 8, 10, 17 and 18. David can add color to this from perspective of location, style and playability.

Appendix II. Junior Golf Clinic

Highlands Golf Course 8-10 AM

3-4 Months (June, July and August)

Last Saturday of each month will have a 9 hole course play (parents may caddie) The Final Saturday of the year **will** Include an 9-18 Hole Championship

Kids must have their own clubs to participate in the clinic

- A small price for the clinic will be attached per session (to be discussed)
- Highlands's golf shop will have new kids golf clubs for sale, and a fitting cart available. All clubs will be discounted to kids who attend at least one of the clinics.

Tee Full Shot (Driving Range)

Weeks 1-4

35 min

Chipping

Weeks 1-3

35 min

Putting

Weeks 1-3

35 min

On Course Management/ Etiquette

Week 4 only, to work with full shot.

9 Holes course play, mini tournament

Week 5

Age Groups:

6-10 150&200 YRDS 9 Holes

11-13 PIF Tee 18 Holes

14-16 Red Tee 18 Holes

17-18 White Tee 18 Holes

Snag golf for ages 6-10

New golfers for the first week Use Snag basic drills

Tee Full Shot (Driving Range)

- Grip
- Aim
- Posture
- Swing

Chipping

- Types of Chipping
- Basics in Chipping
- Slopes
- Targets

Putting

- Position
- Reading Greens
- Pitch Marks
- Flag

9 Holes on Course Management/ Etiquette

- Rules
- Regulations
- Etiquette

Appendix III

Golf Joint Advisory Committee - Marketing Subgroup

February 9, 2016

The group has met three times and attended the Marketing Committee meeting **Outlined three major areas of focus:**

1. Attracting guests to improve golf rounds and revenue
2. Changing the perception of Bella Vista from 'elite' to 'accessible.'
3. Extend our Digital Marketing and on-line reach

Completed Initiatives

- Channel 5 Golf Cards
 - Revenue sharing with the TV station, \$20K in revenue, plus \$70K in advertising exposure for no out of pocket cost
 - There was an issue with members buying the cards as a means to get discount golf. Corrective action included:
 - Gained agreement to print restrictions on the card
 - No group play
 - Enforce the one play at each course (as much as feasible)
 - Ashlee Napier indicated this program would continue in 2016
 - Tom Judson asked that there be a way to track usage as well as sales (*Already in Place*)

In Progress Initiatives

Use signage in the golf carts to promote Golfing in Bella Vista and the electronic golf newsletter. This provides two channels to communicate with Bella Vista golfers.

1. POA approved information for golfers and potential golfers about the courses, tournaments, promotions and other news,
 2. Provide a member managed Facebook page to talk about all things golf including pictures, video, up to the minute activities, etc. Monitored by Golf Operations and golf leaders to help answer questions.
 - Signs promoting the Electronic Newsletter are printed and will be placed on the golf carts
 - Promotion for the web page is still an open issue
- Promotion of our tournaments at area golf courses
 - Tentative agreement to print and distribute posters to other golf courses for our tournaments
 - **Initiatives under Discussion**

Increase the number of people getting the Golfing newsletter from ~2,000 to 10,000 by the end of the year

- We are looking for ideas
- Enable guests to make tee times electronically
 - Extend reach so when we run advertising; there is a clear "call to action."
 - Reduce payroll of answering the phone for a routine task
 - Enable active participation in golf applications such as Golf Now

Suggestions to improve the usability of the website across *device* types

- The site underwent a major renovation last year and was a vast improvement
- There is some fine-tuning that may improve the usability with a focus on different devices (laptop, tablet or mobile)
- Gathering of concrete suggestions is in process

Use of expanded advertising to the local market to encourage guest rounds

Revitalize the Golf Leader group, using the Golf Expo as the kickoff

Clarify Roles of various committees, the POA Board and the POA Marketing Department