



**Bella Vista POA
Joint Advisory Golf Committee
Minutes – March 9, 2016**

Members Present: Jim Abrahamson, Bill Barr, Rex Butler, Dean Collins, Jake Grasmick, Harris McKee, Susan Nuttall, Terry Predl, Tom Stephens, Kirk Van De Walle, and David Whelchel.
Members Absent: None.

Others Present: POA GM Tom Judson; POA Board Chair, Bob Brooks; POA Golf Ops Manager, Andy Mar; POA POA Liaison: Ruth Hatcher; The Vista Reporter, Lynn Atkins; Visitors: Jim Angstead, Mary Riordan, Tom Riordan, and Larry Schlueter.

1. Chair **Jake Grasmick** called the meeting to order at 3:19 p.m.

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

3. **Reports from Management**

- a. **Tom Judson: Committee Orientation**--COO Judson noted that the POA now has 13,500 email addresses up from 2,000 a month ago. For the year, we hope to have 30,000 emails; this will facilitate better and more complete communication with POA members and Village residents. Customer service training was conducted last week and an additional training session will be conducted in about six weeks. In addition, good compliance has been obtained with the installation of uniforms and nametags.
- b. **Andy Mar**--Saturday will mark the first one-person scramble tournament which had 14 entries at meeting time. Andy attended a golf conference and brought back several ideas. He will be issuing some surveys to improve understanding of golfer preferences. He also was impressed with some ideas to get New Golfers involved. Best idea is a special "short course" away from the main course where New Golfers can learn without being intimidated.

The warm February weather led to the 2nd highest number of rounds in the last ten years. In those line items directly associated with play, Cart Rentals, Greens Fees for guests and Members, Driving Range fees, and Pro Shop Sales, revenues were about \$14 thousand above budget. Annual Payments for Seat Leases, Private Carts, Handicap fees and Annual Green fees cannot be compared on a month to month basis and the change in 2016 calendar to a 12 month calendar also makes comparison difficult. Currently these annual payments equal 71.4% of the 12 month budget and for the YTD are ahead of budget.

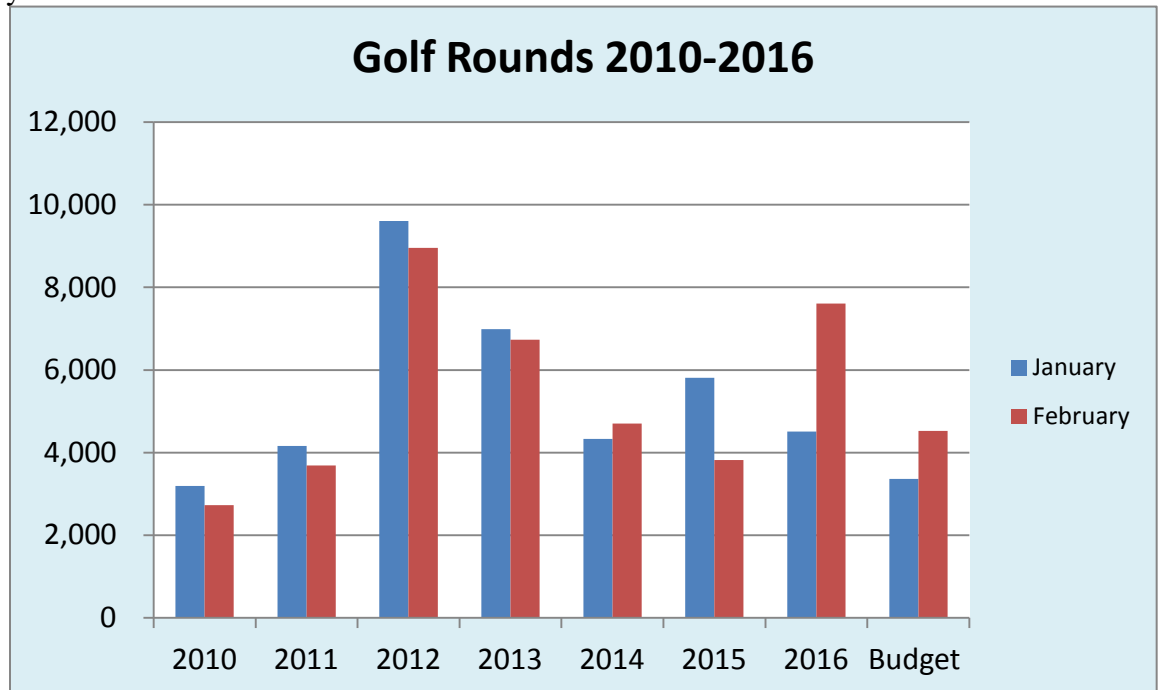
Andy distributed the new policies for "Short Show" and "No Show" previewed in last month's meeting. The policies particularly apply to groups and were shared with the group leaders in the meeting preceding the committee meeting. These common sense policies designed to maximum the available tee times in the village are included in these minutes as Appendix I.

- c. **Board Liaison**--Ruth Hatcher thanked Golf Management for organizing the Golf Expo and thanked Golf Management and the committee for providing the Golf Leader Meeting that preceded the Committee meeting.

4. **Regular Business**

a. Golf Play - Andy Mar--

i. Rounds---As noted February rounds were 34% above budget because of the warm weather in spite of cold temperature during the first week of the month. The chart below shows that only February 2012 play was greater than February 2016 in recent years!



b. Maintenance - Keith Ihms

All flooded fairways have been brushed to pick up rocks. In addition, he commended the 36 volunteers who came out and cleared many rocks on CC #14, Kingswood #4, and Berksdale #s 2,8, & 13. He noted that the rock removal may have been better than during the summer floods but because the turf is so short, rocks are more visible than they were with growing grass. He called attention to a number of the controllers-on-pedestals that have been installed replacing flood damaged controllers. Flood damage just on controllers totaled about \$100,000 for materials and outside labor. Repairs to the #2 tee at the Country Club cannot be accomplished until a permit approval is provided by the state. Fortunately, because of the flood disaster designation, the state can give approval without requiring Federal approval as well; nevertheless, daily calls have been unable to dislodge our application.

Greens aeration will begin earlier this year and on those greens which were under water will be more intense in an effort to overcome the silt deposited by the flood water. Recovery will take longer on those greens.

Project Work: Good progress has been made on the Scotsdale #13 culvert repair. Much grading has been accomplished and installation of the pipe is pending. At the Kingswood Maintenance Facility, the 22,000 lb culverts were installed last week before the rain.

On Monday, Play It Forward (PIF) markers will be installed on Berksdale and Kingswood. They have already been installed at Highlands.

Scotsdale Greens Conversion and Bunker Upgrades--Keith observed that in every course which he has been associated through the years, when significant changes have been made, the result has been increased play and new members.

5. Sub-Committee Reports

- a. Junior Golf and Tournaments--**Chair Grasmick commended Lynn Atkins on the Vista article covering plans for Junior Golf. Brochures are preparation describing the program and Darrel Muldoon will be visiting individual schools to advertise the program.

In addition to the One Member Scramble mentioned above, the third annual Nine Hole Men's Member Guest Tournament is scheduled for a shotgun event on March 22 that will include lunch at Papa Mike's.

- b. Marketing--**Susan Nuttall presented a detailed report that is attached as Appendix II. In addition Rex Butler provided a brief PowerPoint presentation recommending the immediately funding of an advertising program with Cox Cable for use on the Golf Channel. For a cost of \$2500 we would get coverage of 400 ads. Cox suggests 100 viewings per 30 second ad.
- c. Greens and Courses--**Tom Stephens noted that the courses are in good condition. He called attention to the recommendations provided defining the Scotsdale bunkers which will be converted to sand. The list is included as Appendix III.

A committee member asked why the addition of the sand bunker project was not shared with the Golf Committee before being announced by the POA Board. Chairman Bob Brooks observed that only a last minute opportunity in the budgeting process suggested funds would be available to include the project. He noted that the POA Board members believed the bunker change fit the strategic plan for developing Scotsdale despite the belief by the Scotsdale Lads and Lassies Course support group that the change was unnecessary. Another recent proposal to consider applying the funds for a child care center to make play attractive to mothers was not addressed.

- 6. Guest Comments--**All guests had left for Golf Expo so there were no additional comments.

7. Old Business-

Chair Grasmick called attention to an apparent error in the posting of Committee member terms on the POA website which had extended his term by a year. Bob Brooks indicated that a policy change is coming which will involve matching the terms of committee members with the POA calendar rather than the current offset. Apparently Jake will get a six month extension rather than the posted 12 month extension.

Since the Committee listings show that terms for eight members of the committee would all expire at the end of 2018, it appears that a major review should be made of the terms in conjunction with the POA Board's new committee policy to avoid an excessive turnover of two thirds of the committee in a single year.

8. New Business--None

- 9. Volunteer Hours--**January and February Hours: 446.

10. Adjourn: 4:15 p.m.**11. Next Meeting: April 13, 2016, 5:00 p.m. - POA Board Room**

Appendix I. NO Show/SHORT Show Policy

This policy was presented at the GROUP LEADER MEETING on March 9, prior to the GOLF EXPO.

Thank you for being a GROUP LEADER - we appreciate all you do on behalf of Bella Vista's organized golf groups.

SHORT SHOW POLICY

In an effort to make play more efficient, we are ensuring that all tee times are utilized properly. Group leaders can greatly assist us in this effort by echoing our new policy.

"Short shows" occur when a group reserves more tee times than they use. Please help us eliminate short shows by cancelling tee times that will not be used within 24 hours. Players who short show or no show will be subject to reservation privilege suspension.

1st Offense: A warning will be issued by the golf office.

2nd Offense: Tee Times will be revoked for 30 Days.

NO SHOW POLICY

In an effort to make play more efficient, we are ensuring that all tee times are utilized properly. Group leaders can greatly assist us in this effort by echoing our new policies.

"No shows" occur when a customer makes no effort to cancel tee times. Please help us eliminate no shows by canceling tee times that will not be used. Players who no show will be subject to reservation privilege suspension.

1st Offense: A warning will be issued by the golf office.

2nd Offense: Tee Times will be revoked for 30 days.

REDUCED GOLF FEES (AGE 85 and OLDER)

We are offering a reduced rate to our players who are 85 years old and older. Starting April 1st and lasting through October 1st, reduced rates will be available on Tuesdays from 7:00am until 8:00am. 18 holes with a cart will be \$20. Reduced rates are only available on courses with a regular tee time format. Players will need to show a drivers license or state ID at time of check in.

GOLF OPERATIONS
(479) 855 5079

Appendix II. Golf JAC – Marketing Work Group

Goal: Increase POA Revenue by Increasing Paid Golf Rounds

Objectives:

1. Attract non-members to play golf and drive revenue
2. Help change perception so Bella Vista is viewed as accessible and welcoming
3. Extend our on-line reach

Activity	Tactic	Note	Status
Enable non-members to respond to marketing Obj: 1,2,3	Allow non-members to make electronic tee times	Pre-requisite for any other non-member marketing • 90% of golfers use Internet	IT project in progress to expose a non-member portal to the Tee Time application.
Communicate with golfers via email 1. Collect golfer email addresses Obj: 1,2,3	Consolidate email lists	Email marketing is least expensive and most effective, especially when targeted • Goal is 30,000 this year	IT analysis reveals about 11,000 emails available, pilot starting
	Enable sign up for Golf Update		IT developing 'sign up' application & kiosks, pilot starting soon
	Solicit Golf Leaders to Publicize in Golf Carts		At the Golf Expo Leaders Meeting
			Pending
2. Deliver timely, action oriented communication Obj: 1,2,3	Assist the Marketing Department with ideas and/or content	Interesting, fresh content keeps golfers engaged	Marketing updated 'Look and Feel' More to do during golf season
Advertise for non-members 1. On Line Golf Portals Obj: 1,2,3	Prepare options to use on-line golf portals (ie GolfNow, Golf18, Tee Off.com)	No upfront costs; charged based on usage More expensive than email Widely used by golfers	Analysis prepared, Referred to Golf Operations
2. TV Advertising Time Sensitive Obj: 1,2	Prepare analysis for targeted TV	Target golfers in metro Run in advance/during LPGA in late June Can be cost	Analysis prepared
3. Answer questions for visiting groups Obj: 1,2	Reprint Golf Group Brochures	Provide collateral for staff & marketing	Referred to Golf Operations

Appendix III. Recommendations for Scotsdale Sand Bunkers
Greens and Grounds sub-committee recommendations.

Based on the criteria established and our site visits, the following is the list of recommended "new" bunkers for the Scotsdale Golf Club:

Priority Locations:

- Hole #1 - right side of the green, the second bunker, visible from the 2nd shot and Scotsdale Road,
- Hole #3 - the left side of the green
- Hole #4 - back right of the green, visible from the tee and Glasgow Road,
- Hole #6 - the left side of the green, visible from Scotsdale Road,
- Hole #8 - front left of the green,
- Hole # 10 - behind the green,
- Hole #17 - One bunker on left of green, visible from Scotsdale and Gordon Hollow Road, and one bunker behind green,
- Hole #18 - One larger bunker directly behind green, good visibility from approach and Scotsdale Rd.

Total of 9 Bunkers

Possible locations if budget and cost per square foot allows:

Hole # 5 - bunker behind the green,
Hole # 9 - behind and left of the green.

The following individuals were involved in the development of this recommendation:

Keith Ihms
Andy Mar
Jack Grasmick
Jim Abrahamson
Tom Stephens
Dean Collins
David Whelchel
Larry Shepard