



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

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

Others Present: POA GM Tom Judson; POA Golf Ops Manager, Andy Mar; POA POA Liaisons: Ruth Hatcher, Ron Stratton; Visitors: Two.

1. Chair **Jake Grasmick** called the meeting to order at 5:00 p.m.

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

3. **Reports from Management**

a. **Tom Judson: Committee Orientation--**COO Judson reported that Andy Mar and Keith Ihms will be using a task list format to track assignments from committee meetings. Updates will be provided at next months' meeting.

After reviewing the terms of Committee members, COO Judson and POA President Brooks recognized that some adjustment was required to avoid having a excessive turnover at the end of 2018. The table below represents the plan with the changed tenure completions.

Committee Member	Current Term			
	Start	End	Term	
<b>Jake Grasmick</b>	2014	December 31	2016	2
<b>Kirk Van De Walle</b>	2016		2016	2
<b>Harris McKee</b>	2016		2017	2
<b>Tom Stephens</b>	2015		2016	1
<b>William Barr</b>	2015		2017	1
<b>Terry Predl</b>	2015		2017	1
<b>Jim Abrahamson</b>	2016		2018	1
<b>Dean Collins</b>	2016		2017	1
<b>Susan Nuttall</b>	2016		2018	1
<b>Wm. Rex Butler</b>	2016		2018	1
<b>David Whelchel</b>	2016		2018	1

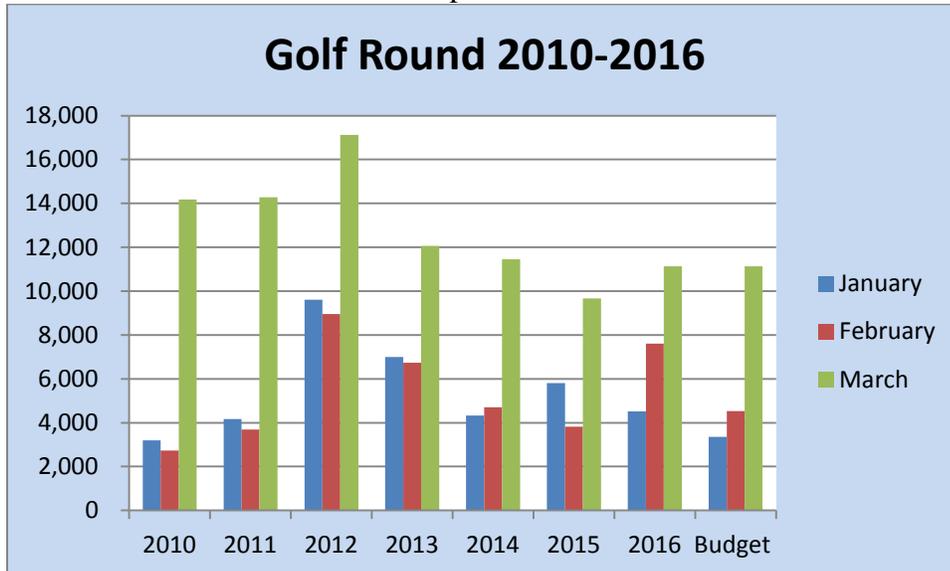
b. **Andy Mar--**The first two tournament events were held in March with participation comparable to 2015 levels. Two events are scheduled, a Senior Women's tournament in April and the Spring Mixer in May.

Golf Revenue for the first quarter was \$1,504,287 compared to \$1,448,164 for 2015. Annual Green Fees were a little over \$200,000 greater offsetting the loss of revenue from the discontinued Value Cards.

The special promotion offering a \$25 round including cart drew 345 users who paid a total of \$7,000 with no promotional cost since the entire effort was internet based. Email addresses were collected from all players, both those who paid \$25 and "buddies" who were allowed to play for \$20. We plan to run this approach again.

Last week Bella Vista was approved to be a participant in the Natural States Golf Trail. Besides listing in all the Golf Trail publicity we will receive two large green signs for placement along the highway inviting play at our courses.

**Rounds---**March rounds were comparable to those for 2013-2015.



**c. Maintenance - Keith Ihms**

Greens aeration started Monday and is on schedule. On greens that were subject to water coverage and silt deposition during the December flood, the aeration was accomplished with more numerous, but smaller coring tubes.

**Project Work:** The Scotsdale #13 culvert repair has been completed and the entire course is open. Sodding will be accomplished when the course is shut down next month for greens upgrade. At the Kingswood Maintenance Facility, completion has been delayed because of some high priority work by the contractor but effort has been satisfactory.

On BVCC tee #2, work is scheduled for completion later this week.

In answer to questions about flag placement on greens, Keith noted that they have several new employees and that he and his superintendents are conducting training to improve the placement both with respect to edges of the greens and to front to back red to blue flags.

He also noted that the IT crew has offered to help him increase the viability of the website where he posts his monthly maintenance reports. They plan to use scrolling to display project photos more effectively.

He reported that the brush removal system has again been applied to BVCC #2 and #14 to remove rocks. The result was good and additional volunteer raking may not be required.

**d. Board Liaison**--Ruth Hatcher thanked committee members for their work.

#### **4. Sub-Committee Reports**

**a. Junior Golf and Tournaments**--Chair Grasmick handed out a very nice brochure for the Bella Vista Junior Golf Clinic(s) which pro Darryl Muldoon will be distributing to area grade schools next week. Clinic cost is \$25 for four sessions and will be offered in June, July, and August. No information is available on the POA website but applications may be obtained by calling the golf office.

**b. Marketing**--Work on new marketing plan presented last month is ongoing reported Bill Barr.

**c. Greens and Courses**--Tom Stephens reported that the subcommittee has been focusing on validating the marking of hazards and out of bounds. He explained that the criteria for determining when to mark O.B. rather than hazard is ownership. If the property in question is owned by the POA, hazard markers are used unless there is a safety issue, e.g. near the area used as a driving range near #18 green on Kingswood. He even carries stakes and paint in his cart so he can leave temporary markers until Andy can verify.

His committee will be reviewing all the tee boxes by the end of June and will develop a prioritized list for leveling.

**d. Course Enhancements**--**Chairman Grasmick** observed that in the committee reorganization, an issue previously addressed by the committee, viz. *Course Enhancement* had been overlooked. Since he previously chaired this subcommittee, he will chair the subcommittee including Kirk, and Terry through the rest of 2016. He read an impressive list of projects carried out by the Lads and Lassies of Scotsdale.

**5. Guest Comments**--None.

**7. Old Business**--None

**8. New Business**--None

**9. Volunteer Hours**--March: 83.

**10. Adjourn: 5:53 p.m.**

**11. Next Meeting: May11, 2016, 5:00 p.m. - POA Board Room**

Submitted by: Harris McKee, Secretary