



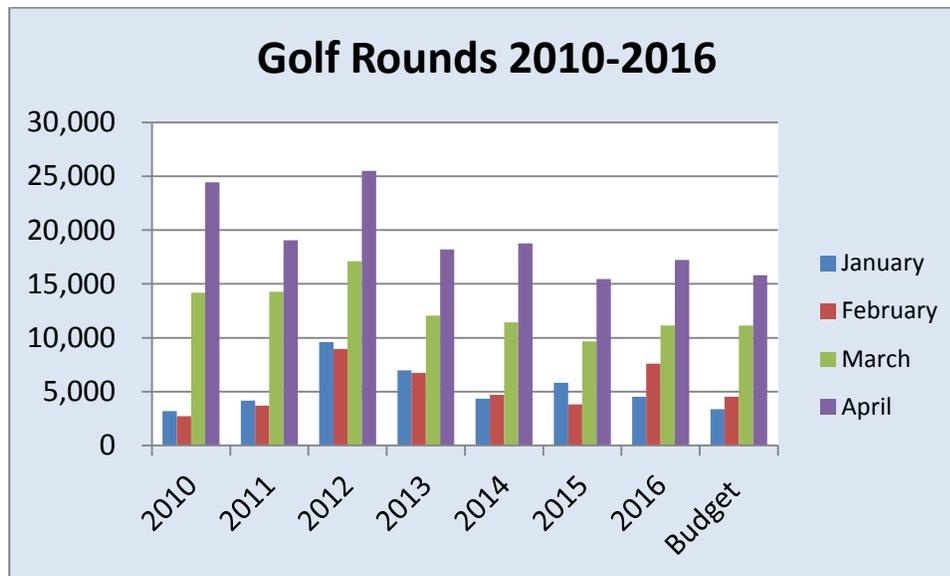
**Bella Vista POA
Joint Advisory Golf Committee
Minutes – May 11, 2016**

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

Others Present: POA GM Tom Judson; POA Interim Golf Ops Manager, Darryl Muldoon; POA Liaisons: Ruth Hatcher, Ron Stratton; Visitors: Sue Jacobson, WGC; Curt Stoops, FOH; Annette Allsup, Lads & Lassies; Billy Beverage, Tommy Freytag, Charlie Beveridge, John Walsh, POA Marketing Director; Bill Dietman, Dale Judson.

1. Chair **Jake Grasmick** called the meeting to order at 5:00 p.m.
2. **Minutes for April were approved by email.**
3. **Reports from Management**
 - a. **Tom Judson: Committee Orientation**--COO Judson introduced Darryl Muldoon as Interim Golf Ops Mgr and noted that he hopes to be able to drop the Interim label. He said that he hopes to hire a Director of Golf Ops to whom Darryl will report. Ruth Hatcher, Darryl Muldoon, Jake Grasmick, and Keith Ihms will serve as an interview panel to review candidates identified by CSI, an Executive Search Firm that has been retained to nominate candidates. Twenty resumes have been received already.
 - b. **Darryl Muldoon**--April weather and the first week of May have been very accommodating for golf.

Rounds---April rounds exceeded budget and 2015 and were slightly less than 2013-14 as shown in the chart below.



Several tournaments are planned for May including the Lads and Lassies tournament on May 14th the day before Scotsdale closes for greens and bunker upgrading. The Spring Mixer will take place May 19-21.

Revenue: Revenue for April was up compared to last year and YTD revenue is positive compared to last year.

c. Maintenance - Keith Ihms

1. Task List

- a. Volunteers for final flood cleanup--**Have been able to use additional passes with mechanical sweeper. Have not needed volunteers so far.
- b. Cup Placement--**Training is continuing with weekly meeting by all course superintendents with workers.
- c. Rally for the Cure--**Ready for the event on June 14th. For Brochure, Click on [Rally for the Cure Brochure](#)

2. Other Activities and Projects--

- Greens have recovered nicely from the April aeration.
- The warm winter has necessitated additional week control this spring.
- Flood Response
 - The flood damage to the BVCC #2 tee has been repaired and the tee is open.
 - Berksdale Bridge--Currently are investigating options for removal of bridge
 - Some Bank Repair needed right of Berksdale #18
 - Our permit allowing access to creek has been extended six months
- **Scotsdale Greens & Bunkers--**Course will close Sunday May 15. Work on greens will commence on Monday.
- **Audubon Cooperative Sanctuary Program for Golf Courses--**Wendy, an Assistant at Berksdale and Horticulture Major is taking lead in getting us certified in the [Audubon Cooperative Program](#), an award winning education and certification program that helps golf courses protect our environment and preserve the natural heritage of the game of golf. By helping people enhance the valuable natural areas and wildlife habitats that golf courses provide, improve

efficiency, and minimize potentially harmful impacts of golf course operations, the program serves an important environmental role worldwide.

- d. Board Liaison**--Ron Stratton presented the POA Board's strategic perspective of where we are going. He noted that members say, "When we came to Bella Vista, the Yacht Club, and the Country Club were really nice places to go. When can we have that again?" At that time Cooper was conducting major marketing efforts and bringing in many visitors who became owners. That is not happening now. In addition, the growth of NW Arkansas has provided enormous competition for the BV Clubs. In this environment, the board has elected to *Get Bella Vista Growing*. We cannot save for prosperity!

Our courses are operating at about half capacity and steps are being taken to increase use. Allowing guest play helps subsidize member cost. Satisfied guests are great candidates for becoming members to get better rates. We need to make their entire experience awesome. Rejuvenating the courses to give each a unique character is one way of providing this experience. The Scotsdale modifications are a step in this direction.

From a demographic viewpoint, more golfers will be reaching age 60 and retiring in the next few years than at any time in history. We must capitalize on this opportunity.

The bottom line is that we either attract new people or we start closing courses.

4. Sub-Committee Reports

- a. Junior Golf and Tournaments**--Darryl Muldoon has been distributing information to area grade schools on the Junior Golf Camps that begin on June 16th. Clinic cost is \$25 for four sessions and will be offered in June, July, and August. Click on [Junior Golf Camps](#) for information.
- b. Marketing**--Susan Nuttall distributed the Marketing Subgroup Action Plan prior to the meeting. The Action Plan update is included as Appendix I. She noted the difference between publicity and advertising; publicity is free, advertising costs. Tom Judson introduced John Walsh, the new Director of Marketing.
- c. Greens and Courses**--Tom Stephens reported that the subcommittee has completed reviewing all the tee boxes; they are generally in good shape. The subcommittee will be completing their priority list for action. He did note an issue of washout on #12 at BVCC at the right side of the fairway.
With the upcoming work on Scotsdale the subcommittee will focus on Scotsdale. One issue is determining distances from tees to green for the new tee distance markers and for rating. Tom noted that the technique for determine course distances has changed; now distances will be laser measured line of sight rather than the previous along the ground distance.
- d. Course Enhancements**--Jake has visited with the Lads & Lassies whose projects he discussed last month. Annette Allsup, representing the Lads & Lassies reported that their tournament occurs Saturday May 14th. She also expressed her concern about an apparent increase of hikers, bikers, and walkers on the cart trails during golfing hours.

Tom Stephens suggested calling the police and charging them with trespassing; says that it has worked on other courses with he has been involved.

Curt Stoops shared recent accomplishments by the Friends of the Highlands. The list is attached as Appendix II.

5. Old Business-

- a. **Scotsdale Markers**--Installation of Scotsdale Tee Box Markers, though approved some time ago, has been delayed by floods as well as administrative complications. Installations is again being scheduled but awaits the laser measurements noted in the Greens and Courses section above.

6. New Business

- a. **Golf Bike Trailer**--An owner has requested approval of a bicycle towed golf bag carrier that he would use on Bella Vista Courses. After discussion, the Advisory Committee voted unanimously to NOT recommend approval of this request.
- b. **Advance Tee Times**--In an effort to increase guest rounds (and fees) Golf Operations proposes to modify the times that members and guests can reserve tee times. Under the proposal members would be able to request tee times ten days in advance (rather than the current seven) and guests would be able to make reservations seven days in advance. This seven day opportunity for guests is similar to offerings from golf courses with which we compete. The ten day window for owners continues to provide them with an advantage. While some concerns were expressed that we might see more no shows and short shows, it was pointed out that this year our no show percentage is down to 20 percent from a level last year above 30 percent. (Decrease is attributed, at least in part, to emphasis on canceling unused tee times in advance at the Golf Leader meeting in March.) Committee voted unanimously to recommend approval of this proposal to the POA Board.
- c. **Budget Time Table**--Tom Judson said that the 2017 budgeting process is now underway and asked the committee to provide Darryl and Keith with funding requests by the end of July. Specific cost numbers are not required; Safety issues should have highest priority and identifying whether other items are needs or wants will be helpful.

7. Guest Comments

- a. **Tommy Freytag**---Suggested not changing members seven day advance tee time reservations and giving guests five days. Response was that other golf courses allow guests seven days.
- b. **Billy Beverage**--Claimed cost at Bella Vista is greater than competitive courses, e.g. Neosho and Prairie Creek. He said that he really likes the Golf Update that he receives by email. He also questioned the need for hiring a Director of Golf Operations and creating another layer of management.
- c. **Curt Stoops**--The restrooms near BVCC #13 are in poor condition and lack any gender labels.
- d. **Bill Dietman**--We lose many rounds of visitor golf because pricing not competitive. Suggest visitors play for \$50/couple at any time if playing with member.

8. Volunteer Hours--151 hours

9. Adjourn: 6:51 p.m.

10. Next Meeting: June 8, 2016, 5:00 p.m. - POA Board Room

Appendix I. Golf Joint Advisory Committee – Marketing Subgroup

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

Marketing Subgroup Action Plan			<i>updated May 9th</i>
Activity	Tactic	Note	Status
Enable non-members to respond to marketing	Allow non-members to make electronic tee times	IT changed the system so non- members can make tee times	Complete
Communicate with golfers via email 1. Collect golfer email addresses 2. Enable sign up at POA facilities 3. Publicize in Golf Carts	Consolidate email lists Set up Kiosks Solicit Golf Leaders	Goal is 30,000 this year <u>Next Step:</u> May want to update the sign	Ongoing operational initiative
Deliver timely, action oriented communication	Assist Marketing with content/ideas	Content is much improved	Ongoing operational initiative
Advertise on On Line Golf Portals	Prepare options to use on-line portals	Reviewed in March meeting	On Hold pending results from email
TV Advertising	Prepare analysis	Presented at March Golf Meeting	On Hold
Channel 5 advertising	Sell cards at a discount for all courses	This is currently running. <u>Next step:</u> need to understand usage, not just sales	Need Update
Answer questions for visiting groups	Reprint Group Brochure	Referred to Golf Operations <u>Next step:</u> followup with Marketing	Need Status
Promote off peak specials via email	Offer discounted rates at specific times for limited time period	Leave work early - \$25 after 2 Day of Rest- \$25 on Sundays Mother's Day Specials Golf shops <u>Next step:</u> improve visibility on website	Need Status Ongoing operational initiative
Activity	Tactic	Note	Status

Marketing Subgroup Action Plan (Continued)

Activity	Tactic	Note	Status
Expand visibility in regional golf by joining the Natural State Golf Trail	Applied for inclusion	Application approved	Complete
	Arrange for signing	2 signs will be erected	Ordered; need date
	Publicize	<u>Next Step:</u> Include in the state advertising (State will handle) Press Release, BVV POA channels, Natural State website, BVVPOA website, collateral	Planning
Improve usability of the Website for Golf Pages	Golf info to be action oriented, easy to find	<u>Next Steps:</u> 1. Evaluate 2. Share comments w/Mktg	Planning
Promote when major events happen in BVV or surrounding market	LPGA week? Reopening Scottsdale	<u>Next Step:</u> Discuss w/John Walsh a campaign for/during this time	Planning
Next meeting of Marketing Group, Amici's Patio: Monday, May 16th, 4:00 pm			

Appendix II **Friends of The Highlands**

2016 Projects Completed

1. Spring cleanup and planting ..all planting beds have volunteers assigned
2. Placed PIF markers
3. Purchased walk off mat for Mason Dixon
4. Replaced soil at #8 Planting Bed and added chocolate rock
5. Removed dead plants on Highlands sign and replaced with boulders
6. Purchased Spar Urethane for Mr. Mulligan
7. Painted yardage marker post points
8. Made starter's podium for the golf shop
9. Purchased stain for maintenance
10. Cleaned out the waterfall
11. Purchased mulch
12. Raked Pine Straw
13. Repaired sand box

2016 Planned Projects

1. Staining party
2. Make Mr. Mulligan to mount on cart barn fence
3. Mr. Mulligan Logo on cart path at PIF tees....purchasing stencil
4. July 4th Couples Scramble

5/11/2016