

Golf Committee Notes

June 8, 2017

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

Others Present: POA GM Tom Judson; POA Interim Golf Ops Manager, Darryl Muldoon; POA Maintenance Manager, Keith Ihms; POA Liaisons: Ruth Hatcher, Ron Stratton, Bruce Portillo.

The meeting was called to order at 5:02 pm
The minutes of the May meeting were approved by email

Management Reports

General Manager – Tom Judson

The search for the Director of Golf Operations is in progress. The interview panel interviewed 4 candidates, 1 of which has been invited for an in person interview on June 21st. The candidate has operated a multi-course facility and has been given an assignment to be completed prior to the next interview. Tom expressed his thanks to the Interview Panel.

Golf Operations – Darryl Muldoon

Reviewed YTD revenue. The reports will be adjusted in the next month to be more relevant to differentiate demographic groups.

The Scottsdale Tee Signs are being updated with the new logo. A sample picture was provided. We are costing the price of providing sand bottles in the Golf Carts. The cost provided was \$40 per cart. We did not accept this cost. Darryl will follow up and adjust the leases as they are renegotiated which are expected to be significantly less.

In a collaborative effort, Marketing, Golf Operations and the volunteers for the Cancer Challenge added a coupon in the bags handed out at the Cancer Challenge. Over 2,100 people received the coupons. There is also advertising for the LPGA and in the bags during the Rally for the Cure tournament on Tuesday, June 14.

Golf Maintenance – Keith Ims

- General
 - Signs on the courses: Walker and Dog signing will be revised to be more direct. (Prohibited during golf hours)
 - Pin Flag colors are determined based upon a map of each green. The green is divided into thirds. This helps to improve consistency of the flag locations.
- Staffing:
 - Staffing is below our ideal staffing levels. Berksdale in -2 FT, -2 PT, Kingswood is -2 FT, -3 PT, Scottsdale is -4 PT. Other courses are at full staffing levels.
 - We have implemented a referral bonus for current employees. The hiring environment is currently very tight.
- Flood Report:

- The Maintenance office will strive to communicate the aeration schedule in advance.
- We will start treating areas with weeds that resulted from the flood.
- Courses
 - Highlands: A higher quality turf has been installed on #17. Replaced a fan on #12 at Highlands.
 - Country Club: A new fan has been installed on the Putting Green. It is low maintenance and quiet. #12 CC, poles were installed to adjust for high water
 - Brittany: Installed the new pump and motor in the Brittany well
 - Scottsdale: Grass on greens has been killed; Sod is being laid around the collars. The project is on schedule. 4 tours have been planned during construction:
 - Visual Tour
 - Greens Tour
 - Bunker Tour
 - Sneak Peak Tour
 - Dates and time are available on the website.

Board Liasons

- Ron Stratton thanked the entire golf staff. The courses are in great shape.
- Bruce Portillo has joined the committee as a Board Liaison, Jr. Golf
- Golf Clinics
 - 20 registered Jr. Golfers attended the first session of the Jr. Golf Clinic. All were very enthusiastic and disappointed the morning was rained out.
 - An extra hour will be added to the remaining sessions
- High School Golf
 - Highlands is the new home course for Bentonville West High School in Centerton
 - Gravette High School has a renewed commitment to the golf program

Volunteer Organizations

- Lads and Lassies of Scottsdale have made improvements on the 18th green

Marketing

- The marketing report is attached
- Highlights
 - Email promotions added 982 rounds
 - Enhancements to the website have dramatically improved load time
 - LPGA advertising is in place
 - Marketing strategy approved for Scottsdale

Greens and Courses

- Greens and Courses Report is attached All of the courses have been walked and items of consideration have been presented to Keith of consideration.
- Sand traps are a significant issue right now due to the number of large rocks that are present
- Scottsdale Course has been remeasured.
 - Used the USGA standards using the line of site laser measurement technique
 - The white tees are longer due to the return of the white tees above the 'cliff' on #1 and other adjustments.

Volunteer Hours: 136

Meeting adjourned

Next meeting July 13, 5:00 pm in the Country Club Boardroom

Golf Joint Advisory Committee – Marketing Subgroup

June 8, 2016

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 *updated June 8th*

***** = significant action**

Note: John Walsh has implemented process changes in the Marketing Department to reduce the amount of 'ad hoc' work that needs to be done. In the future, we will present ideas in the appropriate template to save time and ensure consistency with overarching strategies.

| Activity | Tactic | Note | Status |
|--|---|--|---|
| Enable non-members to respond to | Allow non-members to make electronic tee | IT changed the system so non- members can | 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 Tie to non-member tee time sign up & promotions | Goal is 30,000 this year Collected 1,000 more names in May Next Step: Continued focus | Ongoing operational initiative |
| Answer questions for visiting groups | Reprint Group Brochure | Referred to Golf Operations Next step: complete printing and make widely available | Gathering content from all parties included: Golf, restaurants, etc. |
| 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 \$50 for 2 Next step: improve visibility on website | Ongoing operational initiative Afternoons/evenings are noticeably busier with younger group of players |
| 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 | Complete |
| | Publicize | Next Step: Include in the state advertising (State will handle) Press Release, BW POA channels, Natural State website, BVVPOA | In early stages |

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| ***Improve usability of the Website for Golf Pages | Golf info to be action oriented, easy to find | Next Steps: 1. Incremental improvements in flow | Shared Comments; 1. Implemented smaller pictures that speed load time and bring information into view 2. Improved visibility for advertising 3. Improved look and feel of Tee Time sign up; improved matching of request with result |
| ***Promote when major events happen in BVV or surrounding market | LPGA week | Next Step: Welcome new players | Ad is committed, designed and submitted. |
| ***Promote when major events happen in BVV or surrounding market | Bag Stuffers for Cancer Challenge | Thanks to John W, Mktg team and Ruth for idea and response. | Design, Print and stuff 2,100 bags. |
| ***Course Branding | Reopening Scottsdale | Next Step: Execute Campaign elements | Marketing Strategy Approved |
| ***Course Branding | Audubon Certification for Berksdale | Next Step: Approve Marketing Strategy | Marketing Strategy presented to Golf Operations |
| Advertise on On Line Golf Portals | Prepare options to use on- line portals | Reviewed in March meeting | On Hold pending results from email and other promotions |
| TV Advertising | Prepare analysis | Presented at March Golf JAC | On Hold |
| Deliver timely, action oriented communication | Assist Marketing with content/ideas | Content is much improved | Ongoing operational initiative Many positive comments about newsletters |
| Channel 5 advertising | Sell cards at a discount for all courses | This is currently running. Next step: need to understand usage, not just sales | Ongoing operational initiative |

**Bella Vista Golf Committee
Greens and Courses Sub-committee**

During the last five months the sub-committee has been involved in reviewing all six 18 hole golf courses in Bella Vista. Our reviews covered course markings (out of bounds and hazards) along with the review of each courses condition and playability. We comprised a detail list of what we believe to be improvements for each course. The following are what we consider the major items at each golf course.

Scotsdale:

1. Build new tee box on #10 for the white tees – in progress
2. Re-measure the course – completed
3. Tee box signage and permanent tee markers – in progress
4. Hole #11 – Sod the slope between the rip rap and the fairway, cut as rough. Add mound or grass bunker along left side at landing area to turn focus towards fairway.
5. Hole # 7 – all tee boxes need to be leveled
6. Hole #3 – add more tall clumps of grass around the grass bunkers short of the green
7. Hole #5 – add tall clumps of grass (like on #3) around the grass bunkers at the corner
8. Continued theme development along with contour mowing and more tall fescue grasses

The board has already approved new greens, sand traps and cart path repairs. With all the rejuvenation of Scotsdale it is the committee's recommendation that any and all enhancements that can be performed while the course is closed should be completed. In conjunction with the new lake facility Scotsdale will become one of our premier golf courses.

Scotsdale is the #1 priority for golf improvement in Bella Vista right now.

Country Club:

1. Replace all bunkers with the new "Billy Bunker" system along with the better sand
2. #10 and #18 – with the new housing being build both fairways will need to be addressed as to what we can do to avert the impending disaster of the close back yards and OB.
3. In conjunction with #2 above we would also recommend the nine's be reversed should we ever move the pro-shop out of the cart barn.
4. #16 – re-establish (and enlarge) the tee that is currently between the blue/black tee area and the white/red tee area. This should be the new white teeing ground.
5. #14 – replace the trees that were removed from behind the green
6. #15 – add sand bunker on the front-left side of the green
7. #13 – From a community marketing and entrance effect, fix the pond, add a lift fountain, add perimeter landscaping and Country Club sign.
8. The current tee signs need a good cleaning

The Country Club course would be our #2 priority for continued enhancement. This is a wonderful layout and needs to once again become a show place for golf and entertaining.

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Highlands:

1. Replace all bunkers with the new "Billy Bunker" system along with the better sand
2. #16 – the entire tee box needs to be rebuild and rotated to face the green
3. #2 – remove trees along both sides of the fairway to allow more sun and drying of the fairway.
4. #3 – the green needs a lot of help to remove the overwhelming amount of poe annual grass.
5. #6 – move the "Carts on Path" sign to the right side of the cart path. Possible create a drainage swale along the old cart path on the right to divert some of the run off away from the fairway
6. Cart paths need to be repaired

The Highlands course would be our #3 priority for continued enhancement. This course has an excellent layout with a fabulous practice facility. This course has all the requirement to host a good tournament.

Dogwood Hills:

1. Replace all bunkers with the new "Billy Bunker" system along with the better sand
2. #13 – remove the concrete ditch
3. Cart paths need to be repaired
4. Tee boxes on holes 3, 15 and 18 need reshaped and leveled

This golf course has become somewhat of a favorite for a lot of players with its improved condition. This course could stand to be lengthened somewhat as it is only 6,223 yards from the black tee.

Berksdale:

1. Control flooding and rock displacement
2. Replace all bunkers with the new "Billy Bunker" system along with the better sand
3. #1 – Extend the current Black/Blue tee forward to allow the white tee to occupy the front of the tee box. The current White/Red tee should be for Red only.
4. #14 – Deepen the white tee backward towards the blue tee.
5. #17 – Build a Red tee forward and further left to allow golfers to reach the dogleg
6. Cart paths need to be repaired

The new layout makes this a better golf course. The maintenance crew has done an outstanding job of getting the course back into playable condition. Our committee would not recommend spending a lot of additional monies on the course until the flooding issue can be addressed. Keep up the excellent maintenance practices currently being utilized so the course can remain in good playing condition.

Kingswood:

1. Control flooding and rock displacement
2. Replace all bunkers with the new "Billy Bunker" system along with the better sand
3. Cart paths need to be repaired

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Again the maintenance crew has done an outstanding job of getting the course back into playable condition. Our committee would not recommend spending a lot of additional monies on the course until the flooding issue can be addressed. Keep up the excellent maintenance practices currently being utilized so the course can remain in good playing condition.

The following individuals were instrumental in the review of our golf courses.

Jim Abrahamson, David Whelchel, Dean Collins, Jake Grasmick, Andy Marr, Keith Ihms, Tom Stephens and Darryl Muldoon.

The committee would like to see additional contour mowing of all fairways in the villages versus the current "run way" mowing on most of the courses. Keith Ihms has been given a detail list of all the tee boxes that we believe need some leveling (not severe) throughout the village.

The committee would recommend all courses be re-measured and re-rated by the non-resident ASGA team on behalf of the USGA.

Respectfully submitted,

The Greens and Courses sub-committee

June 4, 2016