



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

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

Others Present: POA GM Tom Judson; POA Interim Golf Ops Manager, Darryl Muldoon; POA Liaisons: Ruth Hatcher, Bruce Portillo; Visitors: Dwight & Annette Allsup, Lads & Lassies; Lynn Atkins, The Vista; Marilyn Garris, Geri Hoerner, Steve McKee, John Nuttall, and Larry Seymour.

1. Chair **Jake Grasmick** called the meeting to order at 5:00 p.m.
2. **Minutes for June were approved by email.**
- 3.
4. **Reports from Management**

**a. Tom Judson:**

**Scotsdale:** Complications associated with installation of the bunkers will prevent opening Scotsdale on September 7th. The Advisory Committee agreed unanimously to accept Mr. Judson's recommendation to postpone the opening one month until October 7th. Renovation efforts of Scotsdale Clubhouse are proceeding on schedule and the interior looks good.

**Golf Ops Mgr:** The search for a new Golf Operations Manager has been completed. The new manager, Phil Wright will begin work on Monday August 15th.

**Operations-1:** The revenue summary in the table below was presented showing substantial revenue increases both last year and this year. Cart Rentals are up but substantially less than some earlier predictions. The reduction in private cart registrations is believed due, in part, to owners who formerly were reimbursed by riders deciding not to renew.

**GOLF FEES AND CART REVENUE ANALYSIS**

**Year to date July 31**

	<b>2014</b>	<b>2015</b>	<b>2016</b>
Member Greens Fees	\$809,154	\$724,332	\$760,763
Value Cards	105,507	126,843	-
Annual Greens Fees	415,173	532,997	781,950

Total Members Green Fees	\$1,329,834	\$1,384,172	\$1,542,713
Member Paid Rounds	87,153	70,084	70,434

Cart Rentals	\$323,557	\$323,477	\$411,983
Private Cart Registrations	195,865	201,781	167,310
Annual Seat Leases	384,104	436,333	450,845
Total Cart Fees	\$903,526	\$961,591	\$1,030,138

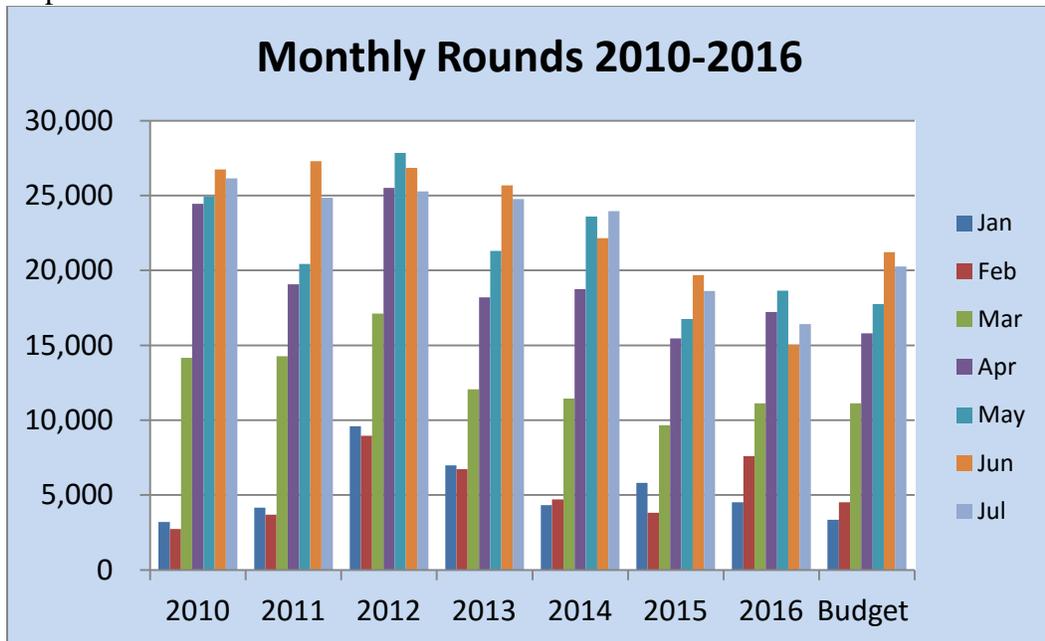
Non-Member Rounds	17,931	17,465	17,606
Merchandise Revenue	\$286,242	\$263,789	\$264,842

Note: Estimated remaining months revenue for annual fees paid monthly

5.

a. **Darryl Muldoon:**

**Rounds---**July rounds fell below the budgeted level for the second consecutive month as the hot 90+ degree weather inhibited play. For the year through July rounds are about four percent below budget. However, as noted above revenue for Green Fees and Cart Fees are about ten percent above 2015.



**Events:** The benefit golf tournament for Children involved 1038 golfers in the two day event. The Sharing and Caring Tournament will be coming up later this month.

6.

a. **Keith Ihms-Maintenance - Scotsdale Greens & Bunkers:** Greens are in great condition but will benefit from the delay in reopening. Bunker work proved to involve a significant learning curve which has delayed the Scotsdale reopening as noted above.

**Carts on Path:** The winter schedule for Carts on Path has been posted on-line under Course Updates and will follow a two-week rotation similar to last year. Here is the first rotation:

**Winter Carts on Path**

Start Date	End Date	Course
December 5	December 18	Dogwood & Kingsdale
December 19	January 1	Berksdale & Scotsdale
January 2	January 15	Highlands & Country Club

**USGA Visit:** Our annual visit by a USGA Agronomist is scheduled for August 15th. We are pleased to have a return visit from Chris Hartwiger, Director of the Green Section's Course Consulting Service. A meeting for the Golf Committee Members and all interested Bella Vistans is set for 10:00 a.m. at the Scotsdale course. A review of his findings at Scotsdale and other course sites will be given in the POA Board Room at 3:00

**Greens:** Our greens are showing stress from the combination of heat and rain. Kingswood is particularly stressed. While rain is good for the bermuda greens, on bent grass when the rain is followed by strong sunlight, it's almost like boiling the grass.

**Audubon Certification** As noted in previous minutes, we are seeking Audubon Certification. To date, 30 score cards have been turned. One person turned in six cards and identified 85 species.

- b. Board Liaison--**Brue Portillo commented on the desirability of using sand bottles. Keith Ihms noted that replacing the bermuda grass from a fairway divot will not rejuvenate; a better practice is to treat the divot in the same way that we repair ball marks, i.e. pulling the surrounding soil toward the damage area.

**7. Sub-Committee Reports**

- a. Junior Golf: Darryl Muldoon** reported that the Junior clinics have been a big hit. He especially thanked the volunteers who have been helping at Highlands including Jake, Terry, Kirk and Kirk's wife. He related two stories to indicate successes achieved by the Juniors. First four participants who had been non-golfers have now made their high school teams. Secondly, one seven year-old who began with little proficiency was able to hit a 150 yard drive on the final day and after finishing the 18th hole asked his dad if they could get a bucket of balls!
- b. Course Enhancements/Volunteer Groups--Jake Grasmick** said that the Metfield project around the clubhouse can be declared complete after a five year effort. This effort included two fund-raising tournaments that raised \$5,000 to cover the cost of the sign in 18, curbing around the area at the top near the clubhouse and the sod. In addition, the PIF markers were paid out of the funds raised and have ben installed. The Scotsdale tee markers have arrived but are not yet installed. Keith Ihms thanked Annette & Dwight Allsup, Presidents of the Lads & Lassies, for weeding goose-grass.
- c. Marketing--**Susan Nuttall provided an update to the marketing plan distributed earlier. The proposal to move forward with Golf18/Tee Off has been approved by Tom Judson to accelerate from the 2017 initiative to start as soon as possible. The new golf operations manager has worked with such a program and will be taking the lead building on the effort that Bll Barr and Darryl Muldoon have established. The Marketing Department is

gathering the cost figures for the 2017 budget and expects to complete this effort by the end of August. The strategy for handling Large Group (32 or more golfers) will be fine tuned. The email database currently includes 16,500 names.

- d. **Greens and Courses**--Tom Stephens reported that the greens are soft and slow but the fairways are in excellent condition. His subcommittee recommendation on using gold tees for the Tee it Forward location will be provided to the new Golf Ops manager. He had earlier provided the table of recommended 18-Hole Yardages golfers should select based on their driver distance and recommended that the table be displayed prominently in the pro-shops. A copy is provided in the table below.

Driver Distance	Recommended 18-Hole Yardage
275	6,700-6,900
250	6,200-6,400
225	5,800-6,000
200	5,200-5,400
175	4,400-4,600
150	3,500-3,700
125	2,800-3,000
100	2,100-2,300

**8. Guest Comments:**

- a. **Steve McKee** again advanced his position that the Annual fees are too low and asked for a breakout of number of rounds played thus far by AGGF holders.
- b. **Geri Hoerner** had to leave before guest comments but let me know after the meeting that she had planned to express her disappointment in the terrible condition of the Dogwood cart paths. She felt they were in such bad condition that she would be embarrassed to take a guest on the course. She also felt it unfortunate that we had paved the Branchwood walking trail which is effectively open to the public and installed sand traps on Scotsdale rather than maintaining the Dogwood cart paths which are used almost exclusively by members.

**9. Old Business-None**

**10. New Business-**

- a. **Darryl Muldoon** said that we have an opportunity to host an Adams Pro-Tour event. Event would take place on four days Wed-Sat and the middle of August 2017 and include a Pro-Am. There should be no cost to us to conduct. Advisory Board gave ok to proceed.
- b. **Tom Judson** passed around a sign-up list for volunteers willing to make calls to owners to support the Assessment Increase. All ballots must be submitted by 4:00 p.m. on November 1st.

**11. Volunteer Hours = 188**

**12. Adjourn: 6:06**

**13. Next Meeting: September 14, 2016, 5:00 p.m. - POA Board Room**