



Bella Vista POA
Joint Advisory Golf Committee
Minutes – September 14, 2016; Revised September 27th

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

Others Present: Tom Judson, POA GM; Phil Wright, POA Director of Golf Operations; Keith Ihms, Director of POA Maintenance; Darryl Muldoon , POA Golf Ops Manager, POA Liaisons: Ruth Hatcher, Ron Stratton; Visitor: Lynn Atkins, The Vista;

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

a. Tom Judson:

Scotsdale: Work at Scotsdale is progressing nicely and course will open on October 6th. Two rumors circulating in Bella Vista that rocks and sand were imported from England are **NOT TRUE.**

Operations-1: The revenue summary in the table below was presented showing substantial revenue increases this year. Member Greens fees are up \$168,120 despite fewer rounds and Total Cart Fees are up almost \$60,000.

GOLF FEES AND CART REVENUE ANALYSIS			
Year to date August 31			
	2014	2015	2016
Member Greens Fees	\$ 984,118	\$ 884,420	\$ 928,834
Value Cards	\$ 105,968	\$ 126,969	\$
Annual Greens Fees	\$ <u>415,173</u>	\$ <u>532,997</u>	\$ <u>783,671</u>
Total Members Green Fees	\$ 1,505,259	\$ 1,544,385	\$ 1,712,505
Member Paid Rounds	107,951	88,118	83,806
Cart Rentals	\$ 398,624	\$ 392,570	\$ 472,595
Private Cart Registrations	\$ 196,271	\$ 202,240	\$ 167,060
Annual Seat Leases	\$ <u>385,979</u>	\$ <u>436,633</u>	\$ <u>451,441</u>
Total Cart Fees	\$ 980,874	\$ 1,031,442	\$ 1,091,095
Non-Member Rounds	22,337	21,166	21,889

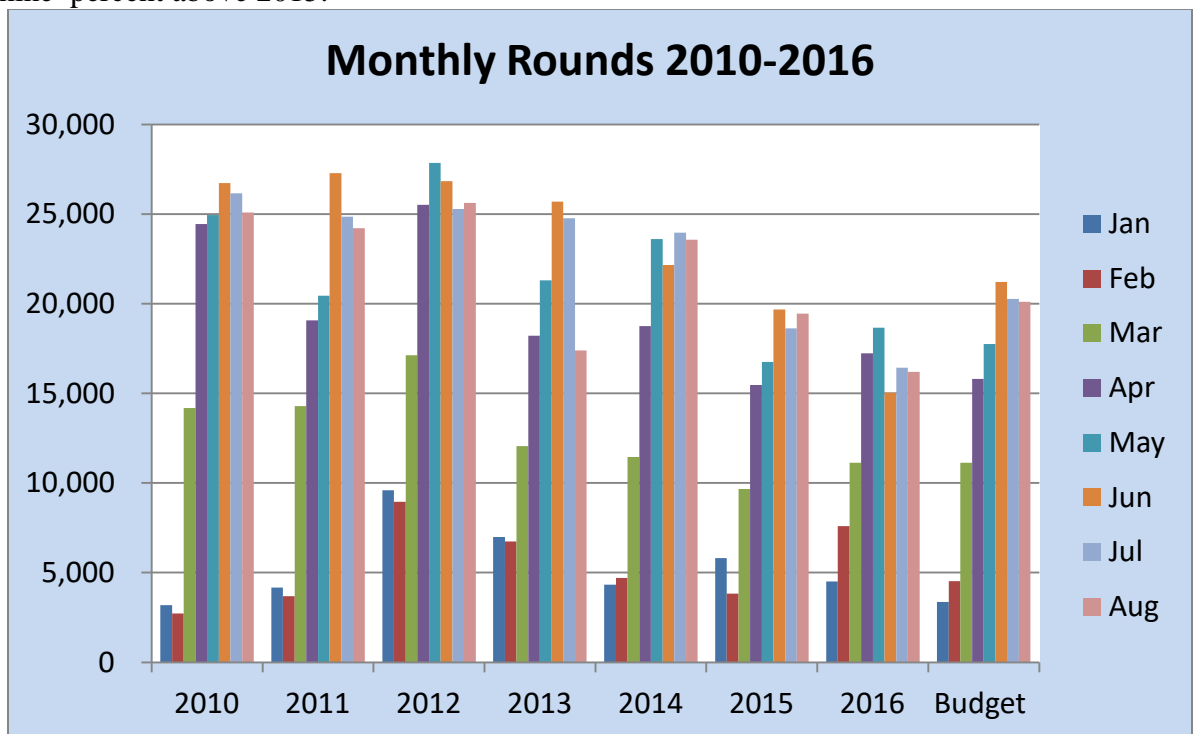
Merchandise Revenue	\$	369,874	\$	304,435	\$	310,141
Note: Estimated remaining months revenue for annual fees paid monthly						

- b. **Phil Wright**--Issues covered included the Highlights from the Marketing Subgroup, whose report is attached as Appendix I. Phil noted that the program with Golf 18/Tee Off will start October 1. Expectations are high for this to increase our guest rounds. Efforts to develop a similar effort with Golf Now have been frustrated by their unwillingness to negotiate their fees.

The proposed coupons to be used in Newspaper advertising promoting play after 2:30 for \$25 (\$20 with friend) and \$44 for weekend play were presented to committee. Ron Stratton suggested careful rewording noting that such players are guests of the POA and not participants at a Public Country Club.

- c. **Darryl Muldoon**:

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



Events: The Camo Tournament on September 5th raised \$7,820 for the Folds of Honor Foundation. In the future, the POA will be responsible for conducting both the Camo and the Prostate Cancer tournaments. Details of the Adams tournament have not been confirmed; dates are still being refined. The Sharing and Caring Tournament will be coming up in two weeks.

Other: Cart path symbols for Scotsdale have been ordered and will be in in two weeks The PIF markers for BVCC will be put out within a week.

- d. **Keith Ihms-Maintenance - Scotsdale Greens & Bunkers:** Work on the 11 bunkers is proceeding well. Only have five more to finish. David Whelchel has been especially helpful in carrying out the Scotsdale project.

USGA Visit: Our annual visit by a USGA Agronomist, Chris Hartwiger, Director of the Green Section's Course Consulting Service, took place on August 15th. We have received his report which provided a number of helpful suggestions. Click on [USGA Report](#) which is posted on the POA website.

Aerification has gone well with only the Bella Vista Country Club, scheduled for later this week, remaining. There has been a bit of gouging on a few greens.

Chemical Storage: Plans for updating the chemical storage in the central maintenance facility have been prepared and will be implemented later this fall.

Road to Kingswood Maintenance Area: Completion date is now October 1st.

- e. **Board Liaison**--No additional comments.

4. Sub-Committee Reports

- a. **Junior Golf:** Chair **Grasmick** thanked Darryl and Elizabeth for the outstanding Junior Golf Clinics held this summer. Each session included 27 golfers. A year end tournament had been considered but the extreme range of skills and ages precluded such an event. An opportunity for mixing the participants from the different sessions will be considered to help build opportunities for playing together.
- b. **Course Enhancements/Volunteer Groups--Jake Grasmick** noted that the Friends of the Highlands will be holding their annual organizational meeting on September 15th while the Lads and Lassies of Scotsdale will meet on October 7th. Efforts are underway to rejuvenate the Metfield group; the Metfield Neighbors group has become a "social" group rather than a course support group.
- c. **Marketing**--Susan Nuttall, who was away on vacation, provided an update to the marketing plan distributed earlier. As noted above, her complete report is included as Appendix I. Here are the highlights:
- i. The proposal to implement **Golf 18/Tee Off has been approved** and will start October 1. The POA remains in control of the Times and Prices offered, and does not share our email list. We are discussing a similar proposal with Golf Now. This is in the early stages.
 - ii. Advertising in the Gazette Saturday Sports section with a Golf coupon is planned
 - iii. Billboard advertising will start on 2 billboards for a 2 month period this fall
 - iv. The Marketing Department has gathered most the cost figures for the 2017 budget.
 1. Budget for on line advertising and search engine optimization – one bid has been received, awaiting 2 others
 2. Placeholder budgets for implementing course differentiation strategies (non capital)
 3. Updating websites, weekly email, etc. included in the general Marketing budget
 - v. We will fine tune the strategy for Large Groups – a small but lucrative target in

conjunction with opening of Lake Point. (in progress)

- vi. Camo Classic was a success with 208 golfers raising over \$7,000 for Folds of Honor. Next Year – we will strive to fill all 6 courses

- d. **Greens and Courses--**Tom Stephens reported that the greens are recovering from the aerification but the fairways are in excellent condition. Committee members have been away but work continues on the review of course marking and publishing local rules.

5. Guest Comments-None

6. Old Business-None

7. New Business-None

8. Volunteer Hours = 79

9. Adjourn: 5:45

10. Next Meeting: October 12, 2016, 5:00 p.m. - POA Board Room

Submitted by: Harris McKee, Secretary

**Appendix I. Golf Joint Advisory Committee – Marketing Subgroup
September 14, 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 August 10, 2016

*** Significant action

Highlights:

- The proposal to implement **Golf 18/Tee Off has been approved** and will start October 1. The POA remains in control of the Times and Prices offered, and does not share our email list. We are discussing a similar proposal with Golf Now. This is in the early stages.
- Advertising in the Gazette Saturday Sports section with a Golf coupon is planned
- Billboard advertising will start on 2 billboards for a 2 month period this fall
- The Marketing Department has gathered most the cost figures for the 2017 budget.
 - Budget for on line advertising and search engine optimization – one bid has been received, awaiting 2 others
 - Placeholder budgets for implementing course differentiation strategies (non capital)
 - Updating websites, weekly email, etc. included in the general Marketing budget
- We will fine tune the strategy for Large Groups – a small but lucrative target in conjunction with opening of Lake Point. (in progress)
- Camo Classic was a success with 208 golfers raising over \$7,000 for Folds of Honor. Next Year – we will strive to fill all 6 courses

Current

Activity	Tactic	Note	Status
*** Prepare 2017 Budgets	Marketing strategies proposed	Final figures being gathered & compiled into overall budget	Review by Management
*** Advertise on On Line Golf Portals	Prepare options to use on-line portals	Golf 18/Tee off are signed Go Live early October	Start October 1
		Golf Now discussions started	Early Discussion
*** General Advertising	Newspaper	Gazette Saturday Sports coupon	Sept/Oct
	Billboards	2 Billboards	Oct/Nov
Course Branding	Reopening Scottsdale	Next Step: Execute Campaign elements for early October opening	In progress and on schedule
*** Answer questions for visiting groups	Reprint Group Brochure	Several revisions, approved by all parties	Complete
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	Press Release, Email newsletter, basics of website completed	Complete

		Refine website, include in our golf collateral, participate in 2017 campaign	Start work in October
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Ongoing Initiatives

Activity	Tactic	Note	Status
Communicate with golfers via email	Consolidate email lists	Goal is 30,000 this year List is now at 16,195, last month Membership Services 2700, Water 2500, Golf ~1000.	Ongoing operational initiative
Support Tournaments	Bounce back coupons, General BVV info Camo Classic	Working to improve cross department communication to be able to leverage this channel	Ongoing operational initiative
Promote off peak specials via email	Offer discounted rates at specific times for limited time period	Golf Specials now have an area on the main golf page	Ongoing operational initiative
Deliver timely, action oriented communication	Assist Marketing with content/ideas	Content is much improved ;Many positive comments about newsletters	Ongoing operational initiative
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	Ongoing operational initiative
Improve usability of the Website for Golf Pages	Golf info to be action oriented, easy to find	Incremental improvements in flow	Ongoing operational initiative

On Hold Initiatives

Activity	Tactic	Note	Status
TV Advertising	Prepare analysis	Presented at March Golf JAC	On Hold

Completed Initiatives

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
Promote when major events	LPGA week	Next Step: Welcome new players	Complete

Activity	Tactic	Note	Status
happen in BVV or surrounding market 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 ans response.	Complete
Clean and organize facilities (Marketing Dept)	Update professional appearance of facilities	Organized bulletin boards; presented POA story at Riordon Hall, Removed outdated materials	Complete
Course Branding	Audubon Certification for Berksdale	Strategy approved: Press Release, info in Pro Shops, inclusion in email updates	Complete