



Bella Vista POA
Joint Advisory Golf Committee
Minutes – October 12, 2016

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

Others Present: Tom Judson, POA GM; Phillip Wright, POA Director of Golf Operations; Keith Ihms, Director of POA Maintenance; Darryl Muldoon, POA Golf Ops Manager, POA Liaisons: Ruth Hatcher, Bruce Portillo; Visitors: Sue Jacobson, Annette Allsup, Lads & Lassies

1. Chair **Jake Grasmick** called the meeting to order at 5:02 p.m. Before proceeding with the meeting, Chair Grasmick commended the POA staff as well as volunteers for the completion of the Scotsdale Golf Course Project including the Grand Opening Celebration.

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

3. **Reports from Management**

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a. **Tom Judson**

Scotsdale: Mr. Judson seconded the remarks noted above about Scotsdale and noted that he is looking forward to the next major course update on the Bella Vista Country Club

Bella Vista Rejuvenation: The count of votes received has reached 51.0 percent; we have a quorum! We expect the total count will reach 53-55 percent, the highest ever. The great response is due in part to the 14,000 calls made by volunteers.

Lakepoint(formerly know as Yacht Club): The first wedding is scheduled for May 1st. More than 1200 persons have taken advantage of the Lakepoint tours.

GOLF FEES AND CART REVENUE ANALYSIS

Year to date September 30

	2014	2015	2016
Member Greens Fees	\$ 1,136,356	\$ 1,036,059	\$ 1,064,454
Value Cards	\$ 106,527	\$ 126,969	\$
Annual Greens Fees	\$ <u>415,173</u>	\$ <u>532,997</u>	\$ <u>781,738</u>
Total Members Green Fees	\$ 1,658,056	\$ 1,696,025	\$ 1,846,192
Member Paid Rounds	126,851	103,271	97,300

Cart Rentals	\$ 461,605	\$ 465,238	\$ 537,715
Private Cart Registrations	\$ 196,271	\$ 202,156	\$ 167,060
Annual Seat Leases	\$ <u>385,750</u>	\$ <u>437,680</u>	\$ <u>454,424</u>
Total Cart Fees	\$ 1,046,106	\$ 1,105,074	\$ 1,159,199
Guest Greens Fees	622,488	696,877	567,208
Merchandise Revenue	\$ 412,424	\$ 349,929	\$ 352,317
Note: Estimated remaining months revenue for annual fees paid monthly			

Operations-1: The revenue summary in the table above continues to show substantial revenue increases this year. Member Greens fees are up \$150,167 despite fewer rounds and Total Cart Fees are up more than \$50,000.

b. **Phillip Wright--**Issues covered included the Highlights from the Marketing Subgroup. Phil noted that negotiations are continuing with Golf Now. Efforts to get the Arkansas State Golf Association to schedule a Scotsdale Rerating this fall have been frustrated by what appear to be internal issues at the Golf Association. If the rating does not take place in October it will not happen until spring. Our promotion designed to get additional non-member emails in our data base has added 258 non-members. Many more went into the 14,000 data base. We are considering closing two courses at a time beginning January 1st. The courses would be those that have been scheduled already for carts on path.

c. **Darryl Muldoon:**

Events: Adams Tour has locked into a 22-25 May 2017 event at Highlands. They are reaching out for major sponsors and expect a beneficiary to be the Boys and Girls Club of Benton County.

Implementation of a **Bella Vista Cup** is planned for 2017. Participation would require playing on all six 18-hole courses and finish with an end-of-year match play event.

Other: The Point of Sale (POS) system has undergone multiple upgrades recently as part of the change to permit owners to make reservations 10 days in advance. A test of the latest upgrade will be conducted on October 15. The opportunity to make 10 day reservations will be possible on the internet and at pro-shops but not on our phone system. Phone reservations will still be possible but only seven days in advance.

Advertising underway includes ad placement in the Sunday Paper sports section and use of a digital billboard.

d. **Keith Ihms-Maintenance - Scotsdale Greens & Bunkers:** We had a great opening. Keith gave special thanks to Larry Shepherd, Scotsdale Maintenance Manager and his assistant for all their work in making the Scotsdale conversion successful. The greens are slower now with a cut of 0.175" than they will be later as part of the nurturing of the new grass. The aprons are also taller now. In 30 days, the initial tarping schedule will be published. We expect some learning curve changes to the initial schedule which will be based on four hours for course tarp removal. We expect to apply tarps when the predicted temperature is 25 and trending down. Soil tests on greens prior to conversion showed a pH of 6.5 which is considered ideal. Post conversion tests showed pH of 5.0 so efforts will be expended to bring

the level back toward the 6.5 level. It should be noted that all of the Scotsdale work including greens, bunkers, and club house were completed under budget!

Fall Efforts: Leaf removal, tree removal, and cart repairs will continue with available staff hours. Play it Forward tee blocks for BVCC have been received and will be placed in the next 30 days.

Audubon Certification: We have received the First Certification record. We are currently working on three of the five remaining certifications and expect completion to take 3-4 years. We will be the second course in the state of Arkansas to receive such certification.

- e. **Board Liaison--Ruth Hatcher** was really pleased with the participation of POA and Advisory Board members in the Scotsdale celebration. **Bruce Portillo** received confirmation from **Keith** that the expected temperature for course closing for the winter would be 35 degrees.

4. Sub-Committee Reports

- a. **Course Enhancements/Volunteer Groups--Jake Grasmick** reviewed briefly the subcommittee efforts against the 2016 plans and noted that the committees have made good progress. In particular, he noted that the P-I-F tees have been placed on all courses. He also reported that the Friends of the Highlands(FOH) have purchased a 30 foot stencil of Mr. Mulligan to mark the driving range. This stencil will replace a smaller stencil. He also noted that they plan to place mulch around the fans. (**Keith Ihms** asked to review these plans.) The FOH plan to meet next week to review other projects.
- b. **Marketing--Susan Nuttall**, who was absent, provided an update to the marketing plan distributed earlier.. Here are the highlights to which Bill Barr added comments regarding the Veterans' Day tournament.

Highlights:

- **Golf 18/Tee Off** went live. Some search responses are being resolved.
 - **Golf Now** contract is in management negotiations
 - **Scotsdale** Grand Opening - ~250 people attended, well received
 - Advertising in the **Gazette Saturday Sports** section with a Golf coupon started
 - **Billboard** advertising started
 - **Veteran's Day Tournament** planned for Friday, November 11. Bill Barr noted that a benefactor has been secured who will provide a Pork loin, cole slaw, and Baked beans lunch.
 - Meet the Pros Event scheduled for October 20
 - Play it Forward to be included in October WeR Bella Vista magazine
- c. **Greens and Courses--Tom Stephens** that the committee wants to re-measure the courses. To this end, starting point markers need be installed for the other courses as was done for Scotsdale. Committee members will be glad to help POA staff with the marking task.

5. **Guest Comments-Scotsdale Lads & Lassies** representative **Annette Allsup** reported that the shotgun event on the opening day was very successful in spite of the cold weather. The deck on the club house is great but she believes that it is too small for groups and early bookings for the Lake Point suggest that it may not be an option. She also noted the upcoming projects may

include Tee Markers but the group may be more interested in funding sand bottles for use on carts.

Sue Jacobson, 18 Hole Women's Golf Association Vice President, commented on the great condition of the courses and complimented the POA staff for their efforts.

6. **Old Business-Bruce Portillo** observed that we continue to have problems with golfers who fail to repair their ball marks and suggested an additional reminder to golfers as they check in at the pro-shops. It was also suggested that a friendly, "I fixed your ball mark." is a way to reinforce the practice with those we play with.
7. **New Business-None**
8. **Volunteer Hours = 264**
9. **Adjourn: 6:03**
10. **Next Meeting: November 9, 2016, 5:00 p.m. - POA Board Room**

Submitted by: Harris McKee, Secretary