



Bella Vista POA
Joint Advisory Golf Committee
Minutes – November 9, 2016

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

Others Present: Tom Judson, POA GM; Phillip Wright, POA Director of Golf Operations; Larry Shepherd, Scotsdale Golf Maintenance Superintendent; Darryl Muldoon, POA Golf Ops Manager, POA Liaisons: Ruth Hatcher, Bruce Portillo; Visitors: None.

1. Chair **Jake Grasmick** called the meeting to order at 8:49 a.m. Before proceeding with the meeting, Chair Grasmick noted that he, Vice Chair Kirk Van DeWalle, and Secretary Harris McKee would be leaving the Committee in December. Liaison Ruth Hatcher commended Chair Jake for contributing exceptional effort as chair and leader.
2. **Minutes for October were approved by email.**
3. **Reports from Management**
 - a. **Tom Judson**-As results of assessment vote direct, an initial draft of the 2017 budget is being prepared. This budget will be presented in an open meeting on December 8th.
 - b. **Phillip Wright**--A card outlining the "Pair Up Golf Cart Policy" which will be displayed on carts and in proshops was shared with the committee. The policy is designed to reduce wear and tear to the golf courses and golf carts; in addition, it reduces the possibility of running out of carts. Specifically:

Pair Up Golf Cart Policy	
Number Golfers	Number Carts
One	One Club Owned Golf Cart
Two	
Three	Two Club Owned Golf Carts
Four	
Five	Three Club Owned Golf Carts

No restrictions will be imposed at this time to use of private carts.

Tournament Worksheet-A detailed worksheet of possible 2017 Tournaments was presented along with some suggested additional events. Phillip asked to have a subcommittee help scrub the list possibly identifying events that should be replaced by new events. (This subcommittee was not defined during the meeting.)

Golf Course Proposed Opening Schedule-A preliminary schedule of proshop hours was shared with the committee. Some changes, being considered for Holiday hours, will be released shortly. In response to a question about closing hours for the Scotsdale Proshop, Mr Judson noted that the guideline for the clerk is to stay open if he anticipates collecting \$25 in the next open hour.

Ball Mark Repair: A special free outing is being considered in the spring where golf etiquette including ball mark repair will be demonstrated. Ball Mark repair technique changed a few years ago and many of our older members (as well as some of the pros they watch on TV) may not recognize the currently recommended approach. It was suggested that a good place to provide the information would be from the pro at the spring banquets.

Other Issues: 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.

c. Darryl Muldoon:

GOLF FEES AND CART REVENUE ANALYSIS

Year to date October 2016

2014		2015	2016
Member Greens Fees	\$ 1,270,619	\$ 1,173,473	\$ 1,194,788
Value Cards	\$ 106,619	\$ 126,969	
Annual Greens Fees	\$ 415,173	\$ 532,997	\$ 781,582
Total Members Green Fees	\$ 1,792,411	\$ 1,833,439	\$ 1,976,370
Cart Rentals	\$ 515,920	\$ 525,030	\$ 612,801
Private Cart Registrations	\$ 196,875	\$ 202,073	\$ 167,135
Annual Seat Leases	\$ 388,083	\$ 438,180	\$ 450,892
Total Cart Fees	\$ 1,100,879	\$ 1,165,283	\$ 1,230,827
Guest Green Fees	\$ 677,595	\$ 781,697	\$ 662,734
Merchandise Revenue	452,041	423,690	404,077

Note: Estimated remaining months revenue for annual fees paid monthly

Operations: The revenue summary in the table above continues to show substantial revenue increases this year. Member Greens fees are up \$142,931 despite fewer rounds and Total Cart Fees are up more than \$65,000. Darryl is continuing to work with I.T. to resolve some apparent discrepancies in way guest fees are entered. Total revenue is accurate but individual line items may not be exact.

Events: Veterans Tournament on Veterans Day November 11th has 18 hole sponsors and 25 foursomes signed up.

Other: The Point of Sale (POS) system permitting 10 day advance reservations for member has been in Beta operation for several weeks. Formal announcement will be included in the Golf email on Friday November 11th. 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.

d. Larry Shepherd-Maintenance - Scotsdale course work including greens and bunkers was completed \$27,000 under budget. The Kingdale culvert repairs were completed \$59,000 under budget, and the Scotsdale Club house was \$600 under budget.

Tee It Forward (TIF) markers have been placed on all courses and the cart paths are marked.

Scotsdale Greens: All of the new Scotsdale greens have been outfitted with three cups which will be used in rotation through the winter. Larry passed around a sample showing the

cap which will be positioned on the two unused cups and explained the use. He noted that the cups will use an internal collar which the cap will engage. He also provided a copy of the Tarp Policy, attached as Appendix II. The basic approach this first season will be conservative. The greens will be painted with a green chemical that is beneficial to the grass. **Fall Efforts:** Leaf removal, tree removal, and cart repairs will continue with available staff hours.

e. Board Liaison--No Comments

4. Sub-Committee Reports

- a. Course Enhancements/Volunteer Groups--Jake Grasmick** noted that in the six years he has served on the committee that the needs have changed substantially. Initially there was a major need to identify ways to enhance the various courses. With the development of the Friends groups and completion of major projects, he questioned the need for continuing the Course Enhancement subcommittee.
- b. Marketing--Susan Nuttall**, provided an update to the marketing plan distributed earlier.. Here are the highlights. The significant results are included as Appendix I.

Highlights:

- **Golf Now** contract is signed; setting up IT interface
- Advertising in the **Gazette Saturday Sports** section continues; changed time on coupon to 1PM
- **Billboard** advertising extended and includes Veteran's Day Tournament
- **Play it Forward** is included in WR Bella Vista in November
- **Extended Reach publications** – ad to move to BVV with Golf Coupon
- Business Journal, Bentonville Chamber Magazine
- Joint partnership with **NWA LPGA Championship** – we solicit for volunteers, they promote our golf courses
- **Working with Golf Oklahoma** – could be joint partnership with Hot Springs Village

- c. Greens and Courses--Tom Stephens** asked the liaisons to give some thought as to what needs might be addressed in the future for this subcommittee noting that current support from POA operations had substantially reduced their efforts. Mr. Judson noted that the preliminary budget includes \$100,000 for cart path repair for each of the courses.

5. Guest Comments-None

6. Old Business-None

- 7. New Business--**A vigorous discussion ensued regarding filling the positions soon to be vacated by Mssrs. Grasmick, Van deWaal, and McKee and subcommittees. Subcommittee chairs Nuttall and Stephens noted that efforts initiated by their subcommittees had been picked up by operations and were proceeding without much involvement of their subcommittee. Bill Barr said that his proposal to create a Veterans' Day golf event, passed over for three years, was implemented this year three days after he proposed it. Ruth Hatcher raised questions about the size of the committee, formerly consisting of seven members and more recently eleven. After considering electing officers at this meeting, alternatively in December, or in January, the election was deferred until January and the December meeting was cancelled. In the meantime,

Kyndall will solicit applications for serving on the Committee and the POA Board and Golf Liaisons will review Committee make-up and clarify terms of the remaining committee members.

8. Volunteer Hours = 92

9. Adjourn: 10:07

10. Next Meeting: January 11, 2017 8:30 a.m.- POA Board Room

Submitted by: Harris McKee, Secretary

Appendix I. Golf Joint Advisory Committee – Marketing Subgroup

Goals

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

*** Significant action

Current

Activity	Tactic	Note	Status
*** Advertise on On Line Golf Portals	Prepare options to use on-line portals	Golf Now: Contract signed	In Progress
*** Support Veteran's Tournament	Support a tournament on Veterans Day	Supporting Fayetteville Veterans Home, 100% of donations go to the Vets Activity Fund. Posters/Collateral in progress Will be promoted through BVPOA Channels	In Progress
*** Advertise in magazines with long shelf life	Advertise BVV with a golf coupon in annual publications	- Business Journal - Bentonville Chamber Magazine	In Progress

Ongoing Initiatives

Activity	Tactic	Note	Status
*** Advertise on On Line Golf Portals	Advertise on On Lin Portals	Golf 18/Tee off are live Fine Tune search and offers Continue to build the database	Ongoing Operational Initiative
*** General Advertising	Newspaper	Gazette Saturday Sports coupon	Ongoing
	Billboards	3 Billboards in Bentonville	Ongoing

**Appendix II. WINTER COVERING OF ULTRADWARF BERMUDA GRASS GREENS
FREEZE PROTECTION**

There are no ifs, ands or buts about it. Cold temperatures can damage bermuda grass. History has shown that unprotected bermuda grass putting greens often are the first part of an all-bermuda grass golf course to succumb in cold weather. Fortunately, turf covers can dramatically decrease the chance of winter injury. Golf courses with ultradwarf putting greens in the transition zone (like NW Arkansas) need covers and must deploy them when conditions warrant.

We purchased green covers as part of the overall greens conversion project at Scotsdale this year. We also have covers, which we have been using since the ultradwarf bermuda grass greens were installed at Brittany. We will utilize the following guidelines this winter at Scotsdale. These guidelines are based on past experience with the greens at Brittany, guidelines provided by our ultradwarf bermuda grass supplier (Champion Turf Farm) and recommendations for the USGA Agronomist, Chris Hartwiger, who visits our facility each year.

Since our Scotsdale greens are new, we will be utilizing a more conservative approach this first winter, deploying covers when the temperatures are forecast to be below 27F and trending down. It will be necessary to close the course the day before since it requires a minimum of 6 hours to complete deployment on all 18 holes plus putting and nursery greens. Once temperatures allow for the removal of tarps an additional day will be required to remove the tarps as well. We will give as much advanced notice as possible to the Golf Shop personal, golf operations office and on Today's Play on the web.

We appreciate everyone's understanding and cooperation during our first winter with the new greens.