

Golf Joint Advisory Committee Meeting Notes **Wednesday, January 11, 2017, 8:30 am**

Important Outcomes / Announcements:

- Announced **Chairman, Vice Chair for the Committee** through May, 2017 are Tom Stephens, Bill Barr. Susan Nuttall will serve as Secretary.
- **Retail Manager** position will be filled by Leslie Terry, from the Houston Golf Club
- **2017 Tournament Schedule** is set with new/reformatted events including the Bella Vista Cup, Men's and Women's Sr. Open and Couples 9 and Dine
- **Golf Expo** will be changed to Saturday, March 18th, 8:00 am for Group Leaders, 9:00 – 12:00 open to the members/public
- **Next meeting: February 15, 8:30 am POA Board Room**

Attendees: Jim Abrahamson, Kendall Ardoin, Bill Barr, Bob Brooks, Rex Butler, Dean Collins, Keith Ihms, Tom Judson, Darrell Muldoon, Bill Nichols, Susan Nuttall, Bruce Portillo, Terry Predl, Tom Stephens, David Wechel, Phillip Wright,
Absent: Ruth Hatcher

Meeting Notes:

The meeting was called to order by Bob Brooks at 8:30 am

Message from the POA Board Chairman – Bob Brooks

- Welcomed Bill Nichols as a new committee member. Each team member provided a brief introduction.
- Appointed Tom Stephens as Committee Chairman and Bill Barr as Vice Chair. Bruce Portillo, Ruth Hatcher and Jim Abrahamson were announced as POA Board Liaisons. Susan Nuttall was selected as Secretary.
- Goals for the committee the next 5 months are:
 1. Addressing course conditions and course markings with course superintendents
 2. Helping to refine the Strategic Plan
 3. Developing stronger communication lines with the Golf Groups
 4. Assisting the Marketing Department to promote Bella Vista Golf
 5. Supporting Jr. Golf Initiatives
 6. Assisting the Golf Team with Tournaments

Comments from Committee Chairman – Tom Stephens

- In addition to supporting the goals outlined by Bob Brooks, Tom reinforced the need for the committee to:
 - Be the eyes and ears of the golf community
 - Welcome member feedback and strengthen the feedback loop
 - Continue support for transparency regarding Golf Operations and Golf Maintenance

FINAL.2

- The committee had a brief discussion on the topics

Golf Maintenance Topics – Keith Ihms

- Bunker work at Country Club is on schedule to be complete by the end of February. Work started on January 3rd and is being done in 3 phases to minimize movement of materials. The bunkers are being renovated to improve drainage and install the Billy Bunker system.
- Recent cold weather has resulted in 22 days of 'tarping' the Bermuda greens at Scotsdale and Brittany. This equals the total for last winter.
- The committee requested that in ground markers on Par 3's be removed at Scotsdale. These markers are no longer accurate.

Golf Operations Topics – Phillip Wright, Darrell Muldoon

- 2017 POA Tournament Schedule
 - Tournament schedule was distributed
 - New/reformatted events include the Bella Vista Cup Series, Couples 9 & Dine, Club Championships, Senior Open for Men and Women and other popular events. Phillip indicated that a target of 72 golfers for each event is a 'success'.
 - Events with low participation were removed from the schedule
 - POA will also manage large community charitable tournaments: Rally for the Cure (Breast Cancer), Prostate Cancer, Camo Classic (Fields of Honor), Veterans Day Tournament (Fayetteville Veterans Home). These tournaments have been very popular and are targeted to utilize several courses.
- 2017 Juno Golf Program
 - 2016 program was very successful. The team reviewed the results, gathered lessons learned and revised the plan for 2017.
 - Two Camps are planned, each for 4 days, in June and July. The cost is planned to be \$100 for the week.
 - Activities include instruction, etiquette, play days, Parent/Jr. Outing, Banquet and Party
 - Junior Golf program will be marketed to the NWA area
- Get Golf Ready
 - Get Golf Ready is a program supported and marketed by the USGA to encourage growth in the game of golf. It is targeted at all ages.
 - Program includes 5 lessons conducted by PGA Golf Professional, use of the Driving Range and 5 complimentary 9-hole rounds at the Brittany Course.
 - Cost is planned to be \$99 and will replace the Golf Seminar program from past years.
- Adams Tour Event planned for May 22nd - 27th
 - Adams Tour is a PGA Tour series that is a level below the Web.com tour
 - Bella Vista POA and Bella Vista Foundation are collaborating on this event
 - Event will include a ProAm day, Pro Tournament and Banquet
 - Event will be played at the Highlands Golf Course with the Banquet at Lakepoint
 - Volunteers will be needed
- Golf Demo Day – April 15th
 - Inaugural event
 - Free, family-friendly event open to all golfers
 - 6 manufacturers will be showing newest equipment and attire. Ball and club fitting experts

FINAL.2

- will be on hand. Free Golf Clinics will be presented.
- Marketing for this event has started
- Golf Course Ratings
 - We would like to have all Golf Courses rated in 2017
 - Phillip is working with the USGA to schedule time for the ratings team
 - Courses need to be re-measured in advance of the rating team
 - Scotsdale was re-measured last year
 - Golf Operations and the committee will assemble teams to measure the courses in the next 2 months. They will also remeasure the 100, 150 and 200 yard markers.
- Gift Cards and Prize Awards
 - Gift cards are now being offered for sale at most POA facilities. These can be used for POA products and services.
 - Gift cards can be linked with Member numbers and can be reloaded
 - For Prizes Awards– The winner of POA golf tournaments will receive a bar-coded receipt that can be used to purchase golf shop merchandise from any of our 5 POA Golf Shops. The recipient must retain the receipt – there are no back-up paper copies being kept.
- Golf Expo
 - Golf Expo was scheduled for Thursday, March 16
 - The committee discussed the possibility to move Golf Expo to Saturday, March 18 to enable participation by more members
 - Phillip indicated the room was available
 - The group came to consensus that Saturday would be more favorable for attendance
 - Suggested time as 8:00 am for Group Leaders Meeting, Expo from 9:00 am – 12:00 pm

General POA Topics – Tom Judson

- Lakepoint renovation on target to open early May
- Country Club renovation on target for July
 - Update restaurant and banquet areas
 - Move offices downstairs
 - Bring Pro Shop to main building
- Play More, Pay Less
 - New promotional program to encourage multiple annual memberships
 - Goal to improve multiple memberships from 3% to 10%
 - Buy an annual membership at full price, an individual can purchase a second annual membership that is different for half price. Example, buy an Annual Golf Pass, get a Annual Fitness Membership for half price.
 - Available for purchase starting January 9th. Promotion active through March 31, 2017.

Next meeting: February 15, 8:30 am POA Board Room

The meeting was adjourned at 10:00 am.