



**Bella Vista POA
Joint Advisory Golf Committee
Minutes – January 14, 2015**

Members Present: Bill Barr, Jake Grasmick, Gale Harder, Harris McKee, Terry Predl, Kirk Van De Walle, Members Absent: Bob Nelles

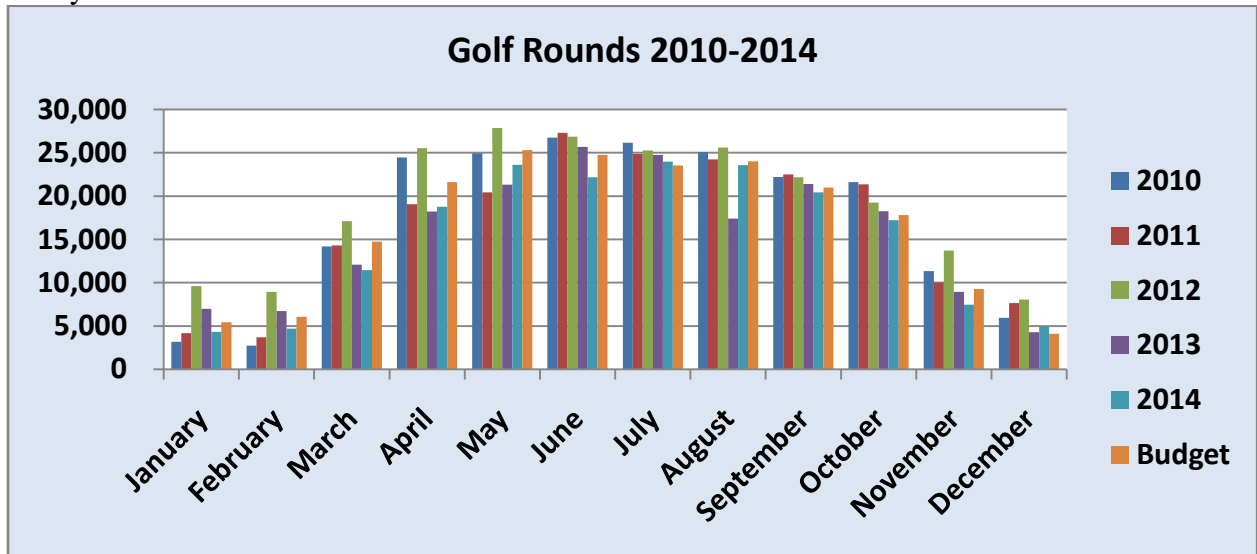
Others Present: POA General Manager Tommy Bailey, POA Chair Charlie Teal, POA Golf Ops Manager: Andy Mar; POA Maintenance Manager Keith Ihms, POA liaison: Ruth Hatcher, Bob Brooks; The Vista Reporter, Lynn Atkins; Visitors: Jim Barnes, Bill Davis

1. Acting Chair **Jake Grasmick** called the meeting to order at 8:30 a.m.
2. **Election:**
 - a. **Jake Grasmick** nominated by Harris McKee was elected Chair without opposition.
 - b. **Kirk Van De Walle** nominated by Harris McKee was elected Vice Chair without opposition.
 - c. **Harris McKee** nominated by Kirk Van De Walle was re-elected Secretary without opposition.
3. **Recognition of New Committee Members--**Chair **Jake Grasmick** welcomed new committee members **Bill Barr** and **Terry Predl** as well as **Harris McKee** who is beginning his second term. Barr said he applied for appointment so he could be part of the solution instead of the problem. He came to Bella Vista about four years ago from the Minneapolis area. Predl moved to Bella Vista from Orlando, FL but previously lived in Poteau, OK. He said that he had long been familiar with Bella Vista because his parents retired here. Both new members said they play a lot of golf.
4. Approval of December Minutes—**were approved.**
5. **Report from Management**
 - a. **Tommy Bailey--**The POA has filled the Marketing Position. Tommy recommended that we invite her to our March or April meeting to update us on her efforts. He then reviewed parts of the POA Committee Orientation Manual and provided each member of the committee with a copy of the manual. In response to a question about the status of the Highlands Restaurant, Bailey reported that the person with whom they had been negotiating has decided not to pursue operation of the restaurant. Accordingly, the POA Board planned to review alternatives on Thursday night, January 15th. The importance of the Highlands facility to the Friends of the Highlands particularly with respect to their major fundraiser on the fourth of July was pointed out from the floor.
 - b. **Andy Mar--**He is finishing the final details on the summer group schedules. He has been able to create full days for maintenance, a change that has been much appreciated by the maintenance department. The handicap system was updated in December and is now live. The new system will save approximately five hours of manual posting of on-line recording as scores will now post directly into the system. These hours will be used in other area of Golf Operations. February 1st is the on-line date for the new POA member services, golf and recreation software. (Membership services is training on the new system from January 26 through February 6.) His scheduling has also made possible having one course open for individual tee times every day. A change has also been made in the way that modified shotguns are positioned which will also be more compatible with maintenance needs. He is also exploring the possibility of obtaining some merchandise that would have course-specific logos.
 - c. **Board Liaisons--Ruth Hatcher** welcomed both new members of the committee and thanked them and returning members for their service. She also cautioned them to recognize that sometimes

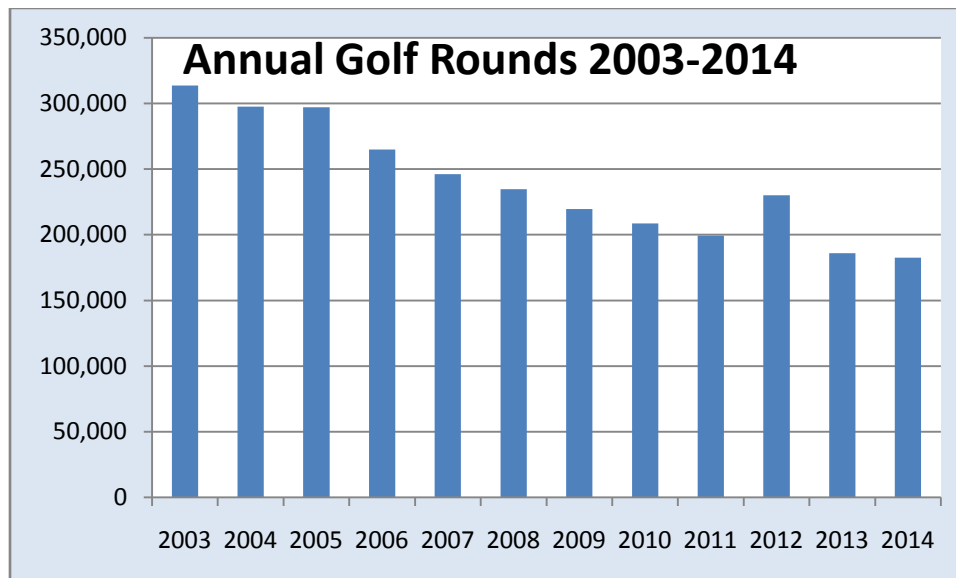
ideas don't move forward at the speed we would hope; it's part of the process. She also commented on how much an improvement the new software will make on operations. **Bob Brooks** noted that both he and **Ruth** serve on the POA Strategic Planning Committee and suggested that a meeting with Golf Committee's Marketing subcommittee would be beneficial.

6. Regular Business.

a. **Golf Rounds—Andy Mar:** December rounds exceeded budget by 879 rounds. Results for the year were 7.6% below budget and 1.85% below 2013. Both years play was affected by the after effects of the floods. The chart immediately below compares monthly rounds for the year with earlier years since 2010.



The chart below shows total rounds from 2003-2014. Recognizing flood effects in 2013 and 2014, the data suggest that the decrease experienced from 2003 through 2010 may be leveling off.



b. Maintenance Keith Ihms

1) Keith noted that he is often out of the office and that when committee members need to reach him, they should use his cell phone number and agree to meet at a convenient location. He suggested that talking to the course superintendents is often more appropriate.

He also commented on the December weather noting that XNA reported an average high temperature of 40.9 degrees, four degrees below normal. Also, there were 5 clear days, 8 partly cloudy days and 18 cloudy days which corresponded with the 18 days on which rainfall was observed in Bella Vista. Because significant variations can occur from Highlands to Metfield, superintendents are being asked to track the course rainfall and frost holds.

He has asked his superintendents to be forward looking in their goals and to specifically try to identify unique attributes for their courses that provide a marketable opportunity.

2) Carts on Path Schedule—The alternating schedule placing paired courses as Carts-On-Path—that began on December 1st continues as shown in the table below.

Time of Restriction	Courses with Carts-On-Path Restriction	
1/12-25	Dogwood Hills	Kingswood
1/26 - 2/08	Berksdale	Scotsdale
2/9 - 2/22	Highlands	BVCC
2/23 - 3/08	Dogwood Hills	Kingswood
3/9 - 3/22	Berksdale	Scotsdale
Additional weeks of restriction are posted at : http://www.bellavistapoa.com/newsmanager/anmviewer.asp?a=5056&print=yes		

3) Maintenance Winter Activities--Current maintenance work is inside includes painting and repairing ball washers and other components. Outside work continues to address tree cutting and stump removal. Keith asked committee members to be particularly observant of possible "widow maker" limbs that threaten golfer safety. Bridge work on the BVCC hole #11 and Berksdale at #11 tee will require temporarily closing the bridges. He hopes to coordinate this work with the carts-on-path restriction to provide minimal inconvenience to golfers.

4) Other Maintenance Issues An additional maintenance benefit of the full-day maintenance schedule will be the ability to use spray-able fertilizer instead of pellets which will be both more economical and more effective. They will also permit better weed control.

c. Course Reviews— Minimal comments in view of weather conditions

7. Guest Comments: Jim Barnes inquired about the implementation of the conversion from a 1 March to 1 January year beginning and the application to the Annual Golf Fee. Since the Annual Golf Fee for 2015 will only be 10/12 of the new rate, the cost for play in 2015 will actually decrease and fewer rounds will be required to break even compared to paying for individual rounds.

8. Old Business

a. Sub-committee reports--

1. Course Enhancements. Jake Grasmick asked to meet with Tommy Bailey to review the possible opportunities at Metfield where successful fund raising has not yet been used.

2. Membership Growth--Golf Expo is scheduled for 4:00 - 6:00 on February 18th.

b. A Group Leaders' Meeting will precede the Expo at 3:00 p.m. This meeting will be styled along the lines of our meeting last year.

9. New business

a. 2015 Course Assignments

Kingswood: Terry Predl

BVCC: Jake Grasmick

Highlands: Gale Harder

Metfield: Bob Nelles

Berkshire: Bill Barr

Scotsdale: Kirk Van De Walle

b. Sub-Committee assignments--Chair Grasmick will assign before next meeting.

10. Other Issues:

a. 2015 Tasks for JACG--The 2015 Tasks provided by Tommy Bailey are included at the end of these minutes as Appendix I.

11. Volunteer Hours for December: 25

10. Adjournment: 9:53 a.m..

11. Next Meeting: February 11, 2014 - 8:30 a.m. Riordan Hall

Submitted by: Harris McKee, Advisory Committee Secretary

Appendix I. 2015 Golf JAC Tasks

1. Continue to develop marketing programs to increase play on Bella Vista Village golf courses with POA Marketing and Communications Manager.
2. Develop a program with golf group leaders to ensure earliest availability of unused tee times.
3. Continue to support course support groups like "Friends of the Highlands" and "Lads and Lassies of Scotsdale" with fundraising events.
4. Develop programs for increased play on Bella Vista Village golf courses during afternoons and evenings.
5. Continue monthly course inspections, documenting repairs and maintenance issues.
6. Assist with the 50th Anniversary Three Skill Challenge event to be held on May 30.
7. Participate in and promote activities for the POA's 50th Anniversary.
8. Continue to participate in GRIP.