



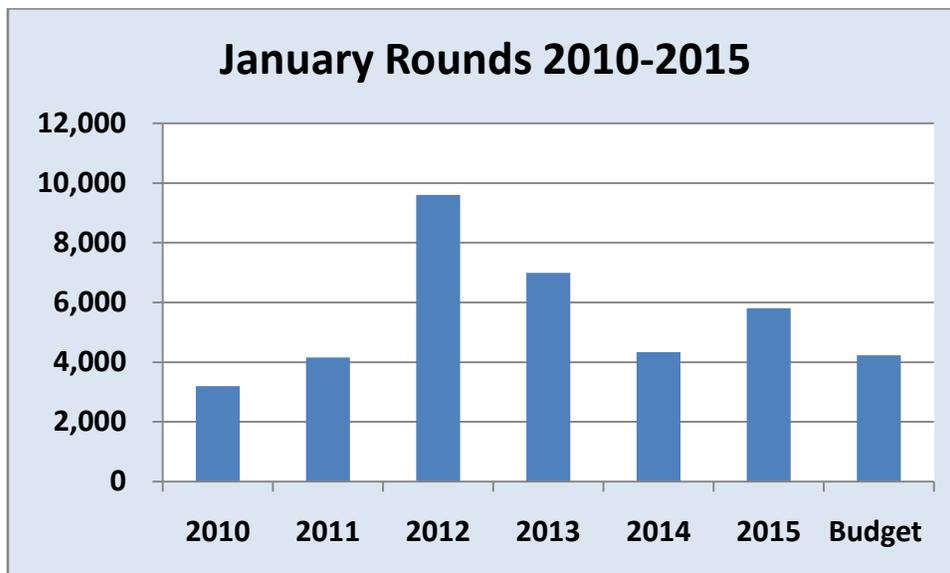
Bella Vista POA
 Joint Advisory Golf Committee
 Minutes – February 12, 2015

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 Golf Ops Manager: Andy Mar; POA Maintenance Manager Keith Ihms, POA liaison: Ruth Hatcher, Bob Brooks; The Vista Reporter, Lynn Atkins; Visitors: Dusty Rhodes, Bill Davis

1. Chair **Jake Grasmick** called the meeting to order at 8:32 a.m.
2. **Approval of January Minutes: Approved without additions**
3. **Regular Business.**

a. **Golf Rounds—Andy Mar:** January Rounds were 1,583 above budget and compares favorably with three of the past five years as shown in the chart below. Member rounds for members with Value Cards, without Value Cards and those with Annual Green Fees were all significantly above budget. February is also starting out decently with temperatures above 50 degrees.



b. **Maintenance Keith Ihms**

- 1) Pre-emergent treatment with Ronstar and Round-up are well underway and expect to finish by the end of February. Berksdale will be closed on 3/12-13 (during a carts on path restriction) to replace planks on bridges. Concrete path repairs have been completed on #11, #2, and @14 at BVCC, Berksdale #2 and Kingswood #2. Still have to do the remaining drive to Berksdale #11 tee which will require a two day closure. Other efforts continue on tree and stump removal. Keith thanked the POA board for authorizing a second Reel Grinder. He noted that in other

clubs where he has worked that they had a Reel Grinder just for one course; until now, Bella Vista has had a single grinder for six courses.

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	
2/9 - 2/22	Highlands	BVCC
2/23 - 3/08	Dogwood Hills	Kingswood
3/9 - 3/22	Berksdale	Scotsdale
3/23 - 4/05	Highlands	BVCC
4/6 - 4/12	Dogwood Hills	Kingswood
4/13 - 4/19	Berksdale	Scotsdale
4/20-4/26	Highlands	BVCC
Additional weeks of restriction are posted at : http://www.bellavistapoa.com/newsmanager/anmviewer.asp?a=5056&print=yes		

c. Course Reviews

- 1) **Scotsdale**--Jake noted that #17fairway is almost bare ground and suggested that closing that hole might be appropriate.
- 2) **Highlands**--Gale noted that path repairs have been completed on #5 and #6. Keith mentioned that a property owner on #6 has cleared trees all the way down to the fairway including an excursion into the common ground; legal action is being considered.
- 3) **Berksdale**--Bill Barr had a get-acquainted meeting with Reed Holly, Kingsdale Maintenance Manager.

4. Reports from Management

A. Andy Mar--

- 1) Summer schedules will be out this week.
- 2) The new software TEI POS system has been on-line since February 1st. They are still tweaking the system. There is general pleasure with the system but operators are still learning the details and getting up to speed.
- 3) Andy expects to attend a golf expo in Dallas near the end of the month. This show will replace a Kansas City expo attended in previous years and support the frequent information requests that have been received from Texas residents.
- 4) **SNAG (Starting New At Golf)** Jake commended Andy for starting a SNAG program at Cooper Elementary last year and cited an article showing that more than 100,000 kids in Kansas City are taking golf instruction in PE classes. Subsequent discussion noted that with all the opportunities for youth athletic involvement including soccer, football, and baseball, that most kids have chosen their sports by the time they are 12 years old. This means that golf is left out. We need to establish opportunities that would be like team activities for kids that would provide an opportunity to interact with other kids, i.e. not just parents with kids. Current estimates suggest that 19% of golfers are over 70 years old and that those less than 30 make up only 5% of golfers.

Ruth Hatcher suggested that a successful high school golf program depends on a pre-high school golf program. We need to consider how to establish such a program in Bella Vista where we currently support high school teams from Gravette and Bentonville for both young men and women.

B. Tommy Bailey

- 1) Tommy commended Keith Ihms who was recently honored for serving as president of the GCSAA-Golf Course Superintendents Association of America for the last year.
- 2) The POA is relooking at the economics of cart path construction. The recent reduction in oil prices may make asphalt more desirable. There may also be some opportunities to work with the city of Bella Vista and achieve some economies of scale.
- 3) Ashlee Napier, the POA's new Marketing Manager presented an outline of her marketing plan to the POA Board last week. Next step is to approve funding her plan.
- 4) Bob Nelles, who is serving his second year on the Advisory Committee has indicated to Chair Grasmick that he will likely be resigning from the position and would be advising Tommy Bailey. Tommy said that he has not received any word from Nelles. Advisory Member Gale Harder expressed hope that in replacing Nelles, that a woman member could be added to the committee noting the value that was provided when both Ruth Hatcher and Stevie Lamar were members.

C. Board Liaisons

- 1) Ruth Hatcher--Expressed support for Golf Expo and communicating with leaders.
- 2) Bob Brooks--Hopes that we can support a program to raise money to fund the GPS system identified in last year's USGA visit. Cost is \$6,000 for the 50-60 units that would be used to track golfers' trails a course at a time. Information would be used to better support maintenance practices to improve golfer experience. One issue to be resolved is how to check out and in the devices; best suggestion offered was to require golfers to turn in their POA card or driver's license until the device is returned. Brooks indicated that the program needs to be presented at the Leader's meeting. Ihms will try to get a copy of the video.

5. Guest Comments

A. Bill Davis--Played golf last Saturday and Sunday and observed that the check-in process was very frustrating with the new software.

B. Dusty Rhodes-

- 1) Worked Sunday at Highlands and had no difficulty with the software. He's talked to several of the staff who check golfers in and has found them very pleased with the software but displeased with their knowledge of the system.
- 2) He runs two large golf groups and has found many of his group members frustrated with the process that lets them pay for an annual fee on a monthly basis but requires an upfront payment of cart lease or private cart rather than permitting a combined monthly payment. Tommy Bailey replied that this cannot be accomplished now but is planned for 2016.

6. Old Business

A. Announcement of Sub-committees

Chair Grasmick provided sub-committee assignments for 2015. Two Sub-committees have been eliminated. Since we have individuals assigned to each course, there did not seem to be justification to continue the Maintenance Sub-Committee. Also, the budget committee which has not functioned effectively and is not consulted by the POA Board was eliminated.

POA Golf Sub-Committees 2015		
COMMUNICATIONS:	MEMBERSHIP GROWTH and MARKETING:	COURSE ENHANCEMENTS:
Harris McKee, Chair Bob Nelles Bill Barr Terry Predl	Kirk VanDeWalle, Chair Gale Harder Bill Barr Terry Predl Bob Brooks Ruth Hatcher	Jake Grasmick, Chair Kirk VanDeWalle Andy Mar Keith Ihms

1. Course Enhancements.

Andy Mar presented a plan being addressed to provide tee yardage markers at Scotsdale. The idea is to finance the markers with ads placed on the marker as shown on the right. Tentative pricing is to charge \$2,000 for a two year placement. The program will proceed only if subscriptions are received for all tee boxes. The spot will not be available for memorial postings.



2. Membership Growth: Golf Expo and Group Leader Meeting Liaison Member Bob Brooks suggested that it might be appropriate to host the Leader meetings semi-annually rather than only in the spring, perhaps in August as winter groups are forming. Andy Mar plans to review the new software processes. He has a spreadsheet template that includes a column for POA membership number that he will ask team leaders to use which will greatly facilitate data entry.

7. New business

Tommy Bailey introduced a discussion about providing signage in Jane, MO showing directions to Scotsdale and Highlands to attract additional golfers coming into the area. This led to comments about how to provide access to non-member golfers without reducing the value of lots owned by current members.

8. Other Issues: None**11. Volunteer Hours for January:** 21**10. Adjournment:** 10:11 a.m.**11. Next Meeting:** March 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.
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