

## February Meeting Notes Final

### Golf Joint Advisory Committee Meeting Agenda Wednesday, February 15, 2017, 8:30 am

#### Important Outcomes / Announcements:

- Country Club bunker work completed. Course opens 2/25.
- Bella Vista to Sponsor PGA Junior Golf League
- Golf Expo scheduled for Saturday, March 18
- Adams Tour Event will need 65 volunteers each day
- **Next meeting: March 8, 2017 8:30 am in the Country Club Boardroom**

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**Attendees:** Jim Abrahamson, Kyndall Ardoin, Bill Barr, Rex Butler, Kim Carlson, Dean Collins, Ruth Hatcher, Keith Ihms, Tom Judson, Darryl Muldoon, Bill Nichols, Susan Nuttall, Bruce Portillo, Terry Predl, Tom Stephens, David Whelchel, Phillip Wright

**Absent:** none

#### Meeting Notes:

**Call to Order** – Tom Stephens called the meeting to order at 8:30 am

**Introduction** of Kim Carlson, Director of Marketing

#### Staff /Board/Management Reports:

**Keith Ihms-** Golf Course Maintenance

- **Country Club Bunker Work**
  - Work has been completed, ahead of schedule and \$14K under budget. Course will be open for the season February 25<sup>th</sup>.
  - The course may open for the weekend of 2/18-2/19, and then close the following week to complete pre-emergent spraying.
- **Winter updates**
  - Tree and Stump Removal at Berksdale, Kingswood and Scotsdale; trees are being trimmed to enhance the view on Scotsdale #18
  - Scotsdale #15 is being re-worked to reduce water movement issues
  - Pre-emergent spraying on all courses
  - Tee and distance markers on Scotsdale and CC are being brought up to a uniform standard
- **Removal of Ground Markers on Par 3's at Scotsdale**
  - These tee boxes will be remeasured, ground markers moved and scorecards updated (Action Item)
- **Scotsdale Driving Range update**
  - The driving range area, parallel to the #9 fairway, is being improved to include a ball machine, small parking area, expanded tees and ball pickup by the Golf staff.
  - This will provide a new revenue stream and enhance the overall golf experience. 15 trees are being planted to improve separation with the #9 fairway.
  - Completion is targeted for May.
- **Cart Path Repair**

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- \$100K has been authorized to repair 6,000 ft. of kart paths at Highlands and Dogwood. This is similar to the repairs done at Scotsdale last year.
- Work is scheduled for April & May.

### **Phillip Wright/Darryl Muldoon – Golf Operations**

- **Tournaments:** there is a very active tournament schedule this year
  - Sweetheart Tournament Results: initially 100 players registers, 80 played on a cold, rainy day. The tournament was followed by a romantic lasagna dinner.
  - Spring 3-Person Scramble - March 25<sup>th</sup>-26<sup>th</sup>: Information is ready for publication. Marketing will start in the next few weeks
  - Men's and Women's Senior Open - April 1<sup>st</sup>:
    - The **new series** will be the 1<sup>st</sup> Saturday of each month at Dogwood.
    - The Sr. Open is an individual tournament that is open to both Members and Non Members.
    - This is currently planned as 6 single events with winners at each event.
  - Bella Vista Cup Series – Modified 4-Ball - April 7<sup>th</sup>:
    - The new series is 6 events, one at each of the courses with different formats. It is primarily an individual event with some team aspects.
    - There will be an end of season event for the top points earners culminating in a Match Play event.
    - Points are earned at each event for participation and performance.
- **Junior Golf**
  - PGA Junior Golf League: NEW this year.
    - 9 hole league focused on sportsmanship, teamwork, and fun.
    - This series is sponsored by the PGA and is open to boys and girls ages 6-13. Matches will be held against other teams in the area and 12-16 people will be on the team for each event.
    - Junior golfers are encouraged to attend practice nights where internal competitions will determine the team for the next event.
  - Junior Summer Program: There will be up to 6 weeks of Golf Camp this summer
  - First Tee: Returning to Bella Vista in 2017 for 3 events
  - High School involvement: Practice days will be held July onward. June and August events are planned with intense training. Darryl Muldoon is working closely with the area High School coaches.
- **Get Golf Ready in 5 days**
  - 5 week program targeted at new or returning golfers.
  - The \$99 fee includes 5 lessons, free access to practice facilities and limited golf at no charge. Darryl, Gavin and other pros will be the instructors.
- **Golf Expo March 18<sup>th</sup>**
  - Moved to Saturday to encourage more attendance.

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- Golf groups will be on hand along with discounted merchandise and information about all of the season's events in Bella Vista Golf.
- **Golf Fest** – April 15<sup>th</sup>
  - Leading Golf Manufacturers are on hand at the Tanyard Creek Learning Center with club and ball fitting. Food trucks, clinics and other events are planned.
  - The event is promoted internally in the village and to the NWA metro.
- **Adams Tour Event** - May 22<sup>nd</sup> – 27<sup>th</sup>
  - The first meeting was held this week with the Adams Tour rep. Our desire is to make this a premier event in this series.
  - Sponsorship sales are underway. The Pro-Am event will be offered for \$600 to play 18 holes with the pros.
  - 65 volunteers per day are needed for the event. Ruth Hatcher is leading the volunteer effort.

### **Kim Carlson** – Marketing

- Mentions of Golf Groups in Weekly Newsletter: a procedure for Golf Groups to participate will be published shortly
- Cart Cards advertising the Sweetheart Tournament and other events
- Northwest Arkansas Golf Trail Play and Stay Packages are being advertised in Golf Oklahoma magazine. This publicity is in conjunction with the Natural State Golf Trail and is done at no cost to the POA.
- Kids First program: Program for Annual Golf Pass members to be able to add up to 3 kids to play for free after an initial cost of \$100.

### **Board Liaisons** – Ruth Hatcher, Bruce Portillo, Jim Abrahamson

- Jim appreciated the Golf Maintenance staff for ensuring the courses are in great shape and the Golf Operations team for improvements in customer service.
- Ruth discussed the needs for volunteers for the Adams Tournament. Soliciting volunteers will start in earnest with Golf Expo.

### **Tom Judson**

- Golf Financials: Pro Shop and Golf Merchandise sales exceeded budget by \$85K. Expenses in golf categories were less than budget, leading to an improvement of net income of \$142K to budget and \$134K over last year. A very strong performance.
- Lakepoint Update: On target to open in early May. Next tour Tuesday, February 21 at 4:00 pm.
- Country Club Update: Work is on schedule and is currently centered on updating the offices for the Accounting Department. When work starts in the public areas, public tours will be held. Completion targeted for August.
- Highlands Update: Demo started today and is scheduled to be a 6-8 week project.
- Play More, Pay Less Results to date: 54 passes have been sold to date, with Fitness and Gun Range being the most popular.

### **Open Forum:** Approximately 20 people attended the meeting, below is a summary of the comments

- Thanks to all who serve on the committee. There is more excitement about the future of golf in Bella Vista.
- Will the courses be rerated? See comments in Old Business

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- Are there plans to level the tee boxes? Keith Ihms- not at this time. The topic will be open for consideration in the 2018 budget cycle
- Are there plans to repair cart paths? Keith Ihms Yes, at Highlands and Dogwood this year. ~6,000 ft. There is recognition that Berksdale also needs work, but additional engineering is needed to help reduce the repeated damage due to flood waters. We will not be rerouting paths. Concrete is used during the season to do small repairs. For the larger jobs, we contract to have asphalt used as it tends to be more forgiving in our topography.
- When will the front and back 9 be reversed at Country Club? This will occur with the reopening of the Pro Shop in the County Club building.
- Is there thought to reverse the front and back 9 at Highlands? Phillip Wright – not at this time.

### Old Business:

- Golf Course Measurement – Tom Stephens / Phillip Wright
  - Completed courses – Country Club, Kingswood
  - Upcoming courses – Highlands @ 10:00 am 2/16. Others planned this winter are Dogwood, Berksdale
- Golf Course Markings – Tom Stephens: hazards and OOB marketing are verified during the rating process. These will need to be checked prior to rating.
- Update on Golf Course Ratings by USGA – Phillip Wright: We are working with the USGA and AGA to have a rating team rerate the courses this year for Men. The Women's team is tentatively scheduled to come this spring (March)

### New Business

- Creation of Friends of Dogwood – Bill Barr: Alycyn Culbertson is president of the group. They have elected a Board of Directors and have already had several work days on cleanup and pruning. Building a Scoreboard is planned with several members donating some funding. A fundraiser is planned to raffle off a pellet grill. A fund raising tournament is scheduled for Labor Day.
- Discuss process to revise Individual Hole Handicaps for courses – Tom Stephens: several suggestions were made including getting all of the scorecards from the Men's and Women's 18 & 9 hole groups. Plans will be finalized prior to the Golf Expo.
- Several Members of the committee will be meeting with Golf Operations and Marketing on 2/16 to lay out the known marketing events for the year.

**JAC Committee Training -Tom Judson:** Tom conducted the training for members of the committee.

### Action Items:

1. Remeasure Par 3 Tee Boxes at Scotsdale (Tom)
2. Develop procedure for Golf Group Advertising (Sue, Phillip, Kim)
3. Finalize process for securing scorecards for Handicap (Committee-March Meeting)
4. Assign reps for Golf Courses (Committee- March Meeting)

**Meeting Adjourned at 10:00 am – Tom Stephens**