

March Meeting Notes Final (amended)

Golf Joint Advisory Committee Meeting Notes Wednesday, March 8, 2017, 8:30 am

Changes to this document distributed on 3/17/2017:

1. The time of the April 12 meeting has been changed to 5:00 pm from 5:30 pm
2. The Golf Committee Representative for Country Club has been changed to Bill Nichols from Bill Barr

Important Outcomes / Announcements:

- **Next meeting: April 12, 2017 5:00 pm in the Country Club Boardroom**
- Country Club bunker project complete: on time, under budget
- Scotsdale driving range targeted for May
- Golf Car lease renewal proposal to be discussed at POA Board Meeting. Potential savings of over \$28K.
- Scoreboard for Dogwood was proposed by Friends of Dogwood and accepted
- February was a strong revenue month with Golf exceeding its budget.

Note: Q&A is included in the topic area and is in italics.

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

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

Staff /Board/Management Reports:

- **Golf Course Maintenance** – Keith Ihms
 - Country Club Bunker Work Final Report: completed, under budget. Change over to Billy Bunkers for other courses will be part of the long range plan.
 - Scotsdale Driving Range update: slab poured for Ball Machine, trees are planted, expanded tee area in progress. Target for May opening.
 - Spring 'Green Up': the Bermuda grass is starting to green. However, we will wait until after danger of frost to fertilize.
 - Recent storm impacted Dogwood: The storm on March 6th blew down some trees at Dogwood. These will be cleaned up this week when we are also retreading the bridges.
 - Greens Aeration: Greens aeration is a seasonal activity undertaken for the purpose on improving internal drainage. The structure and condition of the green are factors in determining which aeration method is best. 'Drill and Fill' is in progress at Highland. Country Club will have 'Drill and Fill' on Back 9 with the Front 9 receiving conventional aeration. Other courses will be receiving conventional aeration. The activity is scheduled so that at least 3 courses will have smooth greens at any one time.
 - Other topics
 - Installing fan on Country Club #16

March Meeting Notes Final (amended)

- Upgrading wash-rack and chemical storage
- Geoff Smith, the superintendent at Dogwood recently resigned. Keith is currently reviewing internal and external applications for his replacement.
- The bridge recently installed on Scotsdale #18 was one we had on hand.
- **Golf Operations** – Phillip Wright/Darryl Muldoon
 - Golf Car Lease Update: Phillip Wright recently conducted a study to evaluate the lease of golf cars. We will be able to get a 4 year lease on Electric cars which are estimated to save at least \$28K over the term of the lease. The cars will have improved performance, noise reduction, cost savings, sand bucket and will enhance the overall golf experience. The proposal will be discussed at the next POA Board meeting.
 - *Q: Will the batteries last 4 years? A: We are also getting a 4 year warranty and Club Car will come replace the batteries if there is an issue*
 - *Q: Will we have covers? A: Our current covers will fit.*
 - *Q: Did we order 'rain hoods' A: No. These hoods do not fit with our covers.*
 - Tournaments
 - Spring 3-Person Scramble - March 25th-26th: registrations is filling up
 - Men's and Women's Senior Open - April 1st: registration has started
 - Junior Golf: Dates are set. Two 1-week camps are planned. Advertising is planned and the camps will be promoted in the schools.
 - Get Golf Ready in 5 days: Advertising will be released for Golf Expo/Golf Fest. Gavin Smith is the point person.
 - Golf Expo March 18th: Focus on promoting golf groups. Strong sales in the fall/winter reduced the need for a massive merchandise clearance. There will be some merchandise, but not to the degree in past years.
 - Golf Fest – April 15th: Vendors are secured. Shuttle plans are in place. Advertising to the 50 mile radius is planned.
 - Adams Tour Event – May 22nd – 27th: Response has been excellent. Only one sponsorship remains to be sold. Pro Am registration information will be published shortly. Ruth will be soliciting for volunteers at Golf Expo. We need 100+ for the first 2 days and 70+ the final days.
 - Golf Course Ratings: USGA is conducting training for a new team. BVV course ratings are scheduled for March.
 - *Q: What is involved in ratings? A: The USGA has a process that includes about 50 data points for each hole. The course is evaluated for both a scratch and bogey golfer. Some data points include distance, width of fairway, hazard lines, slope and difficulty. Usually a team of 5-6 will spend 4 hours per course. After the evaluation, the team will usually*

March Meeting Notes Final (amended)

play the course to verify their findings.

- *Q. Why have the courses rated? The rating system is what helps golfers get a sense of the difficulty of the course. It is also a mathematical factor that is applied to a handicap when playing at different courses around the globe.*
- *Q: Is the Course Rating different than a Hole Handicap? A: Yes, Rating is for the course as a whole. The hole handicaps provide a relative indication of the differential between a low handicap golfer and a high handicap golfer.*

- Kids First Golf Bundle: this is being expanded from the AGGF member to any member with a photo ID. The cost for a Photo ID Member is \$200. The member must pay a green fee and play. *Q: Can kids play without a playing adult? Not with the Kids First Bundle which is targeted at family play. However, separate from the Kids First Bundle, kids are welcome to play on our courses with the appropriate supervision (see rate sheet)*

- **Marketing** - Kim Carlson

- New billboard design for Golf Fest is in approval stage
- Marketing team is creating promotional templates to streamline process of advertising

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

- Ruth spoke about the Adams Tournament
- Jim appreciated that the community is spending money in updating the clubhouses and courses. The improvements are starting to show and are resulting in increased revenue. We still have many tee time open and Jim encouraged everyone to be thinking about how to attract additional golfers.

- **General Operations** – Tom Judson

- Golf Financials – Strong revenue in February. Golf exceeded the revenue budget as did the POA overall.
- Construction Updates:
 - Lakepoint - On track for May 3 opening
 - *Q: How will we manage crowds during the opening? A: We will require a reservation in order to ensure a good dining experience. Reservations will be on-line and by phone and will be publicized in mid April.*
 - *Q: When is the next Tour? A: March 21st at 4:00pm*
 - Country Club- Current work is focused on the lower lever and sewer. Planned for August/September opening.
 - *Q: Will there be club sales at the pro shop? A: There will be some, however, our main location for club sales will remain at Tanyard.*
 - *The team is currently working out the details to let golfers take carts to Tanyard for fittings and/or pre-golf warm ups.*
 - Highlands: construction on track, April reopening

Open Forum: Members of the community are welcome to speak. 3 minute limit.

- **Over-seeding:** It would be more attractive to have the golf courses green in the winter by over-seeding the Bermuda with rye grass.

March Meeting Notes Final (amended)

Old Business:

- Golf Course Measurement – Tom Stephens / Phillip Wright
 - Completed courses – Country Club, Kingswood, Highlands, and Berksdale: A new yellow tee on Highlands, Berksdale and Country Club has been marked. The yellow tee reduces the differential between the Blue and White tees by about half.
 - Upcoming courses – Dogwood, Thursday, March 9, 8:15 am, 8 volunteer team
- Golf Course Markings – Tom and Phillip discussing, on hold for now. Discuss again midsummer.
- Remeasure Par 3 Tee Boxes at Scotsdale –next steps: Gavin and Darryl will remeasure these tee boxes this week.
- Revision of Individual Hole Handicaps for courses – next steps: Phillip will discuss with the Golf Office which groups are turning in scorecards. These cards can be used for the Handicapping exercise
- Feedback on Golf Operations/Marketing Meeting held 2/16 – Sue Nuttall reported that a cross functional team met to lay out a comprehensive marketing plan for POA tournaments. In subsequent meetings, the team discussed golf promotions. Promotions are aimed at times that the courses have open tee sheets. Promotions will change periodically and run throughout the golfing season.
- Process for Clubs to have items of interest published – this process will be published for the Group Leader meeting at Golf Expo.
- Assign reps for Golf Courses – the following assignments were finalized. Ruth will look for the Standards document.

Rex Butler – Highlands
Tom Stephens – Scotsdale
Bill Nichols – County Club
Terry Predl - Kingswood
Dave Whelchel - Berksdale
Dean Collins - Dogwood

New Business

- Proposal by Friends of Dogwood to construct a scoreboard: Alyson and Tom, Board Members of Friends of Dogwood presented the proposed scoreboard. The plans were reviewed and approved by Mike Taggart (MAC), Tom Judson and Phillip Wright. The committee was in agreement with the plans.
- Friends of Dogwood Raffle – Bill Barr: FOD are selling raffle tickets for a grill as a fund raiser
- Veteran's Day Tournament- Bill Barr: A tournament committee is being formed. Bill reported that many of the sponsor slots have been sold.
- Talking points for Golf Leader Meeting at Golf Expo: The meeting is 8:00 on March 18. Focus on improving shotgun registration and other topics. Phillip, Darryl, Sue and Keith will meet

March Meeting Notes Final (amended)

separately to create an agenda

- Reports/updates from committee members
 - Review Tee Boxes at Highland/Kingswood: Keith requested feedback by the end of March. Assigned course reps and others are encouraged to provide feedback.
- Name tags were given to members of the Golf Committee

Recap Action Items

- Darryl/Gavin: Remeasure 3 par tees at Scotsdale
- Course Reps, Tom, others: Provide feedback on Tee boxes at Highlands/Kingswood:
- Ruth: Find Standards document for Course Review
- Phillip: Discuss scorecards for Handicapping with Golf Office
- Phillip: Schedule internal meeting to finalize Agenda for Golf Expo
- Kim/Sue: Have process for inclusion in Golf Group Marketing for Golf Expo

Meeting Adjourn – Tom Stephens adjourned the meeting at 10:00 am