



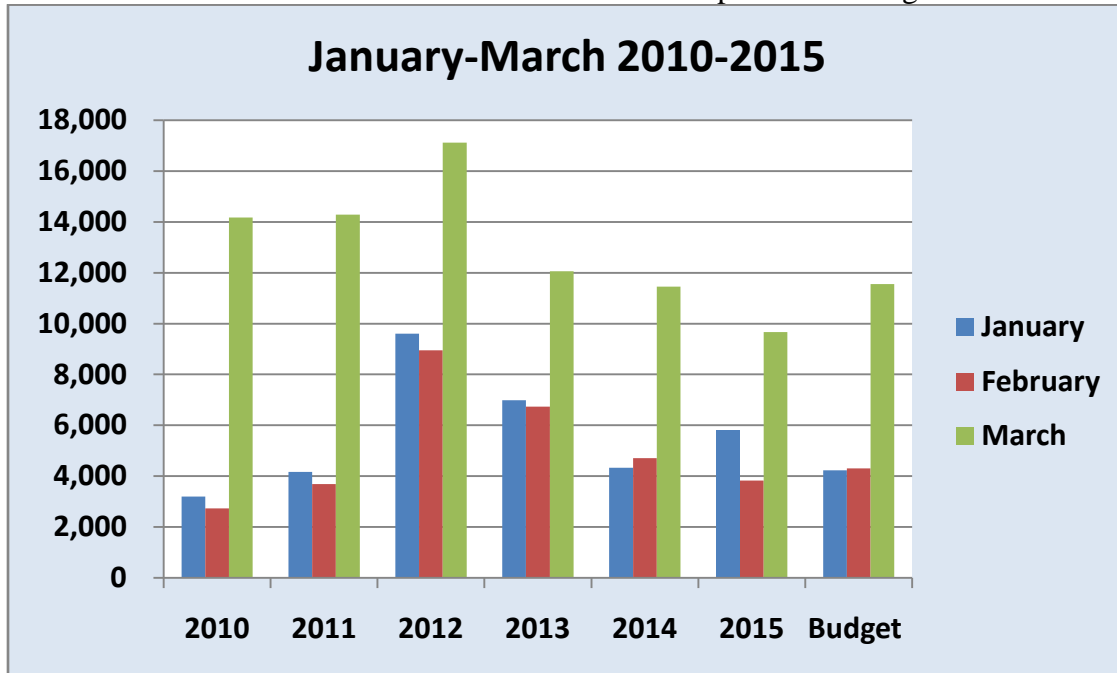
Bella Vista POA
 Joint Advisory Golf Committee
 Minutes – April 8, 2015

Members Present: Bill Barr, Jake Grasmick, Gale Harder, Harris McKee, Terry Predl, Tom Stephens, Kirk Van De Walle, Members Absent: None

Others Present: POA Golf Ops Manager: Andy Mar; POA liaisons: Ruth Hatcher & Bob Brooks, The Vista Reporter, Lynn Atkins; Visitors: None

1. Chair **Jake Grasmick** called the meeting to order at 5:00 p.m.
2. **Approval of March Minutes: Approved without additions**
3. **Regular Business.**

a. **Golf Rounds—Andy Mar:** March Rounds were 1,884 below budget (16 %) and lower than any March from 2003 onward. Member rounds for members **without** Value Cards and guest rounds were at budget. Only rounds for those with Annual Green Fees substantially exceeded budget. Rounds for members with Value Cards were less than 50 percent of budget.



b. **Maintenance Keith Ihms**

Keith, who was unable to attend submitted a report by email.

- 1) Aeration of the course greens began this week and had been completed on Kingswood, Berksdale, and Dogwood. The remaining schedule with alternate days is shown below.
 - April 9 - Scotsdale Golf Course--alternate April 21st
 - April 10 - Highlands Golf Course --alternate April 15th

April 13 - Country Club Golf Courses--alternate April 23rd

- 2) The Plank replacement project on Berksdale Bridge number 3/5 has been completed.
- 3) Cart path repairs set for number 11 (asphalt areas around bridge between #10 green and #11 tees) is set to begin April 15. Number 10 will be closed for three days (April 15-17) to complete work. During that time players will go straight from 9 green to forward tee on number 11. (Live guides will be provided to direct players.)
- 4) Tanyard driving range tee project is progressing. All irrigation is complete and seedbed mix has been placed and rough graded. The lazar leveling will be done just prior to sod installation which is tentatively scheduled for the week of April 20th. We are waiting on supplier to give us a go ahead to harvest sod. Want it ready so we minimize seams during installation. Hope to open around June 1st, weather cooperating. The range is open now and **Mike Singletary** determines if practice is allowed on over-seeded forward tee not impacted by project or restricted to mats.

5) **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. Special attention to the Carts-On-Path Restriction is needed now as the growth now appearing on the Bermuda grass is particularly sensitive to damage from cart traffic.

Time of Restriction	Courses with Carts-On-Path Restriction	
4/6 - 4/12	Dogwood Hills	Kingswood
4/13 - 4/19	Berksdale	Scotsdale
4/20-4/26	Highlands	BVCC

c. Course Reviews

- i. **Highlands--Gayle** reported that drinking water is available around course at least every three holes.
- ii. **Berksdale--Bill** commented on how smooth the new planks on the bridge are.
- iii. **Dogwood--Tom** met with Geoff & Shirley. Course is in good shape. He mentioned that Geoff had mentioned that he feels that he spends much time training because of turnover. Tom said that although the fixtures in the restrooms are clean, walls and windows need spring cleaning. He also suggested that placing cleat cleaners near greens might reduce the litter deposited by golfers from their shoes. He feels that the marking of our golf courses needs to be improved. Keith Ihms had noted in his report that he works with Golf Ops to identify marking requirements but that this is time consuming; **he asked whether support for marking might be addressed by volunteers.**
- iv. **Scotsdale--Kurt** mentioned several aesthetic improvements around Picnic areas. Irrigation for flowers on #5 is being hooked up and sand buckets are in place on all par 3s and at driving range.
- v. **Country Club--Jake** noted that the front nine was closed for three days because the low-water bridge between #1 and #2 had too much flow for carts to pass and asked for POA board action to address.

4. Reports from Management

A. Andy Mar

- 1) Summer schedules have started. There is a "Master's Event" this weekend which marks the third weekend in a row with some type of tournament. There is a 3-skills challenge at Tanyard on May 30 celebrating the 50 years of Bella Vista Golf. **Andy needs volunteers to help.**

- 2) The spreadsheet for reporting scores has not been sent out to leaders as some bugs are still being worked out.
- 3) This year the program with Cooper Elementary is being handled differently from last year's SNAG program. On April 23-24 fourth graders will be taken to Tanyard for some exposure to outdoor golf.
- 4) After observing the recent publicity for Drive, Chip, and Put for youth, Andy has begun to explore the possibility of Bella Vista involvement. Currently Pinnacle CC has NWA locked up.

B. Board Liaisons

- 1) **Bob Brooks**--Asked for clarification about the low water bridge between #1 & #2 noted above. Jake mentioned that the problem seemed to be that the current concrete has been undercut so solutions are more expensive and extensive than expected.
- 2) **Ruth Hatcher**--Commented that the Expo had been very successful. She noted that she was aware of two emails and three telephone conversations but foursomes who had been disappointed to find only brown fairways in Bella Vista. **Andy** said that the larger groups seem not to have curtailed their trips; **Jake** observed that next year when they know we will be brown, we might see a reduction.

5. Guest Comments

A. None

6. Old Business

A. Subcommittee Reports

1. **Course Enhancements**--**Jake** reported that the Lads & Lassies of Scotsdale are undertaking a beautification project around the pond near #18 green. He showed a color rendering prepared by Benton County Master Gardener Beth Strickland that incorporated many plants. A somewhat less ambitious planting is planned with funding provided by Scotsdale residents **Richard and Ann Marie Steeneck** and labor to be provided by the Lads & Lassies of Scotsdale.
2. **Membership Growth and Marketing**--**Jake** and **Kurt** proposed that a member of the Advisory Committee sit as a liaison representative on the BVPOA Marketing Committee to provide enhanced communication with the POA board. It was noted that the POA has resources that are required for many of the activities conceived in our committee. **Bill Barr** agreed to be the liaison representative with **Kurt** as back-up.
3. **Feedback from Expo**--Desirability of having an additional cash register was noted.

7. New business

1. **State Week**--**Bob Brooks** reported that Hot Springs takes one week in calendar and promotes it as Missouri week. During that week, Golfers from Missouri are allowed to play at member rates. He asked if Advisory Committee members would support such an option at Bella Vista. Committee Member agreed unanimously.
2. **Terry Predl** said that he had been exposed to a rumor that Cooper planned to develop the area currently occupied by the Tanyard driving range for another housing development. Bob Brooks suggested that such a development would not happen.

8. Other Issues: **Jake** and **Ruth** presented an extensive list of Golf Successes that have originated in the Golf Advisory Committee. They recommended that the list be published on Club House bulletin boards and suggested that the accomplishments were the most newsworthy copy of this meeting. This list is included as Appendix II.

9. Volunteer Hours for March: 33

10. Adjournment: 5:05 p.m.

11. Next Meeting: May 13, 2015 - 5:00 p.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.
Continue to participate in GRIP.

Appendix II.

Ideas to increase Golf Rounds in Bella Vista Originating with JAGC

- Golf Expo's
- Annual Green Fee Cards
- 2:00 and 5:00 fee reductions
- Reduced Fees for Juniors
- Forward Tees for young players and Family Golf --
- Youth Golf Camps
- Supported First tee (Tanyard Creek layout)
- SNAG Program (Supported Andy with introduction to School kids)
- White paper on Marketing needs (Way Back When ...)
- "13 in 13" for getting new members
- Punch cards for "Golf Outings" — play 6 rounds and get 7th round Free
- Golf packages through local hotels and organizations
- Group lessons (Beginner Golf Seminars as low prices)
- Extensive efforts by the JAGC to organize AJGA Golf Tournament to Widely expose the Bella Vista Golf experience