

# June Meeting Notes Final

## Golf Joint Advisory Committee Meeting Agenda

Wednesday, June 14, 2017, 5:00 pm

### Important Outcomes / Announcements:

- Berksdale is opening as a 9-hole course on June 26<sup>th</sup>.
- Hydrology Study for valley courses: initial meetings with Engineering firms complete. Study will take 5-6 months
- POA Board to consider advancing collar and bunker work on Highlands in 2017. Vote scheduled for 6/15. May impact opening of Highlands Bar/Snack Bar.
- Men's revised handicaps are completed
- Next meeting: July 12, 2017 5:00 pm in the Country Club Boardroom

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

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

**Absent:** Jim Abrahamson, Kyndall Ardoin, Bill Nichols

### Agenda:

**Call to Order** – Tom Stephens **called the meeting to order at 5:05 pm**

#### Staff /Board/Management Reports

- **Golf Course Maintenance – Keith Ihms**
  - Berksdale will open as a 9 hole course on June 26th.
  - Progress on flood repairs & projects
    - Highlands
      - #5 creek bed is being repaired by POA MAC department and we will return to the cart path shortly
      - Timing of cart path repair is dependent on POA Board decision to repair collars/bunkers. It is more efficient to do all of these projects when the course is closed.
    - Country Club
      - #8 green has been repaired and sod is filling in. The green will open in July.
      - #14 fairway opened this week. Returned to the full 4 par length.
      - #14 Pump station has been repaired. The input was clogged.
    - Scotsdale
      - #2 green side area. Pricing is in process to repair the green and reestablish ~20' of soil along side the creek.
    - Kingswood
      - Restrooms opened on Tuesday 6/14
      - New wash station has been installed (compliance)
  - General Course Work
    - Dogwood: Cart path work will start in the fall. Keith is looking at a process to install barriers and apply chemicals to help slow down the root growth. We may also mill down some of the edges of the roots.

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- Scotsdale
  - Yellow Tee Placements will be finished by the end of June.
  - Greens at Scotsdale will be much smoother than they have been in recent weeks. The greens are now at .120 with a goal of .110.
  - The greens will be aerated on Brittany and Scotsdale after July 4th.
- Planned visit by USGA agronomist set for August 9th
  - General meeting about 10:00 am, course TBD
  - Agronomist will present findings and recommendations at the August JAC meeting.

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

- Tournaments
  - APT Event was very successful. 2018 Tournament is in discussion for the week of June 9. Phillip will be conducting a Lessons Learned session next week.
  - Rally for the cure has 196 players. The event will donate approximately \$5K earned for the local Susan G. Kohmen chapter
- Jr. Golf
  - Jr. Golf League had it first match against Shadow Valley. The team is very excited. The next match is against Pinnacle at the Highlands Golf Course.
  - The first Jr. Clinic was successful with over 30 kids in attendance each day. Another clinic is planned for August
- Course Ratings: USGA will send a ratings team in July to rate Country Club and Scotsdale
- Golf Financials – see Appendix 1
  - Impact of the flooding had a significant negative impact on Member Greens Fees, Guest Green Fees and Cart Rental sales
  - Annual passes are up from 2016
  - Merchandise Revenue increased due primarily to club sales as a result of Golf Fest
- Revenue Programs – Kids First, Get Golf Ready, etc.
  - 11 Kids First Bundles have been sold
  - Many complements on the Get Golf Ready series
- Board Liaisons – Ruth Hatcher, Bruce Portillo, Jim Abrahamson
  - Tom Judson thanked Ruth for all of the work done for the APT Tournament
- General Operations – Tom Judson
  - Construction Update: Country Club, Highlands
    - Country Club remodel is progressing slower than planned due to lack of available work force in the market. Schedule is slipping to the end of the year.
  - Highlands
    - All needed permits are in hand for the Highlands Bar/Snack Bar. The opening date may be impacted by the potential closure of the Highlands Golf Course for collar/bunker work.
    - Collars/Bunkers/Cart Paths
      - The Board is considering a proposal to shift some projects from 2018 into 2017 at the Highlands Golf Course. The bunkers will be replaced with the Billy Bunkers (similar to Country Club) and the collars will be re-mediated (similar to Scotsdale). Planned cart path repairs would be completed at the same time.
      - The course would need to be closed for ~10 weeks to allow time for the collars to grow.

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This must be done during the grass growing season, June-September.

- This work is overdue. Doing the work now would improve the play-ability of the course, be ready for the fall 2017 season and the full season in 2018. The new bunkers improve drainage and are less expensive to maintain – especially after rain events.
- Q&A
  - *Q: Can this be done 9 holes at a time? A: Not effectively because of the time it takes for the grass to grow. It is much more efficient/less costly to have the crews come once do the work.*
  - *Q: Is this work really necessary? A: Dave Whelchel – yes. It is long overdue Keith - yes, will improve conditions for all players and will help drainage off the greens. The new breeds of Bermuda grass are far superior to the grass that is trying to grow on the collars now. Bunker work will save maintenance costs (proven at Scotsdale & Country Club)*
- Scotsdale
  - The driving range will be open in a few weeks
- Berksdale
  - A task force has been established to manage a hydrology study and develop a long term plan for the valley courses. Tom Judson and Jim Abrahamson are leading the team. David Whelchel is assisting.
  - The team has met with 3 engineering firms to seek bids on the hydrology study including recommendations. They are FTN, Kraft & Tull and CEI. All firms are local and have some familiarity with Little Sugar Creek. The study will take 5-6 months.
  - Q & A
    - *Q. Have we asked Bentonville to turn Lake Bella Vista into a flood control area? A. We will depend on the engineering assessment. Overall Lake Bella Vista is too small to be a factor in a flood event.*
    - *Q. Are we seeking assistance from FEMA A. We will make an attempt, however FEMA is focused on business and homes first. It is unlikely they will fund projects for golf courses in the flood plane.*
- Open Forum: Members of the community are welcome to speak. 3 minute limit.
  - Jack Kellog spoke representing several Men's golf groups. (See Appendix 2)
    - They would like the fairways mowed to a higher level, ~1" rather than the 5/8" standard currently used. This would allow more room under the ball and be easier for higher handicap golfers to hit. Jack proposed a 9 hole study to evaluate.
    - Keith indicated that this is not practical due to the limitations of the mowing equipment. The committee will take it under consideration. (See additional information in New Business section)
  - Larry Seymour spoke about the possibility of opening Berksdale as an 18 hole course. Keith responded that areas in question posed a safety concern and several of the banks near the cart paths were unstable.
- Old Business:
  - Update on Handicaps – Men's handicaps are completed. New scorecards will reflect the updated handicaps. Women's cards will be reviewed in the next few months. It was suggested that some volunteers may be helpful to do the data entry.
- New Business

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- Outline for next meeting
  - New Committee members will join, Election of Committee Officers, Orientation
  - The Committee will elect Chair, Vice Chair and Secretary
- Related to Member comments about fairway height.
  - Keith proposed that it may be possible to use the Berksdale 9 for the test of the higher mow height mention in Member comments. He can set that mower to the proposed height and use it for both the open 9 holes and also to maintain the 'mothballed' holes.
- Reports on Golf Course status
  - Kingswood – restrooms are repaired
  - Dogwood – course is in great condition. It received an increase in play because it was open immediately after the flood.
  - Scotsdale – continues to be busy. Food/bar revenue has been strong.
- Action Items from Prior Meeting
  - Phillip to follow up on Tee Time confirmation message cutting off the confirmed time. *Resolved – the root cause of the problem was not hearing the full message when using the keypad to type in info (couldn't be heard). Suggestion to turn the phone on speaker.*
  - Phillip to research availability slope and rating data in the USGA GHIN. *Phillip spoke to Eric Lehman at the USGA. USGA suggested speaking to the state golf association. Follow up will continue.*
- New Action Items
  - Phillip to determine how many volunteers would be helpful to work on the Women's' handicaps.
- Meeting Adjourn and reminder of next Meeting – The next meeting is July 12, 2017, 5:00 pm Country Club Boardroom

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## Appendix 1 – Golf Financials through May 2017

<b>GOLF FEES AND CART REVENUE ANALYSIS</b>			
<b>Year to date May 2017</b>			
	<b>2015</b>	<b>2016</b>	<b>2017</b>
Member Greens Fees *	426930.66	455753.34	360424.78
Value Cards	125809.28	0.00	0.00
Annual Greens Fees	452373.21	665608.35	740838.45
Total Members Green Fees	1005113.15	1121361.69	1101263.23
Cart Rentals	189920.85	255564.90	251324.13
Private Cart Registrations	201406.45	160497.06	140746.89
Annual Seat Leases	429636.72	418380.35	411740.70
Total Cart Fees	820964.02	834442.31	803811.72
Guest Greens Fees **	257263.73	244201.12	202430.77
Merchandise Revenue	152232.32	159903.38	160977.76

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Appendix 2 – Member Comments - write up from Jack Kellogg

JAGC Meeting 6/14/2017

My name is Jack Kellogg. I play in three large golf groups and co-administrate two. I wish to present a customer dissatisfaction issue as expressed by the vast majority of these golfers, and I will propose a solution with which the supervisory committee can evaluate a correction.

The dissatisfaction problem is the low 1" or less fairway grass cutting height on all of our courses. Balls come to rest on dirt rather than grass because of our thin density common Bermuda turf. The problem is compounded by our flood plane less than rock free soil, and it is really exacerbated when the ground is wet. It make for lousy shot play for the majority of our golfers of assorted handicaps. Our experiences with fairway turf outside of BV are quite different with improved shot making turf conditions.

We haven't quite attained the July – September optimum heat ranges that yield thicker Bermuda, and yet our courses have been skinned to virtually no turf for the entire fall, winter and spring. This is unsatisfactory for a large contingent of your customers.

I propose that the JAGC do an evaluation of customer satisfaction by the following. Pick one course, and for one month, cut half of the holes (front 9) to the current standard height, cut half of the holes (back 9) approximately 1/2" higher. Announce this evaluation test and solicit feedback from the golfers via the weekly golf update newsletter. Provide them with an email link address to submit their satisfaction preference for the higher or lower grass heights after they play that particular test designated course.