

July Meeting Notes Final

Golf Joint Advisory Committee Meeting Agenda

Wednesday, July 19, 2017, 5:00 pm

Important Outcomes / Announcements:

- **Officers: Bill Barr-Chair, Rex Butler-Vice Chair, Susan Nuttall- Secretary**
- **USGA visit August 9th, 10:00 am at Kingsdale Golf Shop**
- **Motion to “Revise procedures for Golf Group advanced tee times” was approved 6-0**
- **Motion to “Continue process of not over seeding” was approved 6-0**
- **There will be an interim meeting to finalize recommendations for 2018 Budget**
- **Request to golfers to not apply bug spray or suntan spray near green. The alcohol kills the grass.**
- **Next meeting: August 9, 2017 5:00 pm in the Country Club Boardroom**

Attending: Kyndall Ardoin , Bill Barr, Rex Butler, Dean Collins, Ruth Hatcher, Keith Ihms, Tom Judson, Darryl Muldoon, Susan Nuttall, Bruce Portillo, Terry Predl, Mary Riorden, Phillip Wright,

Absent: Jason Lloyd, David Whelchel

Agenda:

Call to Order – Bill Barr

Election of Officers: New officers were elected Bill Barr-Chair, Rex Butler-Vice Chair, Susan Nuttall-Secretary

Welcome to New Members: Mary Riordan, Jason Lloyd

Staff /Board/Management Reports:

- **Golf Course Maintenance – Keith Ihms**
 - Progress on Highlands: on schedule
 - Collars have been cut, most has been removed and sod is being laid. 1/3 will be complete this week. Sod may not be quite as bright green due to hot weather at supplier. Sod is shipped overnight and is healthy.
 - Cart Path repair bid has been approved. Repairs will be scheduled for the end of August
 - New sod will be laid on 9 tees – 8 are red tees, 1 is white
 - Flood Repairs; General Course Work
 - Scotsdale #2 repairs are complete, Highlands #5 is 95% complete, CC #8 green is not rooting properly due to hot weather. A portable fan is being used. Green anticipated to open mid/late September depending on weather
 - Small items like Kingswood Cart Paths will be done in the winter. We can do it during maintenance weeks and not impact play
 - Berksdale Update
 - Keith met with engineer regarding the damaged holes. Craft & Tull will be providing a proposal including fees, permitting and cost of work.
 - A second proposal will be presented to address CC#2 spillway. Option 1 (not recommended due to amount of debris) is a culvert, Option 2 is an arch bridge. If accepted work would be done early in 2018 due to required golf course closure of about a month.

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- Planned visit by USGA for August 9th - Dr. Kamer will meet group at 10:00 am at the Kingsdale Pro Shop. He will also present to the Golf Committee at the meeting at 5:00 pm
- Fairway grass at Berksdale will be reduced to the standard mowing height by next week.
- **Golf Operations – Phillip Wright/Darryl Muldoon**
 - Course Ratings/ Handicaps
 - USGA and team from Arkansas/Oklahoma rated Scotsdale and Country Club. The calculations will be complete next week. We did get a price break due to the difficulty in getting this done.
 - Score sheets are being prepared for the women's handicap calculations. Golfs Ops is working with the Women's 18 Hole Group.
 - Golf Financials (Appendix 1). Revenue recovered some in June, still down for the year.
 - Revenue Programs – Kids First, Get Golf Ready, etc.
 - Jr. League has 1 more match. So far this year 2 wins, 3 losses, an excellent performance for a new team. 1 or 2 members are likely to be on the All Star Team
 - Get Golf Ready – strong interest, plans to expand to the next level including a golf outing

Board Liaisons – Ruth Hatcher, Bruce Portillo, Jim Abrahamson

- Ruth asked that all golfers be considerate of the Maintenance Team during the hot weather. They are often doing time sensitive work to keep our greens and turf in good shape for play.

General Operations – Tom Judson

- **Hydrology study** – We will probably partner with the City with each group paying for the aspects of the study they are concerned about. 4 Bids have been requested FTN, CEI, Kraft & Tull, Burns McDonald. Expect the Board to review and vote in the August meeting.
- Met with the Core of Engineers. The information was helpful
- Tours of the Country Club Construction started last week

Open Forum: Members of the community are welcome to speak. 3 minute limit. Discussion limited to clarifying questions.

• **Old Business:**

• **New Business**

- New Process for Group Sign Up – Shotguns – Phillip
 - Phillip covered the Golf Group Proposed Revision (Appendix 2)
 - A motion was made to accept the proposal and was approved 6-0
- Summary of Budget Advisory Process – Susan (Appendix 3)
 - The Draft of the 2018 Golf Budget Recommendation list was reviewed.
 - Bill will schedule a follow up meeting to review and include feedback from Golf Course Groups, Group Leads and other members.
- ,Over seeding – Bill Barr (Appendix 4&5)
 - Tom Judson presented 2 estimates. The first was for the cost to Maintenance to overseed; the second was the potential revenue increase. The revenue increases was projected at 25%, which was generally agreed to be unrealistic, the revenue opportunity was far less than the cost to implement over seeding.

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- A motion was made to continue with the current process and NOT over seed. The motion passed 6-0.
- Pace of Play
 - Bill Barr discussed a letter received from Raymond Reiss. Additional communication related to Pace of Play will be planned in the coming months.

Action Items from Prior Meeting

New Action Items

- Bill Barr to schedule meeting to review budget requests.

Meeting Adjourn and reminder of next Meeting – USGA visit is the morning of August 9th. The next meeting is August 9, 2017, 5:00 pm Country Club Boardroom

Appendix 1 – Golf Financials through June 2017

GOLF FEES AND CART REVENUE ANALYSIS Year to date June 2017

	2015	2016	2017
Member Greens Fees *	579,517.76	604,369.82	484,430.63
Value Cards	126,467.76	-	-
Annual Greens Fees	469,507.07	684,279.76	761,176.36
Total Members Green Fees	1,175,492.59	1,288,649.58	1,245,606.99
Cart Rentals	263,687.39	347,766.41	358,631.74
Private Cart Registrations	201,781.48	161,247.06	143,040.13
Annual Seat Leases	433,536.76	424,396.21	419,951.25
Total Cart Fees	899,005.63	933,409.68	921,623.12
Guest Greens Fees **	387,642.95	363,551.77	322,189.94
Merchandise Revenue	211,184.58	219,524.25	222,099.90

Appendix 2 Golf Group Proposed Revision

Golf Groups Proposed Revision

Since April 1, 2017, the POA has lost 1,329 golf rounds due to "No Shows" and "Short Shows" from our Golf Groups. If we sold 750 of these lost rounds to Members or Non-Members, we estimate the POA would have brought in an additional \$27,375 from April to July 15th, which totals over \$94,000 per year.

No shows ~ when a Golf Group makes no effort to cancel tee times.

Short show ~ when a Golf Group guarantees more tee times than they use.

Both "No Shows" and "Short Shows" are detrimental to the fiscal responsibilities of the POA.

Recommended Solution

Golf Groups to notify the Golf Operations office 4 days in advance with their guaranteed number of golfers. These extra 3 days will allow the Golf Operations Team enough time to adequately promote and book these newly released tee times to other Bella Vista Members and Guests at the same time adhere to the fiscal responsibilities of the POA by managing our tee sheet more effectively.

The success of this new program is dependent on all Golf Groups following these guidelines.

Golf Groups will be in violation of the new Golf Group guidelines if they do not notify the Golf Operations office 4 days in advance with their guarantee number of golfers and show up with less than 90% of their guaranteed number of players.

Penalties for violation of Golf Group Guidelines:

- a. 1st Offense: Golf Group will receive a written warning.
- b. 2nd Offense: Golf Group will have their total pre-booked tee times reduced by 20% for the next 3 months and be placed on one month probation.
- c. 3rd Offense: Within the one month probation, Golf Group will lose their advance tee times for six months.

In the unlikely event a Golf Groups advanced tee times have either been reduced or cancelled, each Member will still have the opportunity to reserve his/her individual tee times 10 days out.

Our Golf Department works with many groups and the vast majority of them have adhered to the guidelines. Unfortunately, we have a few groups that take advantage of the system which ends up costing the POA too much money.

Thank you in advance for your continued support of Bella Vista!

Sincerely,
Phillip Wright, PGA

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Appendix 3 – Golf Budget Advisory Preliminary Draft 2018 Budget Request Items – Golf Joint Advisory Committee July 18, 2017

Purpose: Provide recommendations for the 2018 POA budget related to Golf

Methodology:

- The team conducted a Brain Storming session and developed a list of Budget topics.
- Topics were designated as Line Item Budget Topics and Consolidated Budget Topics.
 - Line Item Budget Topics are likely to be of a cost high enough to be a single line item on a budget.
 - Consolidated Budget Topics are smaller in scope and cost and will likely be wrapped into Department Budgets
- The participants independently ranked each topic based on importance and urgency. Results revealed a correlation between importance and urgency. As a result the information was divided into 2 priorities – High and Moderate.

The chart below is a summary of the findings.

Next Steps:

- Conduct additional research to clarify topic as needed
- Evaluate/add topics submitted by Golf Groups, Golf Course Associations and Members
- Re-rank and prepare final recommendations

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	High Priority	Medium Priority
Line Item Budget Topics	Install Billy Bunkers at Dogwood	Improve directional signing on courses
	Install bridge across #2 Country Club	Purchase software system to support Tournament Play
	Schedule Play Managers for peak play times	Add elevated Tee Boxes for Gold Tees
	Level Tee Boxes	Renovate Tanyard Creek Facility Analyze available customer data
Consolidated Budget Topics	Repair Cart Paths at Dogwood	Ensure Rental Clubs are available at all courses
	Expand Jr. Golf Program	Improve signing @ Scotsdale for pitching/chipping practice
	Expand Get Golf Ready Program	Offer Beverages for purchase on Course
	Streamline processes related to group play	Explore changing to a more robust handicap tracking system
	Increase availability of water on course to 4 stations per side; explore putting ice on course on busy/hot days	Repair Cart Paths at Kingswood (flood damage)
	Review POA Tournament Schedule	Explore feasibility of extending golf check-in to a self service device
	Publicize Ambassador Program	
	Review condition of remote restrooms	
	Alter location of some Gold Tee Boxes at Dogwood, Kingswood	

Appendix 4 2018 Overseed Cost Estimate

2018 OVERSEED COST ESTIMATE

32.5 Total acres/course

BEST PRACTICE *

Seed:	400 lbs/acre @ \$1.09/lb. = \$14,170.00
Prep & Seed:	50 hrs/labor @ \$12.00/hr. = \$600.00
Fertilizer:	175 bags @ 25.00/bag x 2 apps. = \$8,750.00
Fert. Labor:	3 men/6 hrs. @ \$12.00/hr. x 2 apps. = \$432.00
Fert. Fuel:	15 gal. @ \$3.00/gal x 2 apps. = \$90.00
Mow Labor:	2 men/6hrs. @ \$12.00/hr. x 30 mows = \$5,400.00
Mow Fuel:	16 gal./mow @ \$3.00/gal x 30 mows = \$1,440.00
Herbicide:	\$105.00/acre = \$3412.50
Herb. Labor	1 man/16 hrs. @\$19.00/hr. = \$304.00

TOTAL COST: \$34,598.50 or \$1064.57/acre

- Industry standard recommended seed rates and fertility apps.**

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Appendix 5 2018 Overseed Revenue Opportunity

2018 Overseed Rounds and Revenue Projection

<u>Kingswood Golf Course</u>	2015-16 Rounds	2015-16 Revenues	25% Increase
December	907	\$12,789	\$3,197
January	606	\$7,133	\$1,783
February	1,434	\$17,028	\$4,257
March	1,942	\$28,969	\$7,242
			\$16,480

<u>BVCC</u>	2015-16 Rounds	2015-16 Revenues	25% Increase
December	1,246	\$15,503	\$3,876
January	445	\$8,685	\$2,171
February	1,222	\$18,105	\$4,526
March	1,925	\$29,883	\$7,471
			\$18,044

2016 Rounds	2016 Revenues	10% Increase
858	\$8,443	\$844
892	\$11,522	\$1,152
1,940	\$24,096	\$2,410
1,994	\$26,766	\$2,677
		\$7,083
903	\$7,286	\$729
25 *	\$678	\$69
233 *	\$3,068	\$307
1,711	\$22,436	\$2,244
		\$3,349

* BVCC Closed for Bunker Renovations

25% Total Revenue Increase		\$34,524
Estimated loss of revenue to close down BVCC and Kingsdale for 2 weeks	\$45,894 x 50%	(\$22,947)
Net Result		\$11,577

22947
34598

21345

Minutes Approval

Committee	Approved?	Staff / Board Liaison	Approved?
Bill Barr	Yes, 7/22	Keith Ihms	Yes 7/21
Rex Butler		Tom Judson,	NA
Dean Collins	Yes, 7/21	Darryl Muldoon Phillip Wright	Yes 7/21
Jason Lloyd	Absent	Ruth Hatcher	Yes 7/21
Susan Nuttall	Yes, 7/21	Bruce Portillo	
Terry Predl	Yes 7/21		
Mary Riorden	W comment 7/21		
David Whelchel	Absent		