

# August Meeting Notes Final

## Golf Joint Advisory Committee Meeting Agenda

Wednesday, August 9, 2017, 5:00 pm

### Important Outcomes / Announcements:

- 2018 Golf Budget Recommendations approved
- Dr. Steven Kammerer led the annual visit from the USGA
- Highlands on track for reopening in late September
- **Next meeting: September 13, 2017 5:00 pm in the Country Club Boardroom**

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

### Meeting Notes:

**Call to Order** – Bill Barr called the meeting to order at 5:02 pm.

**Significant outcomes from USGA visit , recap at 4:00pm**– See Appendix 1 for notes from 4:00 meeting

### Staff /Board/Management Reports:

- **Golf Course Maintenance** – Keith Ihms
  - Progress on Highlands
    - On track to be complete by mid/late September. The snack bar will open at the same time as the golf course
    - Collars are almost complete, final sod will be installed by 8/15. Bunkers will be ready for spraying the week of 8/14.
    - Cart paths will be scheduled for the end of August (after other construction work) and will be done by Hutchins. We have worked with this supplier at Scotsdale.
    - Berksdale Update
      - Keith has obtained 4 estimates on engineering for the flood damage. The bids are in the ballpark of the original \$560K estimates, but do not include permitting which are approximately \$35K per work location. No decision will be made until the Hydrology Study is complete.
- Other Maintenance Topics
  - We are seeking bids for the Dogwood Cart Path project. Rob is working with David Welchel (POA Board) to recommend bunkers that can be removed. Work is planned for October.
  - Berksdale is being maintained as a golf course. However, there are safety constraints in getting the large mowers to the 2 holes near Casey's. As a result, we are using a smaller mower and mowing all grass the same height.
  - #7 green at Scotsdale has filled in and no additional remediation is needed
  - #8 green at Country Club. The surface has improved with the use of the fan and cooler weather. The team will aerify next week and some addition seeding may be required on the cleanup circle area of the green . The green will be open the end of September.
  - #2 Scotsdale – repair of the stream bed where the tree fell is complete

### Golf Operations – Phillip Wright/Darryl Muldoon

- Course Ratings/ Handicaps
  - Scotsdale and Highlands have been rated (Appendix 2). Phillip will keep in contact with the USGA to have other courses rated.
- Status of shifting groups to different courses

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- Many groups have had schedule and course changes due to the closures of Berksdale as an 18 hole course and Highlands. Golf for Kids, a large community tournament, brought in ~\$75K in revenue, but reduced available tee times. This has led to very full courses/slow play, especially during the weekday mornings.
- Golf Operations has worked closely with the groups to accommodate as many golfers as possible during the peak playing hours. Golfers should anticipate full shotguns to continue through the summer.
- Update on implementation of Group Sign Up process
  - A meeting with the Golf Group leaders was held Monday, August 7. A second meeting is scheduled for August 23<sup>rd</sup>. Phillip presented the plan and took questions from the group.
- Golf Financials – See Appendix 3
- Revenue Programs – Kids First, Get Golf Ready, etc.
  - Jr. Golf Clinic in progress. Next year plans include 3 clinics, nearer the beginning of the summer
  - Get Golf Ready program is in progress, Get Golf Ready 2 in the planning stage
  - Jr. League: Regular play for the year is complete. Bella Vista has one member on the All Star Team.

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

- Bruce asked the committee to help spread the message of patience as the golfer experience longer golf rounds due to fuller courses
- David Whelchel has been added as a Board Liaison

### **General Operations – Tom Judson**

- Bids for the Hydrology Study are due August 15. The Board will select a provider at the Board Meeting on 8/17.
- Tom is planning to write an article for the newspaper outlining the status of the Berksdale Course.

**Open Forum:** Members of the community are welcome to speak. 3 minute limit. Discussion limited to clarifying questions. **No comments**

### **Old Business:**

- Review and VOTE on 2018 Budget Requests – Appendix 4
  - One minor change was made to the list prepared during the past month.
  - The Recommendations were approved unanimously by the committee. Bill Barr will forward to Tom Judson.

### **New Business**

- Reports on Golf Course status – Committee Members were assigned
  - Highlands – Jason Loyd
  - Scotsdale- Dean Collins
  - Country Club-Mary Riorden
  - Kingswood-Terry Predl
  - Berksdale-Rex Butler
  - Dogwood-Susan Nuttall
- Website update – The POA Marketing department is updating the Website including the main golf page and course descriptions/photography. Susan Nuttall, Mary Riorden and Ruth Hatcher are providing input. Once a draft is ready, it will be circulated for comment.

### **Action Items from Prior Meeting - Susan**

None

### **Review New Action Items – Susan**

No new action items

**Meeting Adjourn and reminder of next Meeting** – The next meeting is September 13 , 2017, 5:00 pm Country Club

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## Boardroom

### Appendix 1 – Highlights from USGA Visit

Steven J. Kammerer, Ph.D, USGA SE Regional Director Green Section, a Golf Course Agronomist visited Bella Vista on Wednesday, August 9<sup>th</sup>. The USGA has visited Bella Vista annually since 1985. Dr. Kammerer has been with the USGA for 2 years and has a 25 year history working with Golf Courses. In addition to his knowledge about grass, Dr. Kammerer has significant experience with products such as pesticides, wetting agents and fertilizers that are used in the golfing industry.

- Dr. Kammerer met with Keith Ihms and the Golf Course Superintendents from 8-10am.
- A public session was held from 10am-12pm at Kingsdale Golf Course. Approximately 30 people attended. The discussion covered topics such as overseeding (not recommended), the condition of our fairway grass (excellent condition for common Bermuda), new grass breeds, tips on the care of Bermuda greens and some nifty tools/techniques to help take samples and photos of greens to diagnose problems.
- In the afternoon, Keith Ihms and Dr. Kammerer visited several of the other golf courses.
- At 4:00, Dr. Kammerer discussed his findings with the Golf JAC and Golf Course Staff
  - Overseeding – it is very expensive and hurts the root system of the existing grass. It is not recommended by the USGA.
  - Painting/Pigment on the fairways to make them green in the winter – Typically, this technique is used on resort courses in hot weather markets, where the customer demand for 'green grass' is critical. It costs \$35K-\$70K per season per course. Proper application is complex and results can be unpredictable. Keith indicated that we do not currently have the proper equipment to do this type of application. The cost of the equipment could be in the range of \$50K
  - What are the top recommendations?
    1. Convert all courses to the Better Billy Bunkers. This saves labor costs and makes the bunkers playable after a light/moderate rain.
    2. Convert the fairway grass to a more current breed such as Latitude 36 that is designed for this market. This grass has a tighter canopy, smaller leaves and a more even surface. This is a far superior approach than overseeding or painting the fairways.
  - What are the biggest challenges in the Courses you have visited?
    - The cost and availability of Labor/People to maintain the courses
      - Using a wetting agent on the roughs to reduce the time spent mowing the roughs
      - Continue to convert to natural areas that don't need to be mowed
      - The staff offered suggestions about seeking more highly skilled applications and incentives for seasonal workers to come back year after year.
  - What are other areas the USGA is working on?
    - Sustainability and longevity of Golf
      - Economical business practices – using less water, resource management, using data to make better decisions and using proven course management practices
      - Attracting new golfers – shorter courses, Play it Forward, having fun

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## Appendix 2- Course Ratings

USGA Rating/Slope comparison	Current BVCC		New BVCC		BVCC slope Comparison +/-	
	Current Men	Current Women	New Men	New Women	Men	Women
Black	72.6/127	n/a	72.7/128	n/a	1	n/a
Blue	70.7/123	76.6/130	71.3/123	77.4/134	0	4
Yellow	n/a	n/a	69.5/121	75.4/130	n/a	n/a
White	67.5/115	72.1/118	67.6/118	73.1/126	3	8
Red	64.3/107	68.0/114	64.6/112	69.5/118	5	4
Gold	n/a	62.8/100	60.3/100	63.5/106	n/a	6

  

	Current Scotsdale		New Scotsdale		Scotsdale Comparison +/-	
	Current Men	Current Women	New Men	New Women	Men	Women
Black	72.8/120	n/a	72.5/128	n/a	8	n/a
Blue	70.8/116	76.0/134	70.9/121	76.8/133	5	-1
Yellow	n/a	n/a	69.6/118	75.0/129	n/a	n/a
White	67.5/110	71.9/123	68.7/115	72.2/122	5	-1
Red	64.2/104	67.9/120	63.4/109	68.6/113	5	-7
Gold	n/a	63.4/110	60.4/102	63.2/103	n/a	-7

## Appendix 3 – Golf Financials YTD through July

### GOLF FEES AND CART REVENUE ANALYSIS Year to date July 2017

	2015	2016	2017
Member Greens Fees *	724,331.78	760,762.97	607,839.50
Value Cards	126,843.36	-	-
Annual Greens Fees	483,050.92	705,924.50	783,316.14
<b>Total Members Green Fees</b>	<b>1,334,226.06</b>	<b>1,466,687.47</b>	<b>1,391,155.64</b>
Cart Rentals	323,477.11	411,982.75	448,341.93
Private Cart Registrations	301,781.48	163,934.56	144,144.43
Annual Seat Leases	436,332.61	433,179.59	427,188.74
<b>Total Cart Fees</b>	<b>961,591.20</b>	<b>1,009,096.90</b>	<b>1,019,675.10</b>
Guest Greens Fees **	477,360.75	420,416.75	388,710.05
Merchandise Revenue	263,788.71	264,841.74	269,797.39

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### Appendix 4 – 2018 Budget Recommendations for Golf

Date: August 10, 2017

From: Golf Joint Advisory Committee

To: Tom Judson

### **2018 Budget Recommendations for Golf**

The Golf JAC voted to propose the following Budget Recommendations for Golf at our regular meeting on August 9, 2017. As requested, the prioritized list on the following pages is the recommendation for items to be included in the 2018 POA Budget. In some cases, Golf Course Groups (Lads & Lassies, Friends of Highlands or Friends of Dogwood) may have a role in the activity. These are marked in the 'Partner' column.

Items for the Budget Recommendation have been prioritized by High and Medium.

Other items that were discussed are included in the Appendix for reference only.

- Staff: tasks performed by the Staff
- Master Plan: item that will be included in the Golf Maintenance Master Plan
- 2017: items discussed that are budgeted for 2017 and are in progress or planned

Committee Members:

- Bill Barr
- Rex Butler
- Dean Collins
- Jason Loyd
- Susan Nuttall
- Terry Predl
- Mary Riorden

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## High Priority

Partner	Topic	Benefit	Recommendation Notes
.	Level Tee Boxes	Improve Playability	List has been provided to Golf Maintenance
.	Schedule Play Managers for peak play times	Customer Service	Part time role during busy play days. At the discretion of Golf Operations
.	Alter location of some Gold Tee Boxes at Dogwood, Kingswood	Customer Experience	Some tee makers are in odd locations. These should be moved prior to rating
.	Review condition of remote restrooms	Customer Experience	Provide analysis of air flow in hot months, Arrange for occasional deep cleaning
.	Review POA Tournament Schedule	Streamline Operations, Customer Service, Revenue Generation	Review the schedule to reduce # of tournaments and improve adoption.
.	Expand Get Golf Ready Program	Revenue Generation, Expand # of Golfers	Add services for 'Advanced Beginners', lessons, including play opportunities
.	Expand Jr. Golf Program	Revenue Generation, Expand # of Golfers	Add Clinics, lessons, play opportunities as demand grows
.	Publicize Ambassador Program	Encourage new residents	Publicize this service to the members to increase referrals and hosts.
.	Increase availability of water on course to 4 stations per side	Customer Experience, Safety	
.	Provide Ice/Water machines near clubhouses and/or remote restrooms	Customer Experience	Coordinate with bathroom remodels. Need to secure the machines. These machines are expensive.
FOD	Install Ball Washers near Red Tees at Dogwood	Customer Experience	More players at Red/Gold Tees. Add these over time. Cost ~\$400 each.
FOD	Rebuild landscape area at 7 <sup>th</sup> hole at Dogwood	Enhance Environment	Work with FOD; schedule in Fall/Winter
FOD	Replace Landscape timbers on 5 <sup>th</sup> hole at Dogwood	Enhance Environment	Work with FOD; schedule in Fall/Winter
FOD	Install landscaping to soften appearance at Maintenance barn between 12 & 13 at Dogwood	Enhance Environment	Work with FOD; schedule in Fall/Winter. Must be low maintenance.
FOD	Improve view towards #18 pump house with landscaping	Enhance Environment	Work with FOD; schedule in Fall/Winter. Must be low maintenance.
FOH	Build New Scoreboard at Highlands	Customer Experience	Staff to work with FOH
L&L	10 cubic yards of mulch at Scotsdale	Enhance Environment	Superintendent to include in budget
L&L	Install red Tee Ball washers on #5, #9,#13,#16 and #17 at Scotsdale	Customer Experience	More players at Red/Gold Tees. Add these over time. Cost ~\$400 each.
L&L	Bench at the new driving range at Scotsdale	Customer Experience	Work with Lads and Lassies

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## Medium Priority

Partner	Topic	Benefit	Recommendation Notes
.	Add elevated Tee Boxes for Gold Tees	Improve Playability, Customer Experience	Gold tees are very popular, create the same 'status' as other tee boxes
.	Renovate Tanyard Creek Facility	Revenue Generation, Customer Experience	Renovate clubhouse. Improvements to targets, landing areas, netting, provide visible depth to be done in conjunction with irrigation project on the Master Plan.
.	Purchase software system to support Tournament Play	Streamline Operations, Customer Service	Registration, score posting, real time streaming, system integration. Easier to manage tournaments, calculate winners, real time posting.
.	Analyze available customer data	Understand our business	Develop a data set that can be analyzed by meta data elements. Need IT resources.
.	Improve directional signing on courses	Customer Experience	
.	Continue to expand use of wildflowers	Customer Experience, Enhance Environment	Expand use of wildflowers and native grass to help sustain birds, provide color and interest to the course and draw attention to the courses
.	Explore changing to a more robust handicap tracking system	Customer Service	Current system sometimes is slow and times out; consider system integration costs. There may be benefit in using Arkansas Golf Assn. System.
.	Ensure Rental Clubs are available at all courses	Customer Service	Ensure full sets of current clubs are available for Men and Women. Jr. Clubs at selected locations.
.	Improve signing @ Scotsdale for pitching/chipping practice	Customer Experience	Inform golfers to practice chipping, pitching on practice green
.	Upgrade restrooms, fans/heaters, flooring	Customer Experience	This renovation could be ~\$40k per facility. Could be added to the Master Plan and done over time.
FOH	Enhance landscaping at # 18 Highlands	Enhance Environment	Golf Maintenance: Installation could be a group project. FOH must maintain
L&L	Install 18th large, solar pond bubbler at Scotsdale.	Enhance Environment	Collaborative project with Lads & Lassies. Need to verify suitability of Lake for this type of equipment.
L&L	Build Pergola over deck at Scotsdale	Customer Experience	Discussions have already begun with L&L

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### Appendix – For Information Only Staff

Partner	Topic	Benefit	Recommendation Notes
.	Grass alongside all cart paths should be trimmed monthly.	Customer Experience	Staff is responsible for this task on a periodic basis.
.	Clean area behind Maintenance Shed on #10 Highlands	Customer Experience	Staff will perform this task as an off season activity.
.	Trim lower branches on trees at Highlands	Customer Experience	Staff will perform this task as an off season activity.
.	Remediate cause of sewer odor by 18 <sup>th</sup> green at Dogwood	Customer Experience	The culvert will be jetted to see if there is a blockage. Beyond that, not much can be done.
.	Update Vending Machine at 7 <sup>th</sup> hole at Dogwood	Customer Experience	Golf Operations will discuss a new machine with the vendor.

### Master Plan

Partner	Topic	Benefit	Recommendation Notes
.	Replace greens with Bermuda at Highlands	Playability, Improve course resilience	Golf Maintenance to include this on the Master Plan for the Highlands Golf Course

### 2017 Budget Items

Partner	Topic	Benefit	Recommendation Notes
.	Install Billy Bunkers at Dogwood	Reduce Cost, Improve Playability	In progress
.	Repair Cart Paths at Dogwood	Customer Experience, Safety	Planned for Fall, 2017
.	Repair Cart Paths at Kingswood (flood damage)	Customer Experience	Planned for Fall, 2017
.	Offer Beverages for purchase on Course	Revenue Generation, Customer Service	Will roll out as licenses and equipment is available. On Tournament days only to start.
.	Streamline processes related to group play	Streamline Operations, Customer Service, Revenue Generation	Discussed at 7/19 Golf JAC meeting. Golf Operations to implement in 2017
.	Improve Highlands Cart Barn to reduce floods	Improves working environment, reduces cost for clean up	On the work schedule to be complete by October 1, 2017