



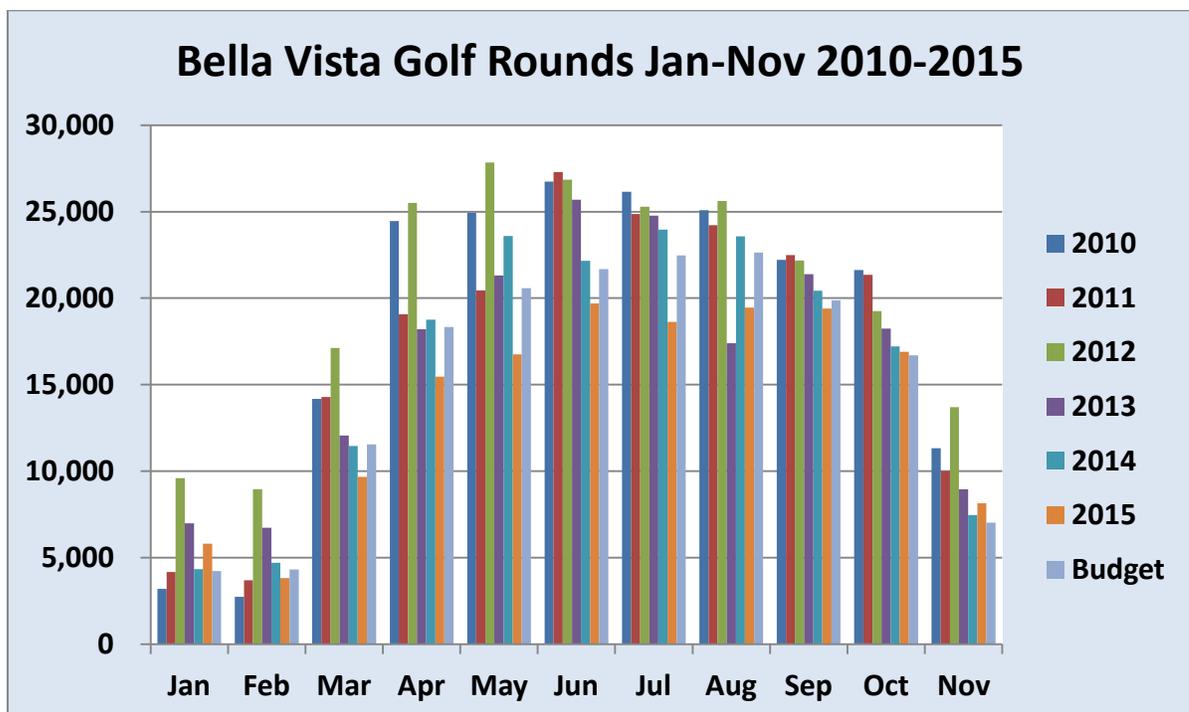
Bella Vista POA
 Joint Advisory Golf Committee
 Minutes – December 9, 2015

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 Maintenance Manager: Keith Ihms; POA liaison: Ruth Hatcher; The Vista Reporter, Lynn Atkins; Visitors: Bill Davis, Ross Smith, Patrick Brady, Carroll Holsted, Jerry Smith, Van Bateman, William Rex Butler, Phil Salyards, Dick Riesberg, Van Endersen

1. Chair **Jake Grasmick** called the meeting to order at 8:31 a.m.
2. **Approval of November Minutes: Approved without additions**
3. **Regular Business.**

a. **Golf Rounds**—**Andy Mar** reported November Rounds were 1126 above budget. Favorable November weather helped us meet budget and December has started out well. The graph below shows six years of rounds by month as well as the 2015 Budget. The data is presented differently this month and shows the high proportion of total play that occurs from April through October. Although rounds played is down from last year, the total revenue from golf is up.



b. Maintenance Keith Ihms

Work continued on winter projects including removal of dead trees, particularly at Metfield. Some creek bank reinforcement has been accomplished at Berksdale and Kingswood. Tee markers plaques will be installed for Play-It-Forward positions at Berksdale, Kingswood, and Highlands in January. Markers for Berksdale and Kingswood will include the logo of the Golf Course Superintendent Association of America (GCSAA) who paid for them in honor of their retiring president, Keith Ihms. Highlands plaques will include a golfing figure and have been purchased by the Friends of the Highlands. At all locations, a stencil will be positioned on the cart path highlighting the Play-It-Forward location.

Irrigation for the new beds at Scotsdale has been installed.

Planning, which will be coordinated with operations, is underway for this spring's course greens aeration schedule and course maintenance days. In January, post-emergent spraying will take place to control winter grassy weed, Poa.

No progress report was provided the two major projects:

- 1) Culvert on Kingswood near maintenance shed.
- 2) Scotsdale #13 Culvert Replacement.

As a reminder, the rotating system of cart restrictions began last week. The schedule is provided on line at: [Carts on Path](#). This program will help distribute cart traffic uniformly throughout the village and help protect the dormant warm season Bermuda turf this winter. Your cooperation is greatly appreciated!

Scotsdale Greens Conversion to Bermuda--Keith presented a plan to convert all greens on Scotsdale to Champions Ultra-Dwarf Bermuda grass. The bent grass greens on the Scotsdale course are among the oldest in the village and were constructed with what we now know to have been inadequate drainage. This has led to frequent damage to greens during hot weather, the need for almost continuous syringing, and a recognition that continuation of bent grass greens will require extensive rebuilding. Such a rebuilding would require an estimated \$750,000. Because Bermuda is less susceptible to drainage, major rebuilding would not be required; cost for conversion to Bermuda would cost about \$210,000, i.e. more than a half-million dollar savings. The Bermuda can withstand heat better without spritzing and regrows more rapidly when green damage occurs. Since Bermuda grass performs well with adequate surface drainage the need to rebuild greens to improve subsurface drainage (as is needed with bent grass) is not as critical.

Keith noted that courses across Oklahoma and into Kansas and Missouri are adopting Bermuda as a more appropriate choice for greens. This change is occurring at both Championship and public courses. Tom Stephens moved and Terry Prebl seconded that the Golf Advisory Committee support Keith's recommendation to convert Scotsdale to Bermuda greens. The motion passed 5-1.

c. Course Reviews--All reviewers noted that courses are in good shape.

4. Reports from Management

- A. Andy Mar**--Holiday merchandise sale continues until December 24th. Summer group request forms were distributed in November have been coming in but some are still missing. **Deadline for submission is December 21st.**

B. Board Liaisons

1) **Ruth Hatcher**--Ruth thanked members of the Advisory Committee for their service, especially Kirk Van De Walle and Gale Harder who are completing their first three year term.

5. **Guest Comments**--More guests attended this meeting than at any recent meeting following the publication of 2016 fees. Several guests expressed their opposition to the change in policy which will require each golf rider to pay for his seat even when riding in a private cart. (In the past, such riders have been expected to pay the private cart owner for the ride if they did not have a seat lease.) Apparently, many of the guests have been getting a free ride and felt the change represented a fee increase rather than closing a loophole.

As part of the discussion, Ruth Hatcher pointed out that the only increase this year was a 50 cent increase per 18-hole round which was requested by groups who collect from their players and felt handling change complicated their duties. She also provided data to help players determine whether an annual fee would be appropriate. These data are shown in the table below.

Annual Golf Card Break Even Analysis with 2016 Golf Fees				
Member Option	Base Fee	Tax	Total	Rounds to Break Even @ \$39 per Round
Annual Golf Card + Seat Lease	\$1600 + 600	\$136 + 51.00	\$2387.00	61
2nd Annual Card + 2nd Seat	\$1250 + 350	\$106 + 29.75	\$1735.75	45
Annual Golf Card + Private Cart	\$1600 + 450	\$136 + 38.25	\$2224.25	57
2nd Annual Card + 2nd Seat	\$1250 + 150	\$106 + 12.75	\$1518.75	39

6. Old Business

A. Subcommittee Reports

1. **Course Enhancements**--

- a. Metfield. Work is proceeding on work under the trees near the clubhouse utilizing in-house labor as noted in last two reports.
- b. Scotsdale. As noted above irrigation installation is on tap. Tee markers, like those on other courses (Not Play-It-Forward) will be ordered in January.

2. **Membership and Marketing - Bill Barr**--A grand opening is planned in March at Metfield to note the opening of the snack bar.

7. New Business

A. Golf Committee Reorganization--Jake noted that he had received a proposal from POA Chair Bob Brooks to increase the size of the Golf Committee from the current seven members to 12. Apparently, Brooks feels that such an organization would be able to support projects more effectively. The Brooks proposal would include four subcommittees of three members each as well as six members assigned for course monitoring and reviews. The subcommittees would be:

- 1) Golf Marketing
- 2) Tournament Support,
- 3) Youth and Family Golf, and
- 4) Golf Group Integration.

It was noted that with the completion of terms for two members, an immediate increase to 12 would mean that seven of the 12 would join the committee without experience which might undermine the continuity of the committee.

Jake noted that the committee efforts this year had been constrained by two issues. First of all, we were asked to combine our marketing efforts with those of the new POA marketing director and the POA Marketing Committee; these efforts provided few results when the Joint Marketing Committee repeatedly failed to meet. Bill Barr, our representative to the Marketing Committee observed that when he attempted to communicate with the Marketing Director, he had been advised that he should be going through a board member rather than dealing with her directly.

Secondly, in March, Jake received a letter from Tommy Bailey advising him that we would be in a cost reduction environment and that there would be no funds available for enhancing any amenity. Accordingly, we proceeded to finish those projects currently underway and those that could be accomplished with volunteer efforts and/or funding.

B. Establish a List of 2016 JAC Tasks

Appendix I from last month's report included again as Appendix I provides a base for the 2016 Tasks and the comments included there are still relevant. All the 2015 tasks should be continued except for Nos. 6 and 7. Number 8 may be refined as more information become available about the GRIP program.

8. Other Issues--Chair Jake took special note to commend Gale and Kirk for committee work during their first 3 year terms in December and noted his hope that both will reapply for a second term.

9. Volunteer Hours for August: 284 hours including 220 hours contributed by the Lads and Lassies of Scotsdale

10. Adjournment: 9:50 a.m.

11. Next Meeting: January 13, 2016 - 8:30 a.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. *New Marketing and Communications Manager has been very busy but this task has not been completed and should be continued in 2016.*
2. Develop a program with golf group leaders to ensure earliest availability of unused tee times. *This effort is well under way with our group leader meetings in conjunction with Golf Expo and Andy's individual meetings with leaders but need exist every year.*
3. Continue to support course support groups like "Friends of the Highlands" and "Lads and Lassies of Scotsdale" with fundraising events. *Metfield volunteer leader returned to Iowa and program has languished; need new leader. Ron Stratton suggested desirability of long term vision for each course capitalizing on a feature of course e.g. Scottish emphasis at Scotsfield that neighbors could identify with and continue to demonstrate the pride that the course connections engender.*
4. Develop programs for increased play on Bella Vista Village golf courses during afternoons and evenings. *This has been addressed and needs to be continued.*
5. Continue monthly course inspections, documenting repairs and maintenance issues. *Should be continued.*
6. Assist with the 50th Anniversary Three Skill Challenge event to be held on May 30. *Was cancelled for lack of interest.*
7. Participate in and promote activities for the POA's 50th Anniversary. *We supported and 50th is over.*
8. Continue to participate in GRIP. *Good program. Only training was discontinued in 2015. Program continued.*