

# March 2018 Meeting Notes Final

## Golf Joint Advisory Committee Meeting Notes

Wednesday, March 14, 8:30 am at Bella Vista Country Club Boardroom

### Important Outcomes / Announcements:

- Next meeting: Wednesday, April 11, 2018 4:00 pm at BVCC Boardroom. Note the change to an afternoon meeting at **4:00 pm**.
- There was no significant damage as a result of the recent flood.
- Dogwood Golf Course will reopen March 19th.
- Meetings during the Golf Season will be at 4:00 pm rather than 5:00 pm.

**Attending:** Bill Barr, Rex Butler, Leia Bush, Dean Collins, Jake Grasmick, Ruth Hatcher, Keith Ihms, Tom Judson, Jason Loyd, Darryl Muldoon, Susan Nuttall, Bruce Portillo, Mary Riorden, David Whelchel, David Winer, Phillip Wright

### Agenda:

**Call to Order** – Bill Barr called the meeting to order at 8:30 am

### Staff/Board/Management Reports:

- **Golf Course Maintenance** – Keith Ihms
  - Update on recent flood damage
    - There was little damage due to the recent rain event that dropped 8” of rain in 3 days. Generally, there were no rocks that washed up and no features were impacted. There was some debris that needed to be picked up and there was a lot of slit on BVCC #5. BVCC #3 lost additional bank adjacent to area repaired with rip rap several years ago. New damage not damage to repaired area.
  - Dogwood Bunkers Update
    - The bunkers are complete and clean up work will finish up on Wednesday. We lost 18 days of work due to bad weather and the project finished only 14 days behind the original schedule.
    - The maintenance team is finishing the Spring aeration on the greens at Dogwood. The cart path from the South Parking lot to the cart barn was improved. The course will open Monday and due to the condition of the greens, Twilight rates will apply all day for 10 days.
    - Aerification is schedule at Kingswood next week. Berksdale, Country Club and Highlands are scheduled for April.
  - Repainting the Gold Tee Logos – the logos indicating the location of the Gold Tees are being repainted. We are using a different type of paint that should last longer.
  - The Golf Department conducted their first Q&A session on Tuesday. About 20 people attended. There were questions about the Bermuda Grass and recent changes at the BVCC.
- **Golf Operations** – Phillip Wright/Darryl Muldoon
  - **Golf Financials** – February was a poor month for revenue. See Appendix 1
  - **Recap of Golf Expo** – Golf Expo was well attended. A suggestion was made to organize the tables by day of the week to make it easier for golfers to find the groups they are interested in.
  - **Golf Fest – 4/14/2018** - The vendors are providing additional pros to help with club fittings. A Marketing Plan is in the execution phase. Ruth reviewed the volunteer positions. Approximately 25 volunteers are needed.

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- **APT Tournament** – The purse has been increased \$5,000 courtesy of Cooper Communities. There is a lot of buzz about the tournament due to exceptional experience the golfers had last year. Volunteer forms are being sent out. We have made some adjustments to better accommodate volunteers from the local High Schools. Planning is on track.
- **Upcoming events**
- 3 person Scramble – 47 teams have signed up
- Other upcoming tournaments include the Bella Vista Open, Women's 2-person Eclectic and Dogwood Renovation.
- **Additional Charge for Late Tournament Entries** -The committee agreed that adding a deadline for tournament entries and a nominal fee of \$10 for Late Registration is appropriate. The late fee helps defray the cost of having to reorganize pairings, reports and other communication.
- **Renaming the Gold Tees to 'Scoring Tees'** – A recent article highlighted a positive outcome for renaming the tees. The committee discussed the topic and decided to leave 'AS IS'. Last year, we removed the 'PIF' designation and now refer to this tee box as the Gold Tees. We saw no compelling reason to change.
- **Golf Operations** is seeking funding to update the **Flight Monitor**. The Monitor is used in Club Fittings, Lessons and will have a 'virtual golf setup' in the Tanyard Creek Pro Shop. Last year we completed 174 fittings and the new monitor will help keep us competitive in this niche. Virtual Golf is the only segment of golf that is experiencing significant growth.

### **Board Liaisons – Ruth Hatcher, Bruce Portillo - none**

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

- Country Club Update – opening soon. We are planning a soft opening without a lot of fanfare.
- Recap of first Flood Study Presentation for Membership. Second meeting is Thursday @4:00 pm. The first meeting went well with several hundred people attending.
- A Branchwood tour is scheduled for 4:00 pm Wednesday

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

### **Old Business:**

- Support groups for Country Club/Kingswood, next steps? A few members have been contacted.

### **New Business**

- Moving the evening meetings to 4:00 rather than 5:00. We are no longer doing afternoon shotguns so it was suggested that the Golf JAC meet at 4:00 pm during the golf season. Rex Butler made the motion, Jason Lloyd seconded. The motion pass unanimously.
- Susan Nuttall announced the Friends of Dogwood have built 3 warm up bays. FOD will also be building holders for on-course water. The remainder of the budget will be spent on beautification projects – primarily buying Dogwood and Redbud trees.

**Meeting Adjourn and reminder of next Meeting** – The next meeting is Wednesday, April 11, 2018 4:00 pm at BVCC Boardroom.

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### Appendix 1: Golf Financials YTD through February

#### GOLF FEES AND CART REVENUE ANALYSIS Year to Date February 2018

COMPARISON 2016, 2017 AND 2018			
	2016	2017	2018
Member Greens Fees *	\$88,662	\$98,785	\$48,195
<del>Annual Greens Fees</del>	<del>\$581,578</del>	<del>\$655,804</del>	<del>\$625,693</del>
Total Members Green Fees	\$670,240	\$754,588	\$673,887
Cart Rentals	\$38,095	\$46,440	\$20,295
Private Cart Registrations	\$136,550	\$123,205	\$103,360
Annual Seat Leases	\$361,063	\$359,462	\$309,242
Total Cart Fees	\$535,707	\$529,108	\$432,897
Guest Greens Fees **	\$23,384	\$25,081	\$11,341
Merchandise Revenue	\$32,373	\$32,866	\$18,260