

April 2018 Meeting Notes

Golf Joint Advisory Committee Meeting Notes

Wednesday, April 11, 4:00 pm at Bella Vista Country Club Boardroom

Important Outcomes / Announcements:

- Voted to endorse and help with Alzheimer's Charity Tournament as a POA event
- Provided feedback from Valley Study Options Meeting
- Next meeting: Wednesday, May 9, 2018 4:00 pm at BVCC Boardroom.

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 Winer, Phillip Wright
Absent: David Whelchel

Meeting Notes:

Call to Order – Bill Barr called the meeting to order at 4:00 pm

Staff /Board/Management Reports:

- **Food and Beverage – Tommy Lee, Appendix 1**
 - Presented plan to address groups of 10 or more. There are several options depending on the number of people and the formality of the event. The different shotguns have different characteristics. Some are a combination of a number of smaller groups, while others are a single large group.
 - It is very helpful for BV's if they are notified in advance of potentially unexpected changes in the number of customers they should expect after a shotgun.
 - Tommy Lee also announced the BV Bar & Grill will be closed on Monday's. The enthusiastic reception has been great, but far exceeded our staffing plan. We will close on Monday's to give the staff a day off while we are increasing our staff to be able to handle the 7-day schedule.
 - The menu has been pared down a little for now to speed delivery of food orders
 - A double discount is being offered at Lake Point for the month of April
- **Golf Course Maintenance – Keith Ihms**
 - Sands & Suds starts today at Kingswood
 - Green Aeration is starting on Berksdale, April 23 & 24 is the BVCC and Highlands, Scotsdale will be done in June.
 - Bridge at #9 Scotsdale gave way when equipment drove over it. A temporary fix is in place and a contractor will be hired to pour concrete in the area.
 - Country Club #17 – opening Thursday, April 12
 - New Mowing patterns at CC have started but will be more noticeable in June
 - The greens at Scotsdale and Brittany have been slow to start growing due to the unusually cold weather this year.
 - Scotsdale and Brittany will be closed Friday-Sunday due to projected cold weather. Play to reopen Monday.
 - Mary Riorden asked about why the Red Tees were place all the way to the back of the tee boxes. Keith said, it was in part to move off of worn areas. He will discuss with the staff.
- **Golf Operations – Phillip Wright/Darryl Muldoon**
 - Golf Financials- see Appendix 2, weather has been a negative factor all year

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- Golf Fest – 4/14/2018 - Planning topics, Volunteers
 - We will have 2 food trucks. A contractor will be providing the tents and setting them up. We reviewed the plans today and will be set for Saturday.
 - Volunteer plan is in good shape
- APT Tournament – Planning topics, Volunteers
 - We need more volunteers for Wednesday & Thursday
 - Tournament slots are filling up
- Tournaments
 - Phillip asked the committee's view on adding another Charity Tournament to the POA Tournament schedule. This would be for the Alzheimer's Association. Shevawn Dillingham discussed the Alzheimer's Association Longest Day program to raise funds and awareness for care and support while advancing research toward the first survivor of Alzheimer's. Mary Riorden made a motion to support this tournament. Dean Collins seconded the motion. It passed unanimously.
- Other Golf Operations Topics
 - Flight Scope has arrived. Training is taking place. expect it to be operational by early May.

Board Liaisons – Ruth Hatcher, Bruce Portillo, David Whelchel

Discussion related to the meeting related to Options for the Valley; the committee members offered the following comments

- We need to consider the risk of golf rounds continuing to decrease at the current rate (about 2% per year) and factor that risk into our plans
- If the Ark/Mo plan is not practical nor economically feasible, consider removing it from the options early in the process so as not to be distracted.
- Average golfers like Berksdale and Kingswood. An approach to minimizing spending while leaving the courses open would be ideal.
- The estimates for the engineering on the bridges seems high. Per Tom Judson, he met with the engineering firm to review the estimates. Overall the cost of the bridge itself is 50% of the cost. In the detailed planning we may be able to save some, but not enough to be a factor in the overall decision process.
- David Brandenburg (POA Board Member) – the POA Board will decide the direction soon. It is likely to be a step by step approach. This was confirmed by Bruce Portillo and Ruth Hatcher
- We recognize the POA board must address a larger view that just golf course topics and consider the relationship of ALL of the amenities.
- Do we need to repair bridges regardless of the use of the land? Tom Judson, not necessarily depending on the park design.
- We need to look at all costs and implications in the re-purpose plan. Tom J. said we will do a full analysis of alternative options
- Bentonville has recently brought in a conservation group to shore up the stream banks south of Allens. This may have an impact on the speed of the water coming to Bella Vista.
- Tom Judson reviewed the website where all of the information is stored. ***From the POA main page, search on Valley Flood.***

General Operations – Tom Judson

- Ballot for the Board of Director election have been mailed
- Beach at Lake Avalon opens May 26th. A celebration is planned.

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- Branchwood will be closed on Thursday for 1 day due to electrical work from Carroll Electric.

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

- Comments about the condition of the fairway grass. Suggestion to provide a discount during the winter months.
- Question about having breakfast at all the courses. Currently Highlands and CC do not have a breakfast option.

Old Business:

- Support groups for Country Club/Kingswood, Darryl is discussing with several people. Jake Grasmick will contact Darryl regarding the Country Club

New Business

- Discussion regarding restrooms at the Country Club. There is one restroom on the lower level. Once the back door opens, golfers can also come upstairs.
- Discussion regarding the closed gate to the patio area. This is closed to help control the flow of opened/unopened liquor onto to course and into the restaurant area, plus members bringing their own liquor into the patio. It is a violation of our liquor license to move liquor in various conditions across the area designated for the restaurant and the golf course. Other courses have different types of licenses.

Meeting Adjourn and reminder of next Meeting – The next meeting is Wednesday, May 9, 2018 4:00 pm at BVCC Boardroom. We will start doing course reports again for the June meeting.

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Appendix 1: Food and Beverage Process for groups



APRIL 10, 2018

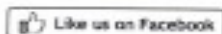
BV Bar & Grill - Group Guidelines

Thanks to everyone for their excitement over the opening of BV Bar & Grill. Due to limited capacity of the kitchen, the restaurant is not capable of handling large groups at one time without advanced notice. In an attempt to offer options to our customers, we have developed some guidelines to help with scheduling.

- Groups of 20 or more should contact Kelli McWhirt to set up a lunch or dinner. Kelli can be reached at 479.295.7690 or kellim@bvvpca.com
- Groups of 10-20 are welcome in the Bar/Dining Room (space available) but may not get to sit together at one table.
- A "Shotgun Special" menu will begin on April 12 utilizing the pick 2 menu. This special will include tax and tip and is pre-discounted; additional Member discounts will not apply. This will expedite the printing of tickets and collecting money. Golfers will be required to eat in the restaurant/bar area and will be seated based on availability. *Note: The regular menu will also be available but may require a longer wait on service and checkout.*
- Larger groups that would like to use the Vista Room for scoring/tallying are welcome and may order their beverages and snacks from the bar. If full service is desired, we invite you to join us in the restaurant/bar/patio area.

We appreciate your business, continued support and patience as we work through the first weeks of opening a new and popular restaurant.

STAY CONNECTED:



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Appendix 2 – Golf Financials through April, 2018

GOLF FEES AND CART REVENUE ANALYSIS Year to Date March 2018

COMPARISON 2016, 2017 AND 2018			
	2016	2017	2018
Member Greens Fees *	\$172,568	\$169,664	\$116,506
Annual Greens Fees	\$631,323	\$700,812	\$706,781
Total Members Green Fees	\$803,890	\$870,476	\$823,287
Cart Rentals	\$79,163	\$96,856	\$68,225
Private Cart Registrations	\$151,413	\$133,371	\$118,951
Annual Seat Leases	\$396,796	\$391,124	\$359,412
Total Cart Fees	\$627,372	\$621,350	\$546,588
Guest Greens Fees **	\$55,448	\$65,406	\$47,678
Merchandise Revenue	\$72,074	\$70,617	\$51,238