

May 2018 Meeting Notes

Golf Joint Advisory Committee Meeting Notes

Wednesday, May 9, 4:00 pm at Country Club Boardroom

Participants: Bill Barr, Leia Bush, Rex Butler, Dean Collins, Jake Grasmick, Ruth Hatcher, Jason Loyd, Susan Nuttall, Bruce Portillo, David Winer, David Whelchel, Phillip Wright, Tom Judson

Major Decisions/Events:

- Scotsdale will close in mid-June to resprig the greens and reshape #12 green. This is to re-mediate the damage done due to exceptionally cold winter weather.
- Volunteers needed for Cooper Community Tournament
- Annual meeting is Tuesday, May 15 at 6:00.

Meeting Agenda:

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

Staff/Board/Management Reports:

Golf Maintenance

- Spring Transition
 - 2 truckloads of sod will be installed. Most of this is typical damage. There is still some damage on green slopes & collars that will be fixed with fertilizer rather than sod.
- Greens at Scotsdale
 - This year was exceptionally cold with average temperatures 15-25 degrees colder than normal from January through April. April was the coldest on record.
 - Keith consulted with Dr. Richardson, from the U of A to validate the planned approach.
 - **14 of the greens have 30-80% of winter kill. These would not grow back this year.**
 - The Maintenance staff will be covering part of #5 & #6 to see if keeping them warmer now will spur growth. This is primarily an experimental learning experiment.
 - **Keith will recommend to the POA Board that the course be closed starting June 18th to resprig the greens. The plan to reopen is early September.**
 - We will also fix the slope on the #12 green from about a 5% slope to about a 2 1/2% slope (the best we can do given the terrain). This is specialized work in that it requires specialized skill on large equipment. Keith is working to secure the contractor. It will take about 2-3 days to reshape the green, then about 8 weeks to regrow the grass.
 - We will work with the company on tarp replacement
 - The grass company is giving us a discount.
 - We will 'repurpose' some of the greens mix we are recovering from Berksdale. This will enhance the base for the new grass to grow on.
 - We will change the Country Club schedule to include shotguns
 - We expect to notify the membership this week.

Golf Operations

- Financials – Golf revenue is down for the year due to the cold weather. Merchandise is also trailing last year. We have sold about \$26K in clubs from Golf Fest with a few fittings still to go.
- Shot Tracker – the new shot tracker has been very effective in help close club sales.

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- Tournaments
 - The APT signups is running ahead of last year.
 - Couples Round Robin as 24 teams signed up
 - The New 2 Golf program is being introduced for novices to help them understand the basics of the game. Follow on sessions of Get Golf Ready and Get Golf Ready 2 is the natural progression.
 - Cart Tag Violations
 - The group discussed what the penalty should be for golfers who do not show the cart tags.
 - In general, the group agreed this should be treated like any other rule
 - A suggestion was made to create some 'Talking Points' for the staff so that there is a common message. There is currently an escalation process in place.
 - The number of offenders that have been found thus far have more than paid for the tags.
 - Arkansas Golf Trail
 - There is \$2,000 fee to be part of the Arkansas Golf Trail. We discussed if this is still needed.
 - There is very little marketing done for this initiative, especially when compared with the 'Bike Arkansas' program. We also have signing to our courses which we did not have 3 years ago.
 - We can probably get a better ROI on the \$2,000 by directing it towards more targeted advertising.
 - Play Managers
 - Generally there has been a good experience with the play managers.
 - There was a suggestion to review the tee sheets and adjust the schedules accordingly. For example, if we are very full in the early morning, it may be more beneficial to have the Play Manager start earlier. It is tough to recover if the early groups are very slow.

Board Liaisons

- We need volunteers for Wednesday/Thursday for the Cooper Community Classic

General Manager

- Annual meeting is Tuesday, May 15 at 6:00. 21% have voted
- Tour of Lake Avalon Beach was conducted. The beach opens May 26
- BV's continues to do well. The part for the elevator has been shipped. A new elevator will be in the budget in the next few years.
- Lakepoint is exceeding expectation with events.

Old Business

- Support groups for Country Club/ Kingswood – there has been no interest. We will wait until September to readdress this topic.

New Business

- There was a discussion on Lessons Learned from the events of the past few weeks. The Golf Committee would like to be more involved/informed of major decision points. Communication could be improved.

Meeting Adjourn and reminder of next meeting: The next meeting is Wednesday, June 13, 2018 at 4:00 pm in the BVCC Boardroom.