

April Meeting Notes - Final

Golf Joint Advisory Committee Meeting Agenda Wednesday, April 12, 2017, 5:00 pm

Important Outcomes / Announcements:

- Golf Fest April 15, good weather and good attendance are expected
- Projects to ready Highlands Golf Course for ATP tournament are in progress. We expect the course to be in good shape by tournament time.
- Golf Financial statement is ahead of budget YTD by \$70K
- **Next meeting: May 10, 2017 5:00 pm in the Country Club Boardroom**

Note: Q&A is included in the topic area and is in italics.

Attending: Jim Abrahamson, Kyndall Ardoin, Bill Barr, Kim Carlson, Dean Collins, Ruth Hatcher, Keith Ihms, Tom Judson, Darryl Muldoon, Susan Nuttall, Bruce Portillo, Terry Predl, Tom Stephens, Phillip Wright

Absent: Rex Butler, Bill Nichols, David Whelchel

Notes:

Call to Order – Tom Stephens called the meeting to order at 5:00 pm

Administration: Please forward a copy of any handouts to Sue Nuttall prior to the meeting for inclusion in the Meeting Notes. A .pdf format is preferred.

Staff/Board/Management Reports:

- **Golf Course Maintenance** – Keith Ihms
 - Keith introduced the new Superintendent for the Metfield Complex. Robert **Dreesen** has extensive experience in both Bent Grass and Bermuda. His most recent experience is in Bixby, Oklahoma and has also worked in Little Rock.
 - Spring Readiness
 - Aeration of the greens has been completed for all courses.
 - Greens at Scotsdale have been treated to kill the Poa Anna grass. This problem will be resolved in 2 to 4 weeks depending on temperatures.
 - Scotsdale #7 & #16 have several thin area. Additional product is being applied to stimulate growth. Lesson learned from the winter is we need to add additional pins to reduce air under tarps and monitor and maintain the moisture levels under the tarps.
 - The Bermuda grass is starting to green up. The spell of cold weather was a bit of a set back. Tees, including forward tees on 8 & 16 and white tee 18 Kingswood along with white tee 11 Highlands are being re-sodded and repaired. More significant work will be included in the Strategic budget.
 - Golf Maintenance Projects
 - Compliance: Chemical Storage at Country Club is complete
 - Compliance: Wash Rack at Kingswood is complete; Wash rack at Dogwood is pending.
 - Cart Paths: Bids for the work at Highlands have been received. The bids were lower than expected, so additional paths will be repaired. Bids for Dogwood Cart Paths are

April Meeting Notes - Final

- pending
- Highlands Course preparation for the ATP Tournament
 - Bunkers: Drainage in the bunkers has been cleaned and the depth of the sand has been checked. Additional sand added as needed. Additional bunker work on the edges will be done in the next few weeks.
 - Tee Box Leveling: #1 & #3 Black are being leveled and re-sodded next week. In Progress
 - Fairway Drainage: #1 new drainage has been added, #2 some minor work was completed so fairway should be playable if a moderate rain event occurs. Ready for Tournament
 - Greens: Product has been applied to prevent seed heads on the Poa grass. This will smooth out the greens in the next few weeks. In Progress
 - Collars around the greens: The Bermuda is slow to come in. An aggressive treatment schedule is planned so the collars will grow in by tournament time. In the near future, we will need to reshape the collars but not necessary for the current tournament.
 - Leveled sprinkler heads around greens and new placed in all bunkers
 - Plugged out Bermuda near pin placement areas on greens
 - Fixed water dam front 8 green
 - HIGHLANDS WILL BE CARTS ON PATH FROM APRIL 24TH THROUGH THE TOURNAMENT. Golf Operations will try to accommodate groups on other courses if possible.
 - Extra equipment will be on loan by our supplier. Staff will be moved as needed.
 - Golf Operations is preparing for pre-tournament volunteers; Darryl is managing these tasks.
 - Per Phillip: the conditions we are seeing are also impacting other tournament sites. Tournament officials will determine if play will be 'lift, clean and place'.
- Longer term topics
 - A group will meet to discuss a more strategic plan for fairways and collars.
- **Golf Operations** – Phillip Wright/Darryl Muldoon
 - Golf Cart Update: Carts are ordered and should deliver the week of 4/24 depending on production. 1 course per day will be changed out.
 - Golf Fest: April 15th
 - There has been significant interest and we are expecting a good crowd.
 - We had ~30,000 hits on Facebook, wutg1,500 clicks to the website. Marketing is targeted within a 50 mile radius.
 - ATP Event: May 22nd-27th – still recruiting volunteers
 - Jr. Golf:
 - Jr Clinic starts May 30-June 2nd. Darryl, Alex and Gavin will be teaching.

April Meeting Notes - Final

- PGA Jr. League: Open to ages 6-13. We have 8 participants now. A plan is in place to have a weekly local event and a 15 person traveling team. This will accommodate a large number of golfers.
- Darryl is working with the High School teams to teach etiquette and Pay It Back topics such as fixing ball marks
- Other Topics
 - Distributed revised local rules
 - Course Ratings: working with USGA and ARGA. Committed to rating 2 courses this year, Scotsdale and Country Club. Once the Arkansas team is trained, other courses could be rated next year.
- **Marketing** – Kim Carlson
 - Golf Fest advertising has been targeting on line ads. Results are promising
 - Channel 5 promo: Sold 179 of 350 cards. Significantly ahead of last year. Followed up with additional marketing
 - Bounce Back Coupons: Bounce back coupons had been printed to be used at Golf Fest and ATP.
 - Golf 18 is providing additional revenue, Golf Now is providing exposure, sales are slow.
 - Golf Trail and Executive Golf Packages are being developed
- **Board Liaisons** – Ruth Hatcher, Bruce Portillo, Jim Abrahamson
 - Ruth complemented the management team and staff on their efforts to have the Golf Division ready for the season.
 - Ruth is working on finalizing the volunteers for the Tournament. She have 434 slots of which 250 are filled
 - 25 volunteers are committed for Golf Fest
- **General Operations** – Tom Judson
 - Golf Financials : See Appendix. March YTD is up \$70K.
 - Construction Update
 - Lakepoint: On track for May 3 opening
 - Country Club: On track for August opening, Golf Ops has moved to the current Pro Shop
 - Highlands: Ready to open May 1st, Liquor licenses expected April 21st.
 - Other Revenue Programs
 - Play More Pay Less, 75 have been sold, 96% is incremental revenue
 - Kids First Bundle – 4 packages have been sold

Open Forum: Members of the community are welcome to speak. 3 minute limit.

- ± **Tanyard Creek Driving Range:** *The winter schedule for the range repeats weekly for mats vs. grass tees. Could this be changed so that the days alternate week to week. This way a golfer who golfs on Tuesdays would practice off mats one week and grass tees the next. Darryl Muldoon will take a look at this idea.*

April Meeting Notes - Final

- 2.— **Yellow Tees:** *The speaker noticed that Yellow Tees had been established. He was curious why the new tee distances were created rather than just taking some from the White Tees and some from the Blue Tees. He was concerned about the cost of implementing the Yellow Tees. Tom Stephens responded that no new boxes were created, we just used the ones that were there. Expense was minimal. The Yellow Tees provide another option for golfers who want to 'move up' from the Blue tees, but feel the White Tees are not challenging enough. No further action items on this comment.*
- 3.— **Yellow Tee Handicaps:** *Will the information on the Handicaps for the Yellow Tees be published? Per Phillip Wright: yes, once the USGA approves them.*
- 4.— **Scorecards for Handicap Revision Project:** *Member offered that Mike Stout may be able to supply additional score cards to be used for Handicap Revision. Phillip to follow up.*
- 5.— **Timing of Pairing Information:** *Member asked why pairing records need to be into the office 24 hours in advance and why are the final pairings posted the morning of play, rather than the day before. Darryl responded that 24 hour notice is needed in order to pre-fill the tee sheet. This helps speed check-in on day of event. He also stated that there are often changes the day before the event, so publishing the schedule too early would result in more confusion. The Pro Shops are posting the pairings on the day of play. No further action needed on this topic.*
- 6.— **Magazine Marketing:** *Member suggested we look into marketing in 'Where to Retire' Magazine. Kim Carlson to get details after the meeting.*

Old Business:

- Revision of Individual Hole Handicaps for courses
 - Phillip has secured ~5000 scorecards for Men from the MGA.
- Update on Veterans Tournament – Bill Barr
 - Tournament committee met with Phil Bodie, who has extensive experience in marketing for non-profits. His ideas were very helpful and we will leverage his expertise for the tournament.

New Business

- Report on visit with Tom Clark, BVV original golf course architect – Tom Stephens
 - Tom Clark was the original architect for 5 of the Bella Vista Courses. It was a very productive visit. A copy of his notes are attached to these meeting notes.
- Updates from Committee Members on Courses (as needed)
 - Tom Stephens - Country Club: the course is in excellent shape for this time of the year.
 - Terry Predl – Kingswood: the course is in good shape. He was complementary of improvements in the restrooms.
 - Dean Collins – Dogwood: the course is in superior condition and thanked the Golf Maintenance staff
- Other Topics
 - Friends of Dogwood Tournament committee met and plans are progressing.

Recap Action Items

April Meeting Notes - Final

- Darryl to review schedule at Tanyard Creek
- Phillip to forward Yellow Tee Handicap Information, pending USGA approval
- Phillip to contact Mike Stout for additional scorecards
- Kim to follow up on “Where to Retire” Magazine information

Meeting Adjourn and reminder of next Meeting – Meeting adjourned at 6:15 pm. The next meeting is May 10, 2015, 5:00 pm Country Club Boardroom

APPENDIX:

Golf Financial Report – Darryl Muldoon/Tom Judson

GOLF FEES AND CART REVENUE ANALYSIS
Year to date March 2017

| | <u>2015</u> | <u>2016</u> | <u>2017</u> |
|----------------------------|-------------------|-------------------|-------------------|
| Member Greens Fees | 169,238.45 | 172,567.61 | 169,663.75 |
| Value Cards | 119,278.02 | - | - |
| Annual Greens Fees | 426,757.70 | 631,322.76 | 700,812.31 |
| Total Members Green Fees | <u>715,274.17</u> | <u>803,890.37</u> | <u>870,476.06</u> |
| | | | |
| Cart Rentals | 58,629.94 | 79,163.41 | 96,856.02 |
| Private Cart Registrations | 189,512.60 | 151,412.50 | 133,370.52 |
| Annual Seat Leases | 408,943.92 | 396,796.13 | 391,123.78 |
| Total Cart Fees | <u>657,086.46</u> | <u>627,372.04</u> | <u>621,350.32</u> |
| | | | |
| Guest Green Fees | 59,390.45 | 55,448.36 | 65,406.32 |
| | | | |
| Merchandise Revenue | 60,125.17 | 72,074.36 | 70,616.91 |

Sample Ad for Golf Fest



April 10, 2017

DON'T MISS BELLA VISTA'S FIRST ANNUAL

GOLF FEST

ONE-DAY SALE:
GOLF BELLS, BELTS, BENT-A-NONNET,
WEAR & WELL BE ACCESSORIES

TANYARD CREEK PRACTICE CENTER
10 NATURE TRAIL LANE
SATURDAY APRIL 15 • 10 AM - 4 PM
FREE AND OPEN TO THE PUBLIC!

For more information call (479) 855-5079 or visit bellavistapoa.com.

Join Us This Saturday for Golf Fest

On Saturday, April 15, 2017, Bella Vista will hold its first annual Golf Fest at the Tanyard Creek Teaching and Practice Facility, from 10 a.m. to 4 p.m.

The Bella Vista Golf Fest is a FREE event open to golfers throughout all of Northwest Arkansas. Six of the largest golf manufacturers (Titleist, Foot-Joy, Taylor-Made, Adidas, Cobra, and Callaway) will be coming together, showcasing their newest equipment, along with ball and club fitting experts - ensuring that golfers are playing with the proper equipment.

Over 500 golfers are expected to attend Northwest Arkansas's largest Demo Day. Along with our vendors' merchandise, the expo will feature free golf clinics, a putting contest, and drawings for prizes. Additionally, guests will experience the latest launch monitors, get to trade in old clubs, hit complimentary range balls and shop golf merchandise specials.

For more information about Bella Vista's First Annual Golf Expo, please call 479-855-5079.

April Meeting Notes - Final

Copy of Tom Clark's, Golf Course Architect, visit



Ault, Clark & Associates, Ltd.
Thomas E. Clark, Golf Architect LLC

April 10, 2017

Gentlemen,

I very much enjoyed my visit to Bella Vista last week hooking up with old friends and hopefully making new ones. I was overwhelmed with the progress that has been made not only on the overall Village but especially the golf courses. It appears you finally have the right people in place on your golf committee's, POA board, and your golf and maintenance staffs.

I had some additional time Friday morning and David was kind enough to take me over to The Dogwood Hills, Brittney complex which once again brought back a lot of old memories and clarified exactly what happened with the nine hole addition. I did a little research when I got home Friday night. Ed Ault began his relationship with Bella Vista and Cooper Communities back in the late 60's when he bunkered the Country Club Course that Joe Finger had completed. Later in 1977 & 1989 I did some additional work at the Country Club and I'm still trying to research exactly what it was. Back in 1977 we completed work that we called the "Berksdale course" on which nine holes was added to Kingswood and the other nine to Berksdale. Branchwood the par three was completed in 1983 along with the Metfield 18 hole complex. Scottsdale was 1987, and the Highlands being the last course, was completed 1989, all according to the best notes I could find. I did go on Google Earth and checked through my photo library, but was unable to uncover the bunkers at Scottsdale but I am still fairly sure they were in place soon after the course opened but I may be wrong. The "Riveted" bunkers that were put in place looked terrific and I hope we can continue the process even with grass faces.

Having seen all the courses with the exception of the Country Club, although I did see quite a bit of it from the road, it appears you have several different categories' of facilities. Your championship courses include the Country Club, The Highlands, and Scottsdale; your regulation facilities would be Berksdale, Kingswood and Dogwood Hills, your beginner course would be Brittney. I'm sure it would be relatively easy to throw half dozen championship buttons on the front nine at Scottsdale, reestablish the range, and make that into not only a true championship layout but one of the best in the state. It may prove to be a more favorable venue for the AJGA tournament, with ample parking and better spectator movement. I'm sure the young pros would love those greens.

7393 Locust Run Drive, Marshall VA 20115

540-364-7665 • Fax 540-364-7661 • golfcoursearch@inschen.net • www.acagolf.com
American Society of Golf Course Architects • American Society of Landscape Architects

We talked a lot about turf types and it seems to me that your Champion greens are by far the best and you may wish to consider eventually converting Kingswood and Berksdale which seems to garner most of the play to Champion also. Your other greens remaining bent grass, but it would probably be relatively easy to gas and regrass with improved varieties of 007, Tyea, the Pure Distinction etc. We are all familiar with the winter hardy Bermuda grasses of Latitude 36 and Northbridge but there is also a seeded variety called Riviera which you may want to employ as it will cause the least amount of disturbance as it grows in during the summer. We also mentioned about painting your fairways, tees and greens surrounds with the chemical combination of tracer dye 15 oz. per ac., soluble iron 15 oz per ac., and Envy at 16oz per acre. I have gotten testimony from one superintendent of a multiple course complex that the average cost runs about \$1500 per application per 50 acre course, and he does it one or two times a year. The bermuda this year is 3 weeks ahead of the untreated areas.

The biggest deterrent that I saw is the bunkering which has deteriorated mightily over the years. It is a relatively easy process to reestablish these bunkers where the shapes are still intact such as at Scottsdale and Dogwood Hills by removing the old sand, checking or improving the drainage, having the Better Billy Bunker installed and re-sanding the bunkers. The Highlands needs a thorough study as I figure somehow they were filled or recontoured when they were removed. Naturally you will probably have to fight the board regarding number of bunkers as far as difficulty, but the reason they were removed was more than likely due to appearance and ongoing cost of maintenance. The improve Better Billy Bunkers will make the majority of that maintenance disappear and having been properly constructed, these bunkers may be welcomed. Some of the courses such as Brittney can maintain the integrity by mowing around the grass bunkers and keeping them at rough height, which gives a nice appearance. They've been doing that at Hot Springs Village on the Coronado course since it's inception where they never installed any sand.

At almost all the green complexes the putting surface has shrunk substantially. This is due for a number of reasons: to avoid scalping, bad application of chemical or fungicide burn, damage to the turf on the cleanup cut etc. etc. The problem is that you have lost key pin positions guarded by either bunkers or grass depressions and some of that square footage could be used to help move your pin locations around to avoid damage. The key areas for reestablishment would be determined during the course study.

It appears you've done a thorough study of your tee complex's and I was happy to see that the majority of your yardages are very reasonable for the average man and woman, senior man and woman and women to play from and enjoy the round.

There are always other considerations: there is specialized equipment available to come in and literally turn up the cart path and relay it in place without having to constantly "top" it, which is expensive and blocks drainage. Root pruning is advisable. If you don't already have a dedicated crew with your seven course complex to work on such items as drainage, tee leveling, sand bunker repair, green enlargement etc. it may be time to put one together as that will be an ongoing need for each. Two things you can accomplish sooner than later, for safety and liability issues, is on Kingswood #1 shift the fairway right away from the property line by removing some pines and adding a few heads and on Brittany #2 expand the fairway left removing some pines and adding a few heads.

I hope you're serious about having me back to help with David and put together a long-range improvement plan for not just one course but the entire complex of courses and how to move forward over the next 10 years. Once again I appreciated the hospitality and accommodations and look forward to seeing you sooner than later.

Tom Clark ASGCA