Golf Joint Advisory Committee Meeting Agenda
Wednesday, February 13th, 8:30 am at Country Club Boardroom

Attending: Leia Bush, Kim Carlson, Dean Collins, Mark Deihl, Pat Laury, Jason Loyd, Steve McKee, Darryl Muldoon, Susan Nuttall, Bruce Portillo, Mary Riorden, Phil Spencer, David Whelchel, Tom Judson, Keith Ihms

Absent: Rex Butler

Votes & Important Topics:

- **The committee voted to change the time for the March meeting to 4:00 pm. The meeting is now scheduled for 3/13 in the BVCC Boardroom.**

Meeting Notes
Call to Order – Jason Loyd called the meeting to order at 9:04 am

Committee Course Reports: Appendix 1
Staff Reports:

- Golf Maintenance – Keith
  - Update on capital projects
    - Low water crossing on #11 BVCC will be complete today
    - Compliance projects are ready to start in the spring
  - Winter Project update
    - Raines Tree Service has been contracted to remove several large trees. Typically, Raines drops the trees and our in house staff manages the wood. We use the wood as bark chips and this year may provide wood for other purposes.
    - All courses are doing annual maintenance including painting tee markers, maintaining benches, etc. Keith complimented Greg at Highlands for his proactive measures.
  - Current conditions
    - We are uncovering the greens at Scotsdale periodically as weather allows. There is evidence of new growth on the greens. We may need to cover the greens again in March and April when the cold weather comes again. This is a sensitive time for the new growth and we are taking extra care.
    - The superintendents will start doing periodic maintenance reports that will be available online and in the eblasts. Our goal is to inform members in advance of disruptive events (aeration, fertilizing, covered greens, etc.)
    - Aeration projects will be done in March and April. Highlands and BVCC will be in March, other courses in April.
    - Pre-emergent spraying will be done in March. This spray leaves a blue dye that assists the staff to be sure we have full coverage.
    - Scotsdale: the new covers are working well. We used both sets during the extended cold snap. We start looking at the weather 2-3 days out and communicate closure on Today's Play and the Frost Line
- Golf Operations – Darryl
  - Golf Rounds and financials: Appendix 2
    - Total golf was down $92,873 for the year, a decrease of 2.1% from 2017
  - 2019 New Local Rules: Appendix 3
    - New USGA rules cover removing of rocks and twigs in hazards, so it no longer is a local rule
  - Water Bill/ Connection update for March
    - The Golf Department has consolidated all classes and offerings onto one sheet
  - Group Leader Round table meeting - February 21st 4-5pm Board Room

February 2019 - Meeting Notes

- ◦ 2019 Golf Expo 5-7 at Riordan Hall (Group Leader meeting 4-4:45pm)
- ◦ POA Charity Tournaments discussion
  - Suggestion that we combine corporate/business fundraising for all POA Charity Tournaments into a single effort. This may make it easier on our local businesses and yield better results. Discuss at the next meeting.

• General Management – Tom

- ◦ BVCC Golf Design Report
  - Lester George has complete the Master Plan for the BVCC. Keith will present it at next month's meeting. David Whelchel will be on hand to answer questions
  - Tom said that we are not planning on doing any additional work this year. In the future we use the master plan to guide decisions about detailed planning.

• Board Liaisons

- Bruce Portillo indicated that divots at the Highlands are not being filled in. Keith will discuss with Superintendents and may place a few buckets of sand near the landing zone on 'Carts on Path' holes
- David Whelchel clarified a question regarding Scotsdale collars being 'puttable'. Once the greens are more established, we may not need as much water. We will also be mowing more closely as the greens are established.

Comments from the Public: Please limit time to 3 minutes

Questions from the audience:

Highlands practice green only has 3 holes in the green and the rest are just the 'flags'. Why are there not more holes? Keith with follow up with Greg.

Some of the tees need leveling. Per Keith: There is no money in the 2019 budget for this.

Gold Tees: Are we going to build regular tees for the Gold Players. Per Keith: This will be done over time.

Why are all the tee markers on one tee box on #6 at the CC. per Keith - this is not a project.

Susan Nuttall outlined The Longest Day initiative for Bella Vista. Jason suggested the Strategic JAC may be interested in hearing about it.

• Steve McKee – presented concepts on attracting Rare Golfers : Appendix 4

Darryl will review the ideas with the Golf Shop managers

Old Business - none

New Business

Susan Nuttall moved that the March meeting be changed to 4:00 pm. Mary Riorden seconded the motion. Vote passed unanimously.

Next Meeting:

- BVCC Course Report (Keith)
- Discuss Charity Tournament subcommittee
- Discuss a 'project' for the Golf Committee

Jason Loyd adjourned the meeting at 10:25 am

Committee Course Reports: Appendix 1

COURSE INSPECTION FOR DOGWOOD, February, 2019
Date of Visit:2/2/19 Name of Reviewer:Susan Nuttall

Head Golf Pro: Paul Gomez Course Super: Scott Hanson

General Appearance of Club House (include Snack Bar and Bulletin Boards): Snack Bar is complete. Happy Hour advertising has started

General Appearance of Course: Good for winter

Noted Safety Hazards (overhanging and dead limbs, holes, etc.): none

Golf Cart (cleanliness, sand in container, sharp pencil):excellent

Operational Opportunities (per head pro or pro shop staff) limit to up to 3: none new

Maintenance Opportunities (per course superintendent) limit up to 3: none new

Comments and Notes:
The course is set to close for the Winter Projects Maintenance Period

Projects include:
1. Moving Oscillating Fan from 16 to 14. Box fans will be removed. Power will be trenched from existing box. Work being done in house
2. Grinding of stumps from trees that have been removed
3. Raines Tree Service will be removing the tree on #5 tee box and Brittany #8 next to the green, near the cart path
4. #13 Tee: replace the sprinkler head and directly wire to the existing valve, bypassing an interim valve that has been failing.

The Bluebird group will be relocating houses to locations that will be easier for the mowing and maintenance crews.

COURSE INSPECTION FOR KINGSWOOD-BERKDALE, JANUARY, 2019

Date of Visit: January 7, 2019 Name of Reviewer: Phil Spencer

Head Golf Pro: Gavin Smith Course Super: Reed Holly

General Appearance of Club House: Clean and Tidy; Sales up for January

General Appearance of Course: Very good but wet in areas.

Noted Safety Hazards: Some damaged cart paths remain a hazard.

Golf Cart: All carts are cleaned and ready for play.

Operational Opportunities: 1) Parking lot still needs stripes painted. 2) Still NO Handicap parking signs for golfers.

Maintenance Opportunities: Waiting for 2019 budget approval. Golf maintenance staff waiting for course closure to install new drainage pipe on #8 fairway with 2019 budget funds, as well as other minor repairs.

Comments and Notes: Until golfers handicap signs installed they will continue to park in restaurant handicap parking.

February 2019 - Meeting Notes

COURSE INSPECTION FOR Highlands, February, 2019

Date of Visit: 02/12/19 Name of Reviewer: Mark Deihl

Head Golf Pro: Alex Sanford Course Super: Greg Jones

General Appearance of Club House (include Snack Bar and Bulletin Boards): Clean, in order, and well organized.

Pro shop Golf equipment and apparel is well stocked. Sales on selected items and new items ready for sale.

Bar Area- Looks good. Bill has pool table set up, along with dart board area, and a bag-go area set up.

General Appearance of Course: Good for winter, Bermuda dormant.

Noted Safety Hazards (overhanging and dead limbs, holes, etc.): None

Golf Cart (cleanliness, sand in container, sharp pencil): Carts are clean with score cards and pencils in place.

Operational Opportunities (per head pro or pro shop staff) limit to up to 3: Cold winter weather and rain have limited the golf rounds. When weather temperatures increased early this month, course was very busy and sales of merchandise increase greatly for those few days.

Maintenance Opportunities (per course superintendent) limit up to 3: Greg has been cleaning back vines, limbs, debris, and wash outs areas away from fairways. Removed old bench wood seating and replaced with new wood grained composite wood that is more weather resistant. Re-finishing sand buckets and installing new thicker rope on handles.

Comments and Notes:

Highland's tavern business is picking up during the winter, especially during happy hour. Tavern looks great with new pool table, dart boards, and bag-go game.

Alex and staff have completely cleaned and polished wood in clubhouse, cleaned carpet, and surrounding areas during Highland's maintenance period shut down and they are ready for the spring golf season. He is looking for someone to fill a part time staff position in the pro shop.

Greg and maintenance crew are refinishing sand boxes, benches, signs, and wood work around the course. They are cleaning out overgrown areas that are filled with vines, limbs, and brush to keep debris from blowing onto the fairways. This will provide a cleaner and better maintained look.

February 2019 - Meeting Notes

COURSE INSPECTION

Name of Course: BVCC Course Superintendent: Bruce Fleming

Name of Reviewer: Mary Riorden Greens Superintendent: Rob Dreesen

Date of Visit: February 5, 2019

General Appearance of Club House (include Snack Bar and Bulletin Boards)
Excellent. It is kept clean and neat at all times. Score cards and pencils are available in the club house and on the carts. Snacks are available for purchase. Merchandise is neatly displayed. Staff in uniform and name tags. Congratulations to Leslie Terry for the merchandise award at BVCC.

Golf Cart (cleanliness, sand in container, sharp pencil): Carts are clean and well stocked. The staging area is quite small for shot gun starts. I did not notice any sand refill areas on the course.

Appearance of Flower Beds, and FOH, FOD, LAL added landscaping: Beautiful throughout the course. Hole #17 has been cleared out on the east side of the hole. It really looks outstanding with the large boulders on the side of the hill.

Cleanliness and General Repair of Bathrooms: The bathroom floors on both outdoor bathrooms have bugs and dead worms all over the floors. If this is to be our premier course, these bathrooms need to be kept clean. Hole #5 floors in both bathrooms need a good scrubbing. Walls and ceilings need to be swept clean of cob webs. Men's wall under the towel rack is dirty and needs cleaning. The lights in both bathrooms need to be replaced. Hole #15 bathroom was very clean and neat. The downstairs bathroom in the pro shop was neat and clean.

Availability of Water and Cups on Course: Ice and water are available in the restroom area below the club house and is available for purchase at the club house. No water is available on the course during the winter months.

Noted Safety Hazards (overhanging and dead limbs, holes, etc.) Dead limbs are being removed as needed and as time permits.

General Appearance of Course: Excellent

Additional Comments: Temporary green is still in place on Hole #1. The bridge over the low water bridge between holes #10 and #11 is completed and operational at this time. It is easy to drive over and a definite improvement.

February 2019 - Meeting Notes
Name of course: Scotsdale

Name of Reviewer: = Dean Collins

Date of Visit: February 2 & 3, 2019

Head Pro: Alex Sanford. Course Super: Kyle Soler

General Appearance of Club House: Excellent

Noted Safety Hazards: None noted.

Golf Cart (cleanliness, sand in container, sharp pencil)

Very good

General Appearance of Course:

The greens continue to impress me with how good they look and play.

Operational Opportunities:

Alex reported the new "Happy Hour" seemed to be well received for the few days they were open.

Maintenance Opportunities:

In visiting with Kyle, he informed me they would remove coverings on the greens
on Tuesday and unfortunately need to recover on Thursday, due to the weather
forecasts. It is important to remove the tarps, even for a short period to be able to water and maintenance.

Comments & Notes:

COURSE INSPECTION FOR TANYARD February 2019

Date of Visit: 2.2.19 Name of Reviewer: Steve McKee
Facility Supervisor and Teaching Professional: Hillery Sence

General Appearance of Club House (include Snack Bar and Bulletin Boards): Good

General Appearance of Practice Range: Good

Noted Safety Hazards (overhanging and dead limbs, holes, etc.):Nets

Golf Cart (cleanliness, sand in container, sharp pencil): NA

Operational Opportunities (per head pro or pro shop staff) limit to up to 3:None

Maintenance Opportunities (per course superintendent) limit up to 3: None

Comments and NOTES:

Follow-up to NOVEMBER, DECEMBER 2018, JANUARY 2019:
Progress on FlightScope and simulator installation.

Safety nets?

For FEBRUARY 2019:
New: Busy the few times drove by. Members taking advantage of the beautiful weather.

Golf Rounds and financials: Appendix 2

BELLA VISTA
PROPERTY OWNERS ASSOCIATION

From: Darryl Muldoon, Director of Golf Operations

To: Golf Committee

Date: January 13th, 2018

Subject: Golf Financials and Rounds Report

Summary of 2018 End of Year Revenue Report:

- Members revenue ended up trailing 2017 by $107,055.
- Golf Cart revenue ended up trailing 2017 by $9,611.
- Guest revenue finished down by $25,592.
- On a Positive note, Merchandise ended $49,385 up from 2017.

2019 January Reports: (Note: the golf courses were closed 6 days due to weather and 5 days the temperature didn't get above 40 degrees during the month)

On the Revenue Report for January you will notice:

- Members revenue is $ 65,068 down.
- Golf Cart revenue is $ 61,422 down.
- Note: this is second year that the activation starts from sign up date, a Member can wait and are waiting to renue.
- Guest revenue is $ 1,742 up.
- Merchandise ended January $ 6,144 up over last year.

On the Rounds Report for January you will notice:

- January ended with 4,068 total rounds played.
- Total rounds down by 192 from January 2018.
- The Members rounds down by 219 from January 2018.
- Non-member rounds finished up by 27 from 2018.

GOLF FEES AND CART REVENUE ANALYSIS
Year to Date December 2018

COMPARISON 2016, 2017 AND 2018			
	2016	2017	2018
Member Greens Fees *	$1,311,550	$1,058,856	$922,486
Annual Greens Fees	$781,295	$878,733	$908,047
Total Members Green Fees	$2,092,845	$1,937,589	$1,830,534
Cart Rentals	$654,286	$750,460	$767,066
Private Cart Registrations	$167,135	$149,691	$137,586
Annual Seat Leases	$450,646	$452,563	$438,449
Total Cart Fees	$1,272,067	$1,352,713	$1,343,102
Guest Greens Fees **	$698,096	$665,112	$639,520
Merchandise Revenue	$468,590	$450,733	$500,118
Total	$4,531,598	$4,406,147	$4,313,275

GOLF FEES AND CART REVENUE ANALYSIS

For the Month Ending January 31, 2019

Description	2017	2018	2019
Member Greens Fees *	$38,456	$26,503	$26,015
Annual Greens Fee	$616,209	$576,640	$512,060
Total Members Green Fees	$654,665	$603,143	$538,075
Cart Rentals	$16,244	$11,502	$12,986
Private Cart Registrations	$114,156	$90,588	$69,709
Annual Seat Leases	$335,627	$277,110	$235,064
Total Cart Fees	$466,026	$379,200	$317,758
Guest Greens Fees **	$8,380	$6,228	$7,970
Merchandise Revenue	$17,601	$7,533	$13,677
Total	$1,146,673	$996,105	$877,482

January 2017 - Current

Month 1

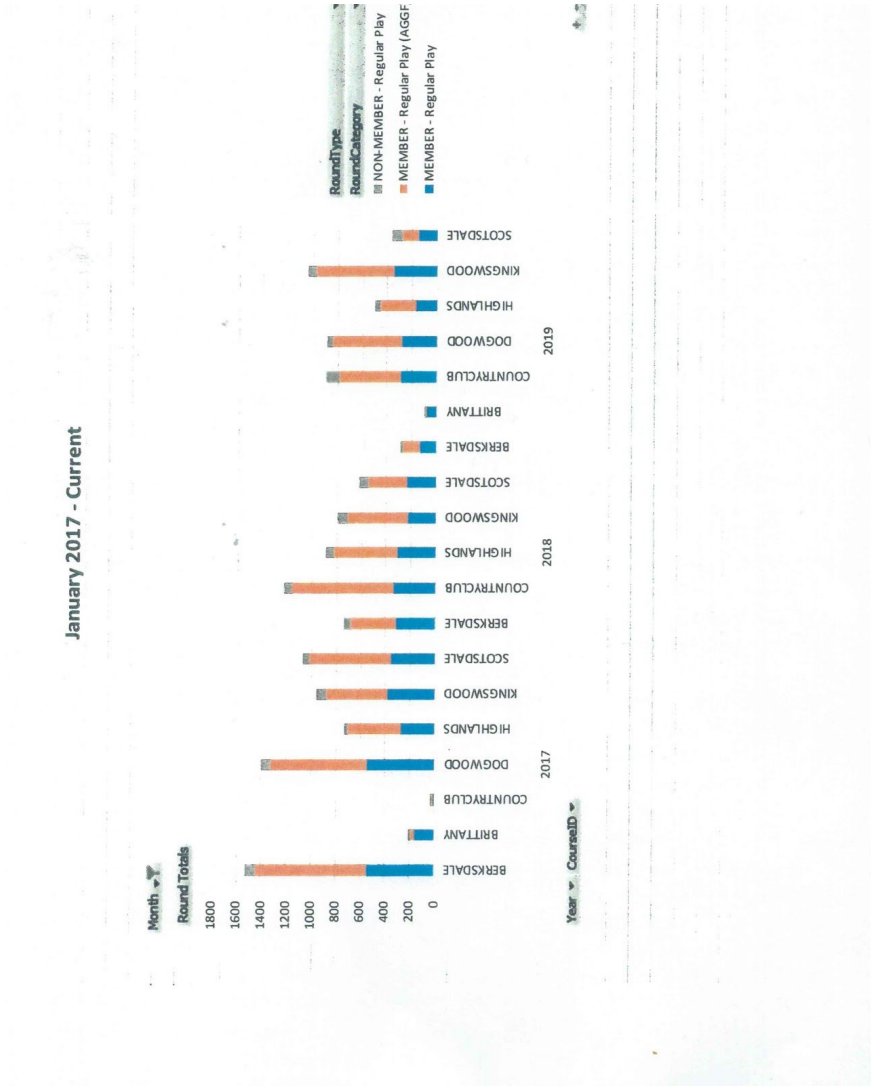
Round Totals	Year	MEMBER		MEMBER Total	NON-MEMBER	NON-MEMBER Total	Grand Total
Round Type		Regular Play	Regular Play (AGGF)		Regular Play		
2017		2265	3301	5566	367	367	5933
BERKSDALE		544	902	1446	85	85	1531
BRITTANY		156	27	183	22	22	205
COUNTRYCLUB		15	11	26	9	9	35
DOGWOOD		544	778	1322	79	79	1401
HIGHLANDS		267	435	702	30	30	732
KINGSWOOD		383	490	873	85	85	958
SCOTSDALE		356	658	1014	57	57	1071
2018		1407	2509	3916	344	344	4260
BERKSDALE		314	366	680	58	58	738
COUNTRYCLUB		331	834	1165	64	64	1229
HIGHLANDS		309	511	820	68	68	888
KINGSWOOD		223	486	709	80	80	789
SCOTSDALE		230	312	542	74	74	616
2019		1458	2239	3697	371	371	4068
BERKSDALE		136	130	266	19	19	285
BRITTANY		80	6	86	13	13	99
COUNTRYCLUB		293	495	788	104	104	892
DOGWOOD		281	561	842	45	45	887
HIGHLANDS		172	286	458	40	40	498
KINGSWOOD		347	628	975	68	68	1043
SCOTSDALE		149	133	282	82	82	364

Total Rounds - Down from 2018 by 192

Rounds Break Down: Members Rounds Down 219

Guest Rounds Up 27

February 2019 - Meeting Notes



February 2019 - Meeting Notes

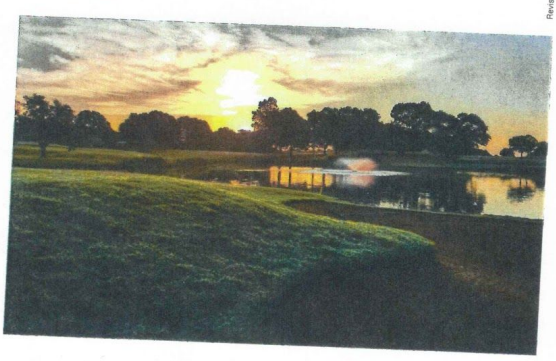
2019 New Local Rules: Appendix 3

Local Rules

BELLA VISTA

1. All native grass areas are to be treated as a Penalty Area.
2. All permanent Red and Yellow Penalty Area stakes are considered Immovable Obstructions. Free relief of swing, stance and line of sight, no closer to the hole, without improving the condition of play. For example, if your ball is in the Penalty Area, relief must be taken within the Penalty Area.
3. All mulched and pine needle areas, and flower pots are considered No Play Zones. Mandatory drop, no penalty, no nearer the hole.
4. Unmarked rock drainage is considered Ground Under Repair.
5. All birdhouses and greenside fans are considered Temporary Immovable Obstructions. Free relief of swing, stance and line of sight.
6. Washed out areas in bunkers may be played as Ground Under Repair. Free relief by dropping ball back in bunker no closer to the hole.

Revised-02.06.19



Rare Golfer Presentation - Stephen McKee: Appendix 4

20 ideas for RARE GOLFER (generally PM play)
Rare golfer plays 1-40 rounds and mostly 1-10. Weather matters. Easy to make a tee time. 4,600 members, 2,800 guests, 50,000 potential pool in NWA. How to increase rounds and revenue?

Attracting the local golf community (excellent service, value for cost (course, cart, staff, club house, price))

Capture all guest names and emails (assumes done for members); comment cards

Build customer loyalty to our courses (play 4 or 5 rounds and free)

Customer service programs (free fruit, cold towels, free cookies, pros walk the practice ranges). Internal competition and reward between our courses for most improved (revs, rounds, costs, net). Make your course the best of 6.

Best (worst?) shots of the day/week for you in PM play (hole in one; albatross; one-stroke hit 75% of par 3 greens); come to club house for payout or entry

Group lessons (cheaper) tuned to group level (beginner, men, women, youth, or rare) or skill/problem or how to issue (like how to read a green, fix a slice, hit a draw, sand blast)

Build club house traffic synergy (shot of day, rebrand golf card, tags, etc)

"No embarrassment" traffic (11 minute tee times in PM, rather than 8 ½)
Clocks on holes for pace of play

Mentor program or tournament (annuals and rares; plus 20 handicap tourney)

Practice with the Pros (12-minute group increments over 1 hour, practice, play a round, Berksdale north?, food, discounts)

Free beer or soda or water (punch tag) on course in PM (Happy Hour to 8pm)

Birthday free play and ½ off for rest of 4-some in PM. Provide cup-cake in club house after round to b-day person.

Price (see next)

February 2019 - Meeting Notes
SPECIFIC SUGGESTIONS FOR TESTING for the RARE GOLFER

- "Reduce" Published Prices
- Open and promote to join PM Shotgun
- Promote group play
- Draw Cart Tags
- Play 4 or 5 and Free
- Rebrand Golf Card as Restaurant Card
- 1-2 4some groups allowed, but charge 1x $50/player premium

- Price ($27 average price/round (all golf-alone revenue divided by rounds in 2018))

	Member w/ Photo ID	(MP)Member (M)	Guest (G)
Old	41.00	46.00	50.00
New before 1pm*	34.00	39.00	49.00
New after 1pm*	25.00	30.00	35.00

*Valid every day

- Allow the discounts to begin when afternoon shotguns begin.

- Group play is unique to Bella Vista. We should try to capitalize more on this.

- Cart driver and passenger must take their own tags with their names and contact info into pro shop and deposit in one of three (rare member, guest, annual) appropriate draw bowls. Weekly, monthly, annual 3 drawings; more you play greater your chances to win.

- Track rare Member and guest play (may require punch card). All play is equivalent (AM or PM or full or discount or 9 or 18). Play 5 rounds and get the 6th one free. Have the 6th round free count toward the next play 5, so that only pay for 4 and get 1 free round. Starts the incentive to go for the next free round after 5. This continues from May to September. If successful, move to year round.

- The golf card is for 6 rounds at $200. Too much commitment for the rare golfer (1-10 rounds). And we are selling rounds at net $17 to public; that is much less than a Member pays. No value, no incentive to be a Member. Given size of market, is it working? Instead, sell $200 food card value at $100 or $400 value for $200. Punch values at 5 restaurants. Everyone eats, not all golf.

- Charge set up fee $50-$100 1x extra per Member golfer or $80-$130 1x extra per guest up front to allow 1-2 groups of 4 to set a schedule in summer or winter. Good at any time and pay posted rates.