Golf Joint Advisory Committee Meeting Agenda
Wednesday, April 10th, 4:00 pm at Country Club Boardroom

Attending: Kim Carlson, Dean Collins, Mark Deihl, Pat Laury, Jason Loyd, Tammie Loyd, Steve McKee, Darryl Muldoon, Susan Nuttall, Bruce Portillo, Mary Riorden, Phil Spencer, David Whelchel, Tom Judson, Gregg Jones, Scott Hanson

Absent: Rex Butler, Keith Ihms

Votes & Important Topics:

- A Group Leader meeting is scheduled on April 18th at 4:00 pm in the Boardroom
- **Voted to conduct a public meeting to discuss Closing of Brittany Golf Course** on May 14th, 4:00 pm, Riordan Hall. Recommendation to the POA Board within a few days of the June Golf JAC meeting.
- The Committee voted to recommend that Susan Nuttall be approved for a second 3-year term.

Meeting Notes

Call to Order - Jason Loyd called the meeting to order at 4:00 pm

The meeting minutes from the March 13th meeting were approved.

Committee Course Reports - Appendix 1

Staff Reports

Golf Operations - Darryl Muldoon

- The Drop Zone on #2 BVCC will be ready for BVWGC play on Thursday
- Darryl introduced Greg Jones, attending for Keith Ihms, and Scott Hanson
- Darryl reviewed the revenue and rounds reports - Appendix 2
- There is a Group Leader meeting scheduled on April 18th at 4:00 pm in the BVCC Boardroom
- Golf Fest is scheduled for April 13th regardless of weather. The Sign Up sheets are full, and walk ons will be accepted.
- The Shot in the Dark Tournament on April 19th benefits the Bentonville West and Gravette High School Golf Teams. Proceeds will help buy items such as practice balls, bags, etc.
- The Womens and Mens NCAA Golf Championship will be held May 16th - May 29th at the Blessings Golf Course in Fayetteville. The Tournament is open to the public and is hosted by the University of Arkansas, for information https://arkansasrazorbacks.com/ncaagolf19/
- In the newsletter update, we will be soliciting for volunteers to help sharpen up the appearance of the Bella Vista Country Club prior to the APT Tournament. Jake Grasmick has been taking care of the flower beds, and needs help for the tournament.

Marketing - Kim Carlson: Golf Discount Cards - Appendix 3

- Kim reviewed the revenue and benefits from the Discount Golf Card. The cards can be purchased through the TV Station
- This year we added free Range Balls at Tanyard Creek. The cost to the POA is minimal and helps promote the services at Tanyard Creek including club fittings.

General - Tom Judson: Closing of Brittany Golf Course - Appendix 4

- Tom Judson reviewed "Brittany Rounds and Revenue" Analysis. The analysis indicates a 12-month savings for $45,800, with the assumption the property would be maintained as a park.
- A discussion ensued about the need for a public meeting.
    - Brittany only sold 5,819 rounds compared to a typical course having about 20,000 rounds.
    - In the recent Golf Study, Larry Hirsh reported that based on our usage and forecasts, Bella Vista should have 4-5 18 hole courses.
    - The scope of the decision is to close Brittany and maintain as a POA park (grass). To date, there are no plans to convert the land for other purposes.
    - Could we accommodate groups currently playing at Brittany on other courses? Darryl: 2 groups play regularly, we could accommodate them at Berksdale.
    - If the course closes, could we reuse the greens (grass) in some way? Per Scott, probably not. There is already a nursery for the Champions Bermuda grass at Scotsdale. It would not be cost effective to maintain just one or two greens for this purpose.
    - Suggestion from members that the Golf Committee and the POA Board of Directors collaborate on this decision.
    - David Whelchel relayed his experience from the Branchwood conversion. The neighbors love the park and there has been a continued rise in the property values in the area.
    - Pat Laury suggested the Golf Committee should undertake a task, with the POA Board, to develop a comprehensive golf strategy.
    - It was suggested that we schedule the public meeting far enough out to:
        - Plan the meeting
        - Publicize the meeting to the golfers, property owners on the golf course and general community
        - Use the same general format as was used for the recent meeting on the connector trail from Blowing Springs.
    - A motion was made by Susan Nuttall and seconded by Mark Diehl.
        - **"The Golf Committee will conduct a Community Meeting on May 14th to solicit public input on the closing of the Brittany Golf Course. The Golf Committee will provide a recommendation to the POA Board within a few days of the June 12, 2019 Golf Committee meeting.**

- The Motion passed unamimously

Public Comments

- The Golf Committee should work with the POA Board regarding the closing of courses

Board Liaison

- Bruce Portillo asked if it was possible to build some footbridges across the concrete 'ditch' on #13 at Dogwood. Scott Hanson indicated that the drainage on that hole had been repaired and it would require a significant rain event for water to flow through that area. Rather than bridges, we may want to consider removing the concrete altogether and replace with grass. Since Keith was not at the meeting, Scott will review the idea with Keith. It would need to be budgeted in a future year.
- Ruth Hatcher reminded the Committee to attend Golf Fest, and that volunteer opportunities were still available for the APT Tournament

New Business

- Under the new rules for JAC Committees, the Committee will vote on returning or new members, and forward recommendations to the Board. This year 2 members are changing. Rex Butler indicated he was not interested in a second term.
- Mary Riorden moved, Seconded by Dean Collins - The Golf Committee recommends that Susan Nuttall be approved for a second 3-year term. The motion passed unanimously.

Adjourn

- The meeting was adjourned at 5:25 pm

Appendix 1 - Course Reports

COURSE INSPECTION FOR DOGWOOD, APRIL, 2019

Date of Visit:4/09/19 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): Excellent and busy.

- Sales in F&B well above budget. Team can handle a group of up to 40 if they know in advance. Golf & Burgers, WGC, MGA have had events there.
- More women's merchandise is on order and should be here shortly.
- Business has been good on the sunny days. Several group cancellations in the past week impacted sales.

General Appearance of Course: Great, ready for aeration starting next Tuesday

Noted Safety Hazards (overhanging and dead limbs, holes, etc.): none
Golf Cart (cleanliness, sand in container, sharp pencil):excellent, golfers appear to be using sand on the course.

Operational Opportunities (per head pro or pro shop staff) limit to up to 3: The cycle time to get a seasonal hire on staff can be up to 2 weeks due to timing of orientation. A Tuesday/Friday schedule would be better than Monday/Friday.

Maintenance Opportunities (per course superintendent) limit up to 3:

- 4 seasonal positions are open with 2 employees returning. 2 are new. There is significant competition for retention. Folks with the skills developed in our organization are in high demand.
- Some areas of the cart path (#6 & #10 on Dogwood) are starting to break up. These were not paved last year.

Comments and Notes:

Project Status:

- Gold Tee indicators have been repainted
- Irrigation repaired on #3 Brittany green
- No winter kill on Brittany Greens.
- This week the Brittany fairways ere cut for the first time this year to tidy them up.

A fishing derby is planned on the Dogwood Lakes on May 18th.

The FOD upgrade to the practice hitting area and steps is complete.

Prior Issues
March, 2019: The crossing at #8 Brittany is getting busy and drivers don't seem to be paying attention.

COURSE INSPECTION FOR Highlands, April 2019

Date of Visit: 04/07/19 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): Looks great, and well organized.

Pro shop is well stocked and clean. New items have been added for sale.

Bar Area- Looks clean and has a good atmosphere. Bill is doing a great job and his sales show it. He has added additional help in the pub a couple days a week. With the improved weather, the golf crowd has improved. Regular happy hour crowd is getting larger and larger.

General Appearance of Course: Course is greening up with the warm weather. Aerating marks on the green are filling in and should start closing in completely the next 7-10 days, weather permitting. Course looks great.

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. Containers filled with sand for divots.

Operational Opportunities (per head pro or pro shop staff) Additional items have been added to the pro shop for sale. Alex has a full trained staff, with business and sales going well! Future outlook looks good.

Maintenance Opportunities (per course superintendent) limit up to 3: Maintenance has completed the pre-emergent spraying to the entire golf course for weeds, crab grass, etc. They have mowed all collars, tees, and fairways for the first time this year. New growth can be seen all over the course.

Comments and Notes:

Highlands Pub sales are doing great and golf traffic patrons are increasing. More and more people are taking advantage of the pub(pool table, bag-go, dart boards), creating a good atmosphere, with good people.

Greg and Maintenance are adding new mulch around trees and designated areas. The sand buckets and sand stations are working well, with a lot of divots filled. New signs, markers, and new benches give the course a new updated look. Great looking course!

COURSE INSPECTION

Name of Course: BVCC Course Superintendent: Bruce Fleming

Name of Reviewer: Mary Riorden Greens Superintendent: Rob Dreesen

Date of Visit: 4-8-19

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.

Golf Cart (cleanliness, sand in container, sharp pencil): Carts are clean and well stocked. The staging area is quite small for shot gun starts.

Appearance of Flower Beds, and FOH, FOD, LAL added landscaping: Beautiful throughout the course.

Cleanliness and General Repair of Bathrooms: The bathroom floors on both outdoor bathrooms need scrubbing and repainted. If this is to be our premier course, these bathrooms need to be kept clean. Hole #5 ladies room towel dispenser was not working properly. Bruce has ordered new lights for the other two bathrooms that have the small lights.

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. Water is available on the course through the water fountains and coolers.

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

Additional Comments: Temporary green is still in place on Hole #1. Numerous stakes were missing and noted by Bruce. The drop area on hole #2 has not been put in as of yet. The red stakes on hole #12 are mostly under water. There was a water line break on hole #11 which has been repaired. This area is to be resoded. Grass is coming in on the fairways on most holes but still sparce.

COURSE INSPECTION FOR KINGSWOOD-BERKDALE, APRIL, 2019

Date of Visit: April 8, 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 the month
General Appearance of Course:	Very good, just needs grass to grow.
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:	Golf maintenance staff worked on several minor irrigation problems. A large drain pipe was installed at the 150 yard marker on hole #8 to replace leaking drain. Hole #9 drainage issue will be repaired later and tie into the pipe on #8. The control panel in the pump house at hole #8 tee box was replaced. On hole #11 a large sycamore tree was removed. Finished brush clean-up and pre-emergent application to the fairways. BERKSDALE: On the closed holes of the course bunkers were covered and sprinkler heads were salvaged when feasible. A large tree was removed by Raines Tree Service.
Comments and Notes:	The course greens are a little faster than normal and the fairways are dry and hard.

COURSE INSPECTION REPORT FOR SCOTSDALE

Date of Visit: April 5, 2019

Head Golf Pro: Alex Sanford. Course Super: Kyle Soller

Pro Shop: the staff is friendly, professional, and efficient. The area has recently received a “Leslie touch” of fresh merchandise. Sales figures have reached or exceeded goals. It continues to be a popular spot for after golf happy hour.

Noted Safety Hazards: None noted.

Golf Carts: (Cleanliness, sand in containers, etc.). Very good

Operational Opportunities (per head Pro): Alex reports business is picking up with more play. Because of greens not being aerated at this time, and pleasant weather of the past few days the course should remain busy, Scotsdale has had their first “shotgun start” of the year and they’re looking forward to the first big tournament, Gravette Classic, on May 6.

Maintenance Opportunities (Per Course Course Superintendent): Kyle reported that greens might be a bit slower than usual, due to time of year and new growth. The staff was doing a lite sanding of the greens on April 8, which should speed them up some. The staff has been busy replacing and painting penalty area stakes, weed eating and mowing. Anyone who’s looking for seasonal out-of-doors employment should contact Lyle!!!

COURSE INSPECTION FOR TANYARD April 2019

Date of Visit: APRIL 7, 9 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 on left
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: See
notes
Comments and NOTES:
Follow-up 2018; YTD 2019:
Safety nets?
Golf-only parking signs
For APRIL 2019:
Golf Fest 4/13 preparations, excited, and ready
MAINTENANCE
Signs around Tanyard practice range “keep out”?

APPENDIX 4: Golf Financials - YTD through March, 2019

BELLA VISTA
PROPERTY OWNERS ASSOCIATION

From: Darryl Muldoon, Director of Golf Operations

To: Golf Committee

Date: April 10th, 2019

Subject: Golf Financials and Rounds Report

On the Revenue Report for March you will notice:

- We lost some ground with Members Green Fee revenue in March $13,248.00 over 2018.
- Golf Cart daily revenue is down $2,748.00 over 2018.
- Renewals in annual plans increased in the last two weeks of March but are still trailing over last year.
- Guest revenue down by $ 39 over 2018.
- Merchandise remains $ 12,882 up over last year.

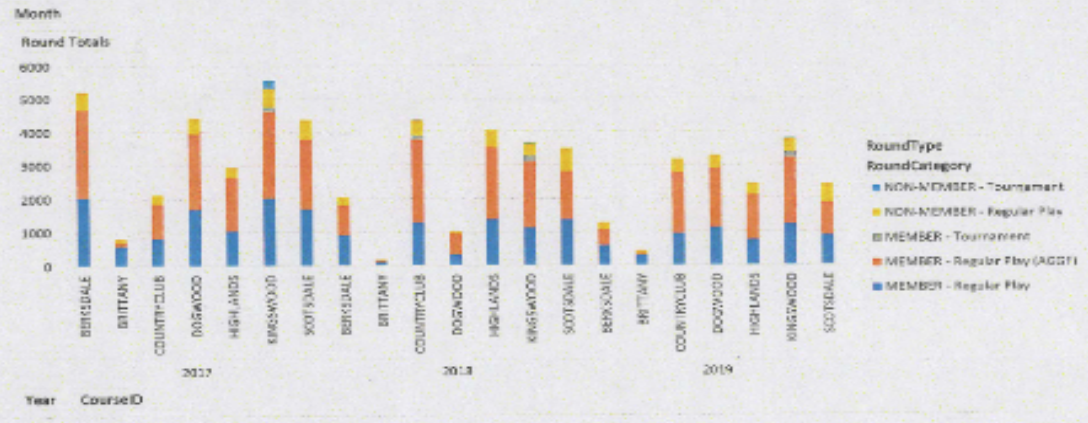
On the Rounds Report for March you will notice:

- March ended with 8,257 total rounds played.
  - Down over last year by 2,552 (very rainy March)
- Total rounds down 1990 year to date over 2018.
- The breakdown is as follows over 2018:
  - Members rounds down by 2,014.
  - Non-Member rounds up by 24.

January 2017 - March 31 2019

Month (Multiple Items)

Round Totals	Year	MEMBER			MEMBER Total	NON-MEMBER		NON-MEMBER Tota	Grand Total
Round Type		Regular Play	Regular Play (AGGF)	Tournament		Regular Play	Tournament		
2017		9899	10275	146	20320	2817	268	3085	23405
	BERKSDALE	2029	2639		4668	537		537	5205
	BRITTANY	591	111		702	110		110	812
	COUNTRYCLUB	829	1011		1840	274		274	2114
	DOGWOOD	1680	2264		3944	464		464	4408
	HIGHLANDS	1034	1596		2630	305		305	2935
	KINGSWOOD	2018	2577	146	4741	543	268	811	5552
	SCOTSDALE	1689	2078		3767	584		584	4351
2018		9402	9712	191	19305	2574	28	2602	21907
	BERKSDALE	913	879		1792	241		241	2033
	BRITTANY	120	17		137	40		40	177
	COUNTRYCLUB	1277	2480	132	3889	446	12	458	4347
	DOGWOOD	335	604		939	68		68	1007
	HIGHLANDS	1373	2151		3524	507		507	4031
	KINGSWOOD	1123	1957	191	3271	364	16	380	3651
	SCOTSDALE	1361	1429		2790	708		708	3498
2019		5883	6361	164	12408	2398	28	2426	20834
	BERKSDALE	595	466		1061	193		193	1254
	BRITTANY	302	27		329	105		105	434
	COUNTRYCLUB	940	1804		2744	419		419	3163
	DOGWOOD	1128	1748		2876	393		393	3269
	HIGHLANDS	758	1335		2093	334		334	2427
	KINGSWOOD	1227	1972	164	3363	399	28	427	3790
	SCOTSDALE	883	979		1862	555		555	2417



Note: Golf Round reports are available on the POA Website:
https://bellavistapoa.com/governance/financials/

At the bottom right hand side of the page

APPENDIX 3: Value Card Marketing

Discount Golf Card - Review 4.10.19

		PRICE	SOLD	POA REV	ADV VALUE	ADV RETAIL est.
2011	Started at a very low price ($100) and increased to $150.	$150	250	0	$ 20,000	$ 25,000
2012	Revised to include split revenue	$150	300	$ 10,500	$ 25,000	$ 35,000
2013	Prime advertising begins during NCAA and CBS Tourneys	$150	360	$ 12,555	$ 38,000	$ 76,000
2014	Prime advertising as above plus digital	$150	300	$ 10,400	$ 50,000	$ 100,000
2015	PGA, March Madness, 5NEWS, FB, Video display	$175	300	$ 10,500	$ 45,000	$ 100,000
2016	March Madness PGA Local News and Digital on 5newsonline	$175	300	$ 10,500	$ 45,000	$ 110,000
2017	March Madness, PGA , Local News and Digital on 5news online	$188	350	$ 24,400	$ 50,000	$ 95,000
2018	March Madness, PGA , Local News and Digital (FB, 5news)	$199	172	$ 17,128	$ 60,000	$ 90,000
2019 *	PGA, March Madness, 5NEWS Broadcast & FB, Sports Specials	$199	200/350	$ 32,500	$ 50,000	$ 80,000
				$ 128,483	$ 383,000	$ 711,000

Restrictions: Valid for six total rounds of golf, with cart, at BV POA courses. Must call 855-5079 between 8 am-5 pm M-F to set up tee times. Weekday (M-F) rounds are to be played after 12 pm, no restrictions on weekends (Sat-Sun) rounds. Not redeemable for cash. Not valid for league play. Golf Card expires 2 years from the puchase date.
*Added 10 buckets of range balls.

APPENDIX 4 - Brittany Rounds and Revenue

Brittany Rounds and Revenue

Year	Rounds	Revenue
2016	8,346	$79,533
2017	7,340	$68,858
2018	5,819	$50,154

Estimated net savings from closing Brittany (12-month savings): $45,800

1. Assumption that 80% of the rounds played at Brittany will relocate to Berksdale North.
2. Maintenance of Brittany would be equivalent to a park.
3. Estimate includes the loss of revenue combined with savings from maintaining the property at a lower level.