

**Special Golf Joint Advisory Committee Meeting  
Tuesday, May 14th, 4:00 pm at Riordan Hall**

**Attending:** Kim Carlson, Dean Collins, Mark Deihl, Pat Laury, Jason Loyd, Tammie Loyd, Steve McKee, Susan Nuttall, Bruce Portillo, Phil Spencer, Tom Judson, Sr. Staff Members, POA Board Members

Notes by: Susan Nuttall

**Meeting Notes**

Call to Order - Jason Loyd called the meeting to order at 4:05 pm, the meeting was well attended with 250-300 members. Members were divided into tables of about 10 people. A petition with approximately 200 signatures was delivered to Jason Loyd to be included in overall feedback. All signatures were in favor of keeping Brittany open.

A brief presentation about the Proposal to Close Brittany, High Level Financials, Cost Savings and Feedback Process. Refer to the video and presentation located in the committee notes for the Golf Advisory Committee.

<https://bellavistapoa.com/wp-content/uploads/2019/05/Brittany-Presentation-Final.pdf>

The feedback below is from comments made at the meeting. Comments have been grouped into categories in a numbered list. The number are for reference only and are not in any particular order.

The meeting adjourned at 5:40 pm.

---

**Feedback from May 14, 2019 Community Meeting about Potentially Closing Brittany Golf Course**

Notes by Susan Nuttall, [susanvnutall@gmail.com](mailto:susanvnutall@gmail.com), includes information gathered at the meeting.

**Keep Brittany Open**

1. It is the only 9 hole that doesn't flood. It is 9-hole 'insurance' if Berksdale closes.
2. The infrastructure already exists
3. Brittany is an excellent value at \$13 for 9 holes vs. \$24 for the regulation length courses
4. You can golf anytime, including weekday mornings, without a reservation
5. Brittany is one of the few courses that can be walked, primarily because there is a short distance from green to tee
6. It only takes about 1 ½ hours to play. This is of interest for seniors that only want to play 9, families that play in the evening or on weekends and those that live in the neighborhood and it's close.
7. Several groups play regularly at Brittany. It is unlikely these groups would 'move' to a regulation course due to difficulty (length) and time commitment. These groups encourage brand new golfers to join and 'get their feet wet'.
8. It is a fun place to take children and grandchildren to play

9. People moved into the townhomes around Brittany so they can live on a golf course. Homeowner value may suffer if Brittany is closed.

### **Close Brittany**

1. Golfers couldn't use as a backup in case of a flood
2. Closing Brittany is projected to save \$50K and that's pocket change
3. For groups that play at Brittany, there is concern that no space is available on the regulation courses on weekday mornings.
4. Berksdale costs \$11 more per round. Will we really get the percentage of transition that is projected?
5. Homeowners should have compensation if Brittany closes

### **Conversion to a Park**

1. Homeowners are concerned about increased vandalism and litter
2. We have other parks in the neighborhood and don't need another
3. We don't want a biking practice area
4. A park will require a nearby parking lot
5. Park would not be as attractive the golf course is
6. If cyclists start using the 'walking' trail, it could be a safety issue for walkers/dog walkers

### **Marketing Ideas to improve rounds and revenue**

#### **General Promotion**

1. Remind residents and golfers that the course exists and is open
2. Promote the low price to play
3. Promote as a "learn to play" course
4. Have other pro shops refer golfers to Brittany when other courses are full
5. Include in new resident information
6. Develop Golf/Food or Golf/Pavillion packages for family or social group events
7. Promote golf/food package (play and eat in less than 2 hours for \$20)
8. There may be some room for a price increase
9. Give rounds after golf lessons. (*This is currently being done. About 550 rounds in 2018*)

#### **Promote to Youth and Families**

1. Market to golfing youth groups, such as the First Tee
2. Reduce price, have family rates
3. Promote family and youth leagues such as school golf league, parent/child league
4. Hold youth/family tournaments

#### **Improve the Course**

1. Play it forward on Par 4's that will reduce the challenging nature of these holes

### **Other ideas**

1. Have Brittany as part of the rotation for groups - especially for 9 hole groups
2. Develop a program where current players help new ones
3. Donate old clubs to help someone get started
4. Brittany tournaments: nights, flights by skill, scrambles, etc.
5. Provide child care so stay at home moms can play
6. Introduce an Annual Pass only for Brittany
7. Introduce apparel for Brittany

### **General Comments**

1. We lost golfers during transition to Bermuda greens and didn't get them back
2. Were rounds in 2018 impacted by the Trafalgar Road fire?
3. BV golf card promotions are not a good way to promote golf
4. We are not fully vested in trying to revive BV as Golf Community
5. The Board needs to publish Master Plan for all amenities so the members know what to expect
6. Would the park be private?
7. Question about conversion costs, how long would it take to realize the benefit
8. Good course for Sr. League, add second cart path to be easier to navigate
9. Close Berksdale, promote Brittany
10. Develop a triggering event to identify number of rounds / revenue to close
11. Track rounds to see if decline continues or if rounds improve.
12. Members are concerned about public access
13. Some members questioned the assumption of 80% of the players moving to other courses that are more expensive and more challenging. If 0% transfer, the "savings" is only \$5,700. If 25% transfer, the "savings" is only \$18,200.