

**Special Golf Joint Advisory Committee Meeting**  
**Wednesday, May 28th, 4:00 pm at Bella Vista Country Club Boardroom**

**Attending:** Dean Collins, Keith Ihms, Jason Loyd, Darryl Muldoon, Steve McKee, Susan Nuttall, Phil Spencer, Mary Riordan, Tom Judson

**Absent:** Mark Diehl

**Meeting Notes**

Jason called the meeting to order at 4:00 pm. Jason stressed that no final decision has been made by the committee or the POA Board.

In the packet: summary of notes and comments, Mark Diehl's comments. Previously distributed: notes from Community Input Meeting

Jason thanked the members who participated in the process including those who sent in notes, attended the Community Input Session, and approximately 350 who signed petitions. Overall a very high percentage of those participating wanted to keep Brittany open.

At today's meeting we will determine if we have a consensus and discuss ways to improve results. We will take the vote on the recommendation at the Monthly Golf Committee meeting June 5, 2019 4:00 pm in the Boardroom.

**Overall comments from Committee Members**

Mark Diehl (in email)

- Keep Brittany Open
- Try to improve rounds
- Concerned about:
  - Costs to maintain our courses continues to rise. If revenue and rounds do not improve, need to consider closing Brittany.
  - Without assessment increase, it is difficult to maintain the incredible golf courses and amenities at one of the lowest prices in the country. We may need to make difficult choices.

Mary Riorden

- Keep Brittany Open
- It is the only 9 hole course that doesn't flood and could be a substitute for Berksdale if Berksdale closes due to flooding
- It is a family friendly course

Dean Collins

- Impressed with turnout and passion of the members
- We need to keep Brittany open and respect the enthusiasm of the members
- Small improvements to the course such as developing forward tees would help reduce the challenges for new players
- Develop and implement a marketing strategy
- Yearly membership on Brittany

Steve McKee

- Amazed and impressed with member input. Keep Brittany Open.
- What was the goal? Land use? Cost savings? Flood?
- When marketing, separate the message depending on the target. For example, in pricing, the member rate is \$13 while the non member rate is \$20. We need to be clear whom we are targeting.

- Steve thanked the committee for the due diligence taken on the topic. He will be stepping off committee at end of May when he joins the POA Board of Directors.

Phil Spencer

- Response was overwhelming, consensus was well received
- Brittany is a great course for those that want to practice
- Great place for kids to learn to play
- Supported Mary's comments on keeping Brittany open because it doesn't flood

Susan Nuttall

- Supports keeping the course open due to the volume of thoughtful input by a large number of members
- Concerns remain about the following:
  - We need to be aware that our golf business is declining and we may not be able to afford all of the courses we have. It is much more difficult to save money than to spend it.
  - The savings in the financial model may not be realized. Representatives from the groups that play Brittany indicated it is likely they would not move to other courses.
  - Unlikely that Berksdale golfers will transfer to Brittany, rather with just play 9 at another regulation length course.
- Suggestions for next steps
  - Need to implement low cost, local marketing to increase rounds and revenue
  - Do a baseline analysis on # of players, rounds, revenue and method of payment so that we can compare results in the future
  - Review results in the fall of the year rather than the spring

Jason

- Impressed with the enthusiasm and input from the community
- Supports the idea of changes to the course outlined by Dean (forward tees)
- Course was used for 'ranking days' by High Schools because it isn't crowded. The course is not long enough for official High School events.

### **Consensus: Keep Brittany Open**

### **Recommendations on how to increase rounds at Brittany**

- Highlight unique characteristics of Brittany
  - Market how rounds can be played quickly
  - Low price
  - Family friendly, especially nice to take kids and grandkids
  - Good place to practice and build golf skills
  - Play at your own pace
  - Just a few minutes away for those living in central/east side of Bella Vista
- Pricing Promotions
  - Remind members of the Kids First Promotion - \$100 with Annual Pass, \$200 with Photo ID. Kids play free with adult.
  - Pricing for a Family Pass - unlimited play for your family at Brittany
  - Twilight fees - lower rates in the evening/weekends
  - Limited time package (e.g. for two weeks), because the kids or grandkids are out for a short amount of time.
- Events
  - Beginner Clinic
  - Golf education, kids and adults.
  - Golf and a meal, golf and a movie.

- Family tournaments (once every two months)
- 27-hole tournament
- Golf and social event. Wine & Nine (date night), Nine and Dine
- Skills contests. Drive, chip, and put contest. Target contest, based upon length.
- Changes to Course
  - Establish par 3's for all holes on the course.
  - Play it Forward on the 4 pars
- Group Scheduling
  - Ask 9-hole groups to include the course in their rotation
- Marketing tactics
  - Market as “Bella Vista’s little gem” (or similar catch phrase)
  - Promote the course in the general email, not just the golfing email.
  - Ensure the emails are grouped based upon if the target market is members or guest. Ensure pricing is reflected correctly for the appropriate group.
  - Launch some of these marketing ideas as soon as possible to take advantage of the summer, while kids are out of school.
- Miscellaneous
  - Ask Friends of Dogwood to fund the purchase kids equipment for Brittany.
  - Install 8” holes. Per Darryl - from a recent conference, consensus is that larger holes do not improve rounds. Per Keith - the large holes are very difficult to place and keep level. The greens at Brittany are quite small, so there aren’t many choices of where to put these holes.
- It takes time to plan and implement Marketing programs and takes time for them to get traction. We need to allow time for these efforts to work.

**Next Steps:**

- Susan will distribute notes by 5/30
- Jason will draft recommendation

**Comments from the Audience:**

1. Don’t get the idea to raise prices which will disenfranchise the others.
2. Suggestion about promoting a “Date Night”
3. Be thoughtful about closing amenities. They will not reopen, and if enough close, there isn’t much to do.
4. Thanks committee for listening to the committee

The meeting was adjourned at 4:50 pm