

Golf Advisory Committee Annual Report – FY 18

The members of the FY18 Golf Advisory Committee were Keith Heilveil and Bill Harris (Committee Chair and Co-Chair), and Jim Burrows, Madeline Butler, Tara Coates, Marco Depalma, Debbie Drown, Bill Duncan, Troy Fitzgerald, Doug Grossman, David Hand, Beth Leaman, Lina Liebold, Lou Maclay, Lew Shipp, and Ethan Wasil. The staff liaisons were Joan Lovelace, Nicholas Mooneyhan, Don Vandusen, Patrick Mather and Brett Bartek. The Committee met 4 times during FY18.

A. Committee accomplishments for FY18 (Fiscal year just ended):

- Developed and maintained daily course information calendar online
- Created slack online messaging forum for improving communication among committee members and staff liaisons
- Continued assessment of drafted course maintenance standards to further align expectations and define benchmarks for course conditions and maintenance practices
- Established course, tournament, and house subcommittees
- Standardized committee meeting format, committee reports, and surrounding communication practices
- Defined Hobbit's Glen/Fairway Hills course identities and respective locations in the perceptual competitive marketplace
- Leveraged feedback and newly created house subcommittee to facilitate cooperation between the Turn House and golfing community
- Implemented Golf Genius software to enhance event & outing operations
- Reformatted tournament offerings to strike a well-defined balance of competitive and social member events
- Received board approval for on-course beverage cart alcohol sales at Fairway Hills
- Improved the membership's virtual experience through various website enhancements and utilization of digital displays at the clubs
- Utilized smartsheets project management software to communicate winter project plan timelines and status updates
- Transitioned to ForeUp tee sheet software to begin the process of rolling out online tee time booking functionality for the membership

B. Proposed Charge submitted for approval by the CA Board identifying items to be addressed by Committee in FY19 (Fiscal year just beginning) that align with the Committee's goals, CA's strategic plan and the President/CEO's goals and objectives:

- Provide recommendations to the Columbia Association (CA) Board of Directors and CA staff on how CA can enhance its programs and facilities to better serve their respective group.
- Enhance operational usage of ForeUp tee sheet and expand online booking reservation functionality
- Continue to improve cooperation between the Turn House and golfing community
- Construct master league roster spreadsheet to maximize the effectiveness of disseminating course information
- Define long-term plans for fairway renovations that will provide an appropriate balance of focus between both peak season and off-season conditions
- Develop greater consistency in the operational processes and procedures among each subcommittee

C. Committee recommendations, if any, with justification, for consideration by the CA Board:

Vote of Confidence:

Green Committee should take a Vote of confidence for Nick and his team: Latitude and Patriot strains of Bermuda have not been an ideal fit for our climate. We have had 3 widespread turf failure issues in 10 years in the Mid Atlantic. Prominent clubs like Congressional, Burning Tree and Chevy Chase have replaced their Bermuda grass and migrated back to bent grass. CA staff is justifiably being pragmatic in evaluating long term solutions.

Communication:

- Provide a timely consistence approach for communication
- CA Staff – Provide specific approved communication authority for CA Staff
 - (i.e. Course Conditions, Frost Delays)
- Golf and Green Committee (House, Green and Tournament):
 - Visibly and simple way to receive feedback from membership
 - We have no way to full our charge of disseminating information to entire membership.
 - The Committee to reply to member questions. (Only by referencing CA published information.)
- Green Sub-Committee
 - Bermuda Grass Issues (Both Courses)
 - Short Term Fix: Product in the Spring is crucial!
 - Long Term Planning: Solution being evaluated
 - Fairway Hill
 - Flooding Plan

- House Sub-Committee
 - Restaurant - Service. Service. Service.
 - The positive – Menus are working for golfers. Together we developed good processes for leagues and events
 - The Turn House is still a new business and experiences staff turnover and too often poor service. (i.e. I just played in a couple's event and to took 1.5 hrs. for all to be served. This is very disheartening to CA Staff, committee member and membership)
 - Ecology
 - Eliminate Styrofoam
 - Membership
 - Working with staff to get sufficient drinking water on the course
 - Create an easy way to schedule a golf lesson.

- Tournament Sub-Committee
 - Golf Genius – Continued training and use. The product has good functionality but not easy to initially learn. We expect it to improve.
 - Communication –
 - Better publicity of tournaments (FB? Email?)
 - Better communication when there are changes.

Committee Charges approved by the CA Board – July 26, 2018