



Winter Pines Golf Advisory Board Minutes

June 20, 2022 at 8:00 a.m.

City Hall | Commission Chamber
401 Park Ave South | Winter Park, Florida 32789

Present

Marc Reicher, Justin Ingram, Paul Smith, Sid Cash Jr., Sean Connolly (virtual), David Webster (virtual)

1. Call to Order

Meeting was called to order at 8:00 a.m. by Chairman Reicher

2. Consent Agenda

Motion made by Marc Reicher to approve consent agenda; seconded by Sid Cash Jr. Motion carried unanimously.

3. Public Comment (for items not on the agenda)

4. Action Items

a. Logo & Branding

Jason Seeley, Director distributed the branding options provided by Evolve. Staff is seeking direction on the top two choices to send back to Evolve to provide some additional marketing options. The board members inquired about more options for markings with strong emphasis on the pine tree and the "18".

Motion made by Marc Reicher to request Evolve to provide more markings, and proceed; seconded by Justin Ingram. Motion carried unanimously.

5. Non-Action Items

a. Greens Fees & Fee Schedule Discussion

Mr. Seeley presented the board with the current greens fee statistics, increase considerations, recent revenue from greens fees, current fee structure and suggested fee structure for residents vs. non-residents. Staff is recommending a simple fee structure that is comparable to the fee structure at the Winter Park 9 that includes a 10% increase for residents and 20% increase for non-residents. After discussion the board members suggested setting a rate of \$45 for non-residents at peak time, and work backwards to determine the fee schedule. Staff will bring a fee schedule back as an action item at the next meeting.

6. Staff Updates

- The Bear and Peacock is doing well, and plans to fully functional by September.
- ADA Restroom renovations are scheduled to begin in August, a luxury restroom trailer will be provided during the renovations.
- Staff is looking into trying to incorporate monthly family-oriented events (glow golf), and the possibility of lighting the driving range
- The course is fully staffed; with the exception of one maintenance staff member.
- Staff informed the board that Steve will be leaving the course
- The city will upgrade to the newer version of Golfnow to mainstream both courses.

7. Board Comments

Board members discussed concerns with and modernizing the irrigation at the course. Board members inquired about possible maintenance days, and an update on teaching professionals and a sample menu. Mr. Cash suggested increasing the fee for the range to increase revenue

8. Adjournment

Motion made by Paul Smith to adjourn the meeting; seconded by Sid Cash Jr. Meeting adjourned at 9:37am

Minutes approved the board on 07/11/2022
/s/ Recording Secretary Kesha Thompson