



Winter Pines Golf Course Advisory Board Regular Meeting

Agenda

January 29, 2024 @ 8:00 AM

City Hall Commission Chambers
401 S. Park Avenue

welcome

Agendas and all backup material supporting each agenda item are accessible via the city's website at cityofwinterpark.org/meetings/ and include virtual meeting instructions.

assistance & appeals

Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office ([407-599-3277](tel:407-599-3277)) at least 48 hours in advance of the meeting.

"If a person decides to appeal any decision made by the Board with respect to any matter considered at this hearing, a record of the proceedings is needed to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." (F.S. 286.0105).

please note

Times are projected and subject to change.

- 1. Call to Order**
- 2. Consent Agenda**
 - a. Approve the minutes of December 11, 2023
- 3. Public Comments (for items not on the agenda): Three minutes allowed for each speaker**
- 4. Action Items**
- 5. Non-Action Items**
 - a. Keith Rhebb, Consultant/ Course Designer Summary
 - b. Paul Twyford, Bonfire F&B Update & Overview
- 6. Staff Updates**
 - a. Brightview Consultant
 - b. WP18 Financials
 - c. WP9 Financials
 - d. Social Media Efforts
- 7. Board Comments**
- 8. Upcoming Agenda Items**
- 9. Adjournment**



Winter Pines Golf Course Advisory Board

agenda item

item type

Consent Agenda

meeting date

January 29, 2024

prepared by

Laura Halsey, Recreation Coordinator

approved by**subject**

Approve the minutes of December 11, 2023

motion | recommendation**background****strategic objectives****alternatives | other considerations****fiscal impact****attachments**

1. GAB MINUTES 1211.23



Winter Pines Golf Course Advisory Board Regular Meeting Minutes

December 11, 2023 at 8:00 AM

City Hall Commission Chambers
401 S. Park Avenue

Present

Marc Reicher, Nancy Freeman, Sidney Cash, Sean Connolly, Paul W. Smith Jr.,
David Webster

Absent

Justin Ingram

Staff Present

Director Jason Seeley, Operations Manager Gregg Pascale, Recreation Coordinator
Laura Halsey

1. Call to Order

Meeting was called to order by Chaiperson Marc Reicher at 8:05am

2. Consent Agenda

- a. Approve the minutes of November 13, 2023

Motion made by Nancy Freeman, seconded by Sean Connolly to approve the November 13, 2023 minutes. Motion carried unanimously with a 6-0 vote.

3. Public Comments (for items not on the agenda): Three minutes allowed for each speaker

4. Action Items

5. Non-Action Items

6. Staff Updates

a. Golf Course Financials

Jason Seeley, Parks & Recreation Director, provided YTD revenue for both courses. Gregg Pascale, Operations Manager, provided some additional revenue details pertaining to membership. The new software has proven to be helpful in identifying expired memberships during the booking process and is more efficient in reaching out to members for renewal dues. Mr. Pascale believes that even non-members receive a decent discount as a member. At this time, there are about forty-six non-residents on the wait-list to become members. Discussion was held regarding the time-frame to complete a round at WP18 and the board asked if social media outlets could be used to promote the course and all of its updates and improvements.

b. Course Maintenance Update

Mr. Seeley and Mr. Pascale reviewed the status of current upgrades and improvements to the golf course facilities. The board asked that sand be added to the walking paths, since foot traffic has been increasing. The board also suggested moving the Par 3 tee boxes to the fairway to avoid crowning. Mr. Seeley stated the Brightview contract is scheduled for January 1 - June 30, 2024 where they will provide options for ensuring the courses are successful, including improvements, upgrades, and staffing. Staff has spoken to Public Works regarding the build-up of debris at the pond areas and Hole 9 will be receiving upgrades to make it more aesthetic. Parking lot resurfacing will take place during the first quarter of 2024, landscape lighting will be completed by December 18, 2023, and the clubhouse restroom upgrade is scheduled for June 2024. There have been communication issues with Spectrum regarding the security cameras, cable services, etc. but the city's IT department has been asked to assist with resolving the issues.

c. Operations Update

Mr. Seeley provided the board with a brief update on operations of the golf course and the board feels strongly that hiring an experienced superintendent to manage both courses would be the best route. The Board also wanted staff to know all of the hard work and improvements have been noticed and are appreciated. The course is looking better than it has in years.

7. Board Comments

8. Upcoming Agenda Items

9. Adjournment

The meeting adjourned at 9:15 a.m.

Approved by the board
/s/ Laura Halsey, Recreation Coordinator



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Non-Action Items

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Keith Rhebb, Consultant/ Course Designer Summary

motion | recommendation**background****strategic objectives****alternatives | other considerations****fiscal impact****attachments**

1. WP18 Course Revovation meeting SUMMARY



SUMMARY

Golf Course Architect Discussion for WP18 December 21, 2023

In Attendance:

Keith Rhebb: Golf Course Architect
Sid Cash: Golf Advisory Board Member
Gregg Pascale: Golf Operations Manager

Keith, Sid and I walked the entire course the morning on Thursday, December 21, 2023. Keith was aware of the desire to possibly extend the course by a minimum of three shots to par to make the course a total of Par 70.

Although Keith wants to walk the course again and prepare a more detailed plan, here were some preliminary thoughts/recommendations that were discussed.

- Possible lengthening of Hole #3 to a par 5 (Tee box moved to other side of creek) **(PLUS One to Par)**
- Leveling/expanding tee box on #4
- Remove some trees around #4 green and possibly tuck the green closer to surrounding creek
- Finding long term solution to wet area in front of green #5
- Cleaning of trees/area behind green #5/Tee #6 to enhance view from trail
- Rebuild additional tee to #8 in back of #7 green
- Remove camphor trees in water near green and possibly expand green closer to water
- Extend Hole #11 Green back to form a Double Green with Hole #13
- Extend Hole #12 by removing oak tree right of cart path and building new tee box 2 for short par 4 approximately 260 yards **(PLUS One to Par)**
- Extend Hole #13 to a Par 5 and play to new double green with Hole #11 **(PLUS One to Par)**
- Rebuild Hole #15 as a dogleg right, per 4 to new green built on the back of existing #16 Tee Box area **(PLUS One to Par)**
- Add a dugout creek to assist with water saturation on left side of current #15 green
- Shorten Hole #16 to approximately 90-120 yards
- Abandon the back of current #17 tee box to shorten hole (oak tree casting shade on tee box area)

A few other discussion points:

- Continue to remove all palm trees and replace with Pines
- Work with City/homeowners on flooding concerns
- Add pine straw areas around course to enhance look and cut down mower maintenance.
- Rebuild/replace Sand Bunkers Possibly add one or two to enhance new holes.
- Schedule an extensive irrigation audit



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Paul Twyford, Bonfire F&B Update & Overview

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None



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Brightview Consultant

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None



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WP18 Financials

motion | recommendation**background****strategic objectives****alternatives | other considerations****fiscal impact****attachments**

1. WP18 Financial Comparison 2024

Winter Park Pines Golf Club (WP18)

FISCAL YEAR 2024

			STATS			Revenues						
DATE	TOTAL \$ (Pre-Sales Tax)	TOTAL Rounds per Month	# 18 HOLE	Member Rounds	Driving Range	Greens Fees	Carts	Membership	Merchandise	Club RENTAL	Golf Events	Bonfire
October	\$233,088.16	2877	2,017	860	\$36,824.25	\$52,861.18	\$28,469.08	\$102,362.62	\$7,108.37	\$462.66	\$0.00	\$5,000
November	\$127,846.81	2644	1,829	815	\$22,054.75	\$53,982.07	\$25,793.46	\$13,156.83	\$5,999.93	\$1,859.77	\$0.00	\$5,000
December	\$137,599.19	2630	1,762	868	\$23,836.06	\$55,193.00	\$27,355.83	\$18,701.99	\$6,974.07	\$538.24	\$0.00	\$5,000
TOTALS	\$498,534.16	8151	5,608	2,543	82,715.06	\$162,036.25	\$81,618.37	\$134,221.44	\$20,082.37	\$2,860.67	\$0.00	\$ 15,000.00

8,151	REVENUE
ROUNDS	\$498,534.16

Winter Park Pines Golf Club (WP18)

FISCAL YEAR 2023

			STATS			Revenues						
DATE	TOTAL \$ (Pre-Sales Tax)	TOTAL Rounds per Month	# 18 HOLE	Member Rounds	Driving Range	Greens Fees	Carts	Membership	Merchandise	Club RENTAL	Golf Events	F&B
October	\$216,943.27	3600	2,900	700	\$19,009.19	\$81,947.27	\$0.00	\$104,837.10	\$6,149.71	\$0.00	\$0.00	\$5,000.00
November	\$130,480.28	2978	2,303	675	\$17,395.40	\$53,953.35	\$23,807.39	\$19,618.81	\$10,256.69	\$448.64	\$0.00	\$5,000.00
December	\$132,424.82	3583	2,856	727	19,881.58	\$68,162.49	\$31,347.12	\$14,733.68	\$12,466.51	\$715.02	\$0.00	\$5,000.00
TOTALS	\$479,848.37	10161	8,059	2,102	36,404.59	\$204,063.11	\$55,154.51	\$139,189.59	\$28,872.91	\$1,163.66	\$0.00	\$15,000.00

10,161	REVENUE
ROUNDS	\$479,848.37



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WP9 Financials

motion | recommendation**background****strategic objectives****alternatives | other considerations****fiscal impact****attachments**

1. WP 9 Financial comparison 2024

Winter Park Golf Course (WP9)

FISCAL YEAR 2024

			STATS			Revenues							
DATE	TOTAL \$ (Pre-Sales Tax)	TOTAL Rounds per Month	# 9 HOLE	Member Rounds	Night Golf	Greens Fees	Carts	Membership	Merchandise	Food & Beverage	Club RENTAL	Golf Events	Country Club
October	\$81,175.72	4124	3,243	881	0	\$39,537.29	\$5,895.70	\$13,364.54	\$9,380.83	\$5,811.49	\$638.97	\$0.00	\$6,546.90
November	\$85,992.22	3567	2,679	738	150	\$44,164.43	\$4,553.66	\$15,700.98	\$11,762.69	\$4,930.06	\$582.92	\$1,407.48	\$2,890.00
December	\$103,885.32	3290	2,334	812	144	\$40,399.88	\$3,961.16	\$31,093.56	\$16,643.98	\$4,412.72	\$246.62	\$2,411.21	\$4,716.19
TOTALS	\$271,053.26	10981	8,256	2,431	294	\$124,101.60	\$14,410.52	\$60,159.08	\$37,787.50	\$15,154.27	\$1,468.51	\$3,818.69	\$14,153.09

10,981 Rounds	REVENUE \$271,053.26
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Winter Park Golf Course (WP9)

FISCAL YEAR 2023

			STATS						Revenues				
DATE	TOTAL \$ (Pre-Sales Tax)	TOTAL Rounds per Month	# 9 HOLE	Member Rounds	Night Golf	Greens Fees	Carts	Membership	Merchandise	Food & Beverage	Club RENTAL	Golf Events	Country Club
October	\$98,534.98	3386	2,612	774	0	\$47,044.98	\$4,631.24	\$16,600.00	\$10,256.36	\$6,329.02	\$356.82	\$2,976.56	\$10,340.00
November	\$85,007.47	3424	2,506	918	0	\$43,030.83	\$4,296.38	\$15,507.97	\$8,858.43	\$5,052.64	\$201.34	\$2,323.82	\$5,736.06
December	\$102,334.22	3669	2,990	679	0	\$46,707.28	\$4,534.75	\$22,102.86	\$15,963.40	\$5,029.93	\$308.55	\$2,429.91	\$5,257.54
TOTALS	\$285,876.67	10479	8,108	2,371	0	\$136,783.09	\$13,462.37	\$54,210.83	\$35,078.19	\$16,411.59	\$866.71	\$7,730.29	\$21,333.60

10,479 ROUNDS

REVENUE \$285,876.67



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Social Media Efforts

motion | recommendation**background****strategic objectives****alternatives | other considerations****fiscal impact****attachments**

1. Facebook&Instagram June-Dec23 Insights
2. Audience

Reach ⓘ

Compare your reach from this period to the previous one.

See more about your content performance

Facebook reach ⓘ

14,910 ↑ 1.2K%

Instagram reach ⓘ

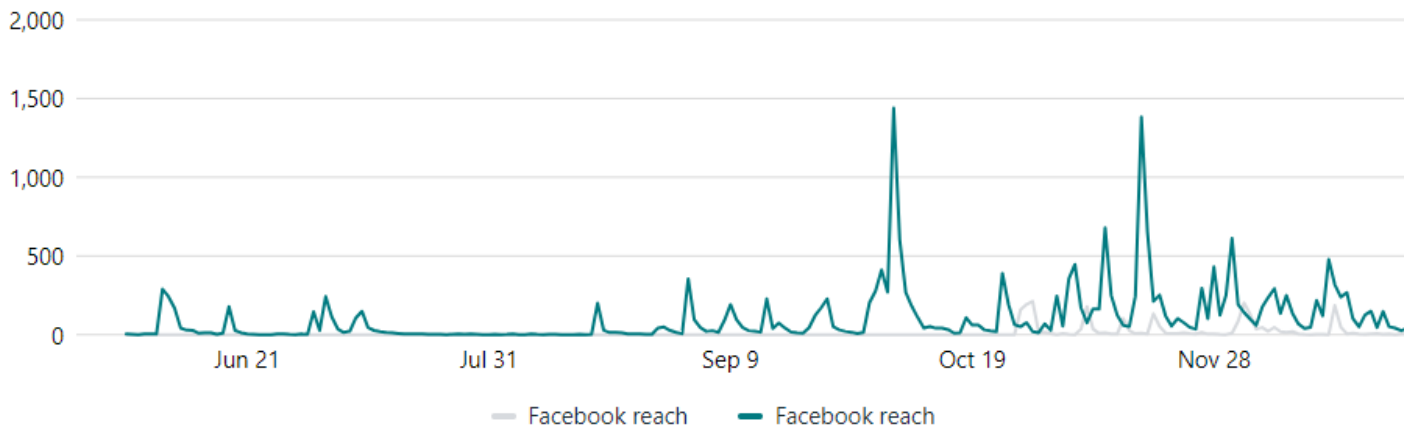
4,399 ↑ 854.2%

Paid reach ⓘ

0 0%

Daily

Cumulative ⓘ



Ways to help grow your reach

	Title		Date published		Impressions ⓘ	Reach ⓘ
☐	 Weekend Fore-cast is lookin' like a te... winterparkpinesgolf	Boost reel	...	Oct 6, 2023	3.6K Impressions	3K Accounts Center acco...
☐	 Pines for the Pines! 🌲 🌲 If you hav... Winter Park Pines Golf Club	Boost post	...	Oct 6, 2023	3K Impressions	2.8K Accounts Center acco...
☐	 Working through our patio re... winterparkpinesgolf	Boost unavailable	...	Sep 29, 2023	2.9K Impressions	2.4K Accounts Center acco...
☐	 The first official WP9 vs WP18 @ther... winterparkgolf	Boost post	...	Sep 25, 2023	2.2K Impressions	1.6K Accounts Center acco...
☐	 The fire pits have officially been lit ... Winter Park Pines Golf Club	Boost post	...	Nov 10, 2023	915 Impressions	889 Accounts Center acco...
☐	 @wisegrorlando celebrated Women'... winterparkpinesgolf	Boost post	...	Jun 7, 2023	733 Impressions	537 Accounts Center acco...
☐	 WISE Greater Orlando celebrated Wo... Winter Park Pines Golf Club	Boost post	...	Jun 7, 2023	554 Impressions	489 Accounts Center acco...

Facebook Reach & Engagement – 90-day comparison

Content overview

Explore noteworthy trends from the content you

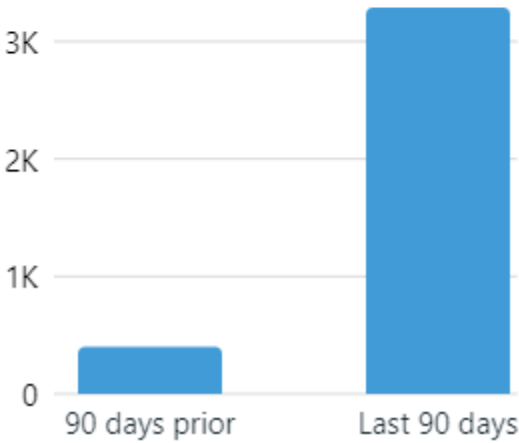
- Facebook posts
- Facebook stories
- Ir

Reach

Post reach ⓘ

3.3K ↑ 720.2%

Total from last 90 days vs 90 days prior

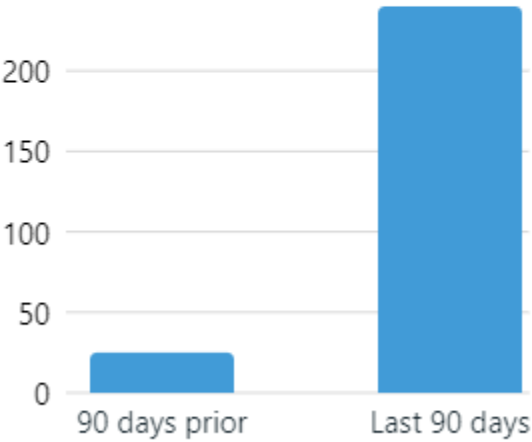


Engagement

Post reactions, comments and shares ⓘ

240 ↑ 860%

Total from last 90 days vs 90 days prior

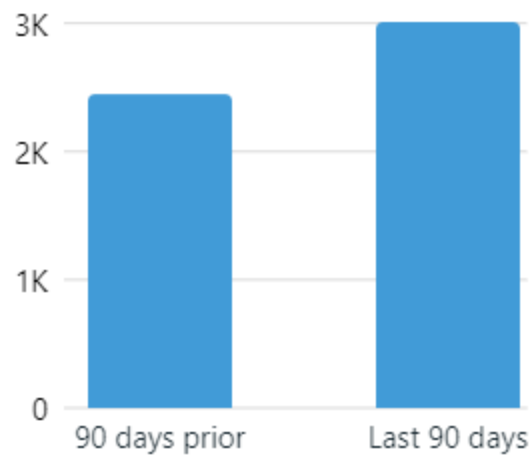


Reach

Post reach ⓘ

3K ↑ 23%

Total from last 90 days vs 90 days prior

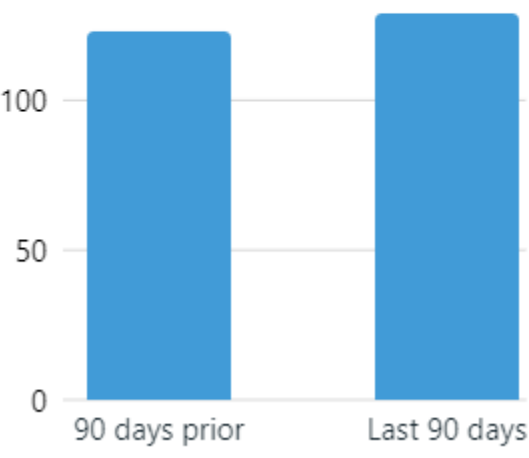


Engagement

Post likes, comments and shares ⓘ

129 ↑ 4.9%

Total from last 90 days vs 90 days prior



Audience

Current audience

Potential audience

Grow your Facebook audience for more insights

You can learn more about your audience when more people like your Page. Take action now to get discovered and build your community.

Invite friends

Create post

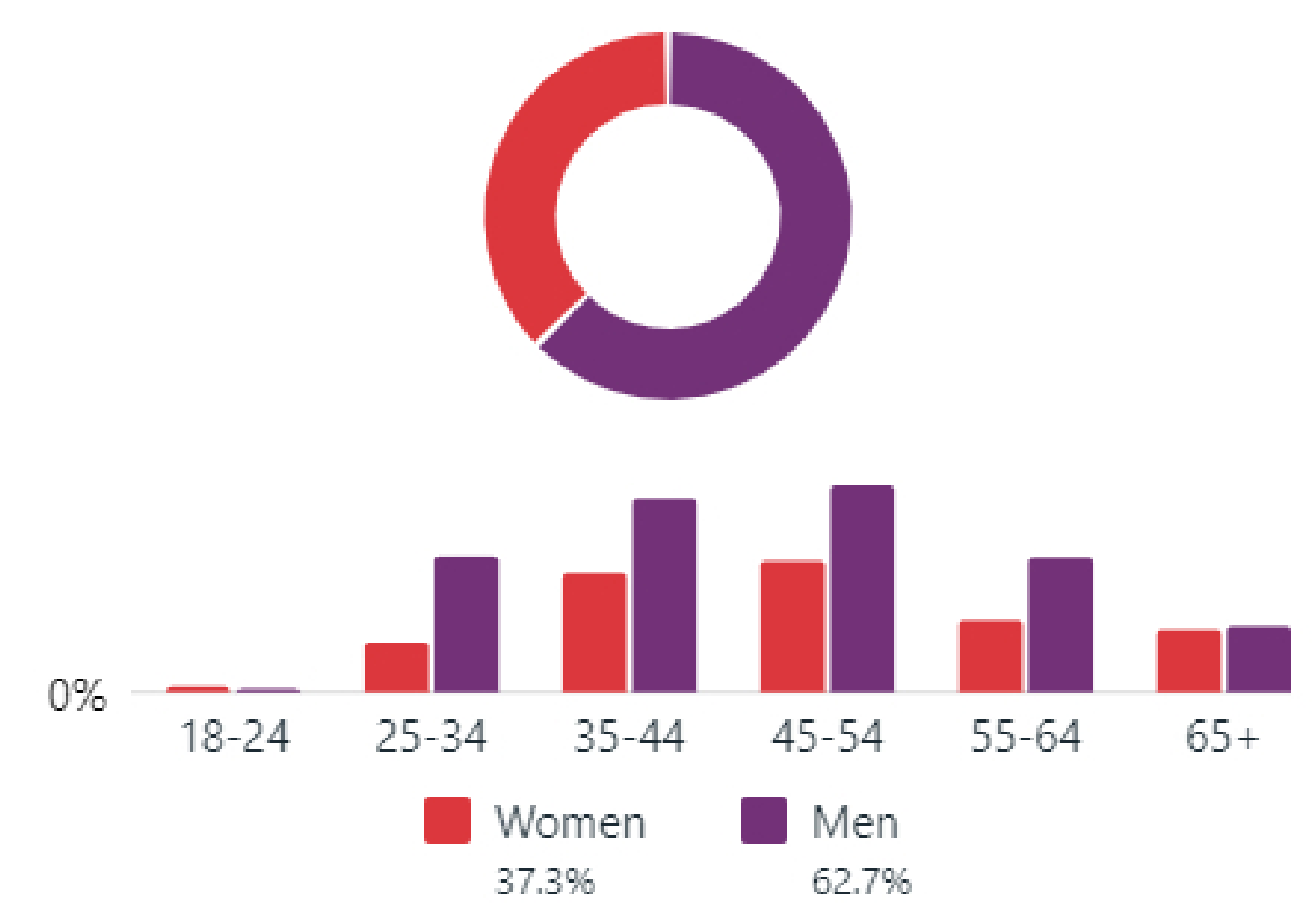
Inviting friends to like your Page will allow Meta Business Suite to access the friends list from your personal account.



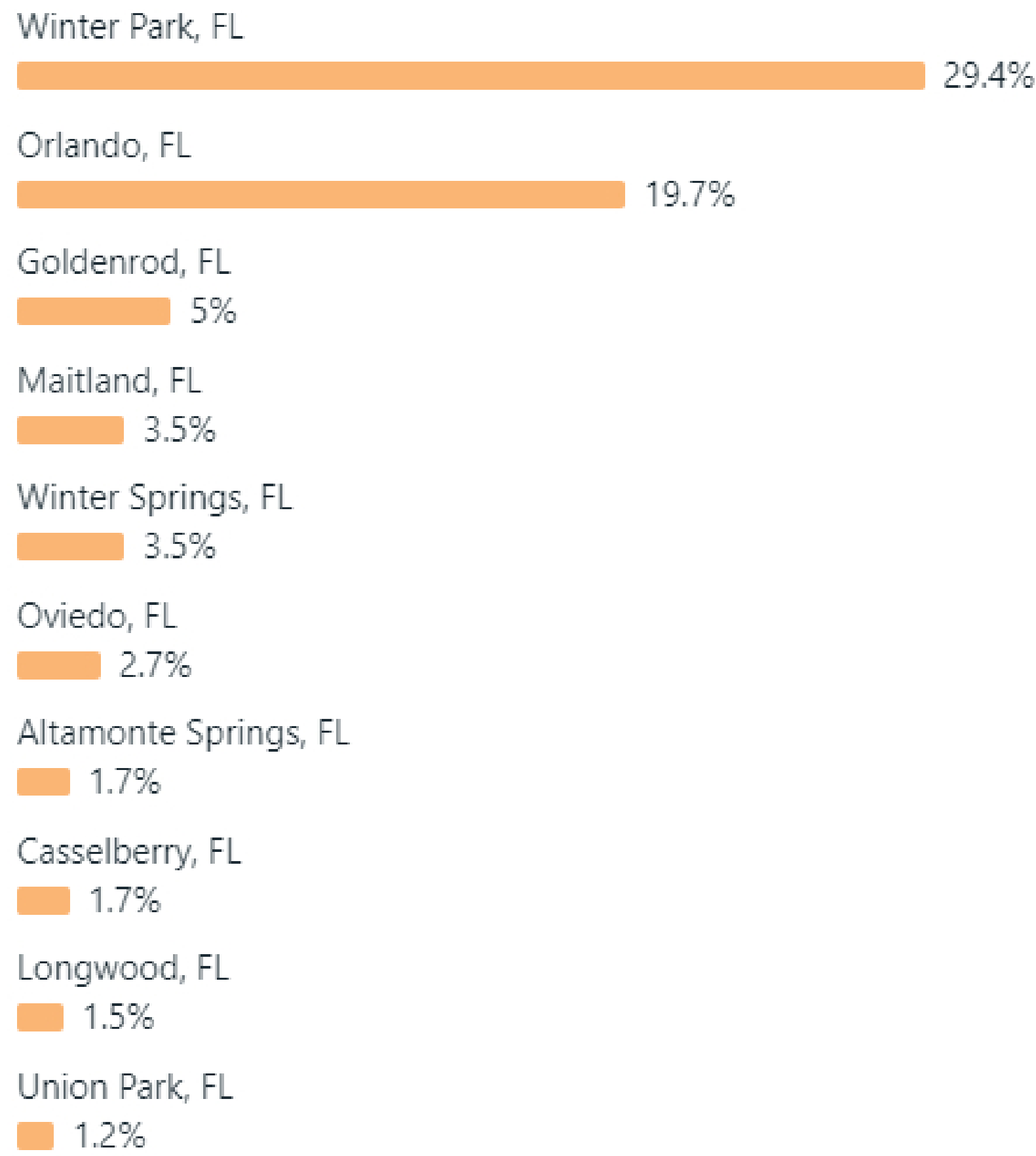
Facebook followers ⓘ

401

Age & gender ⓘ



Top cities



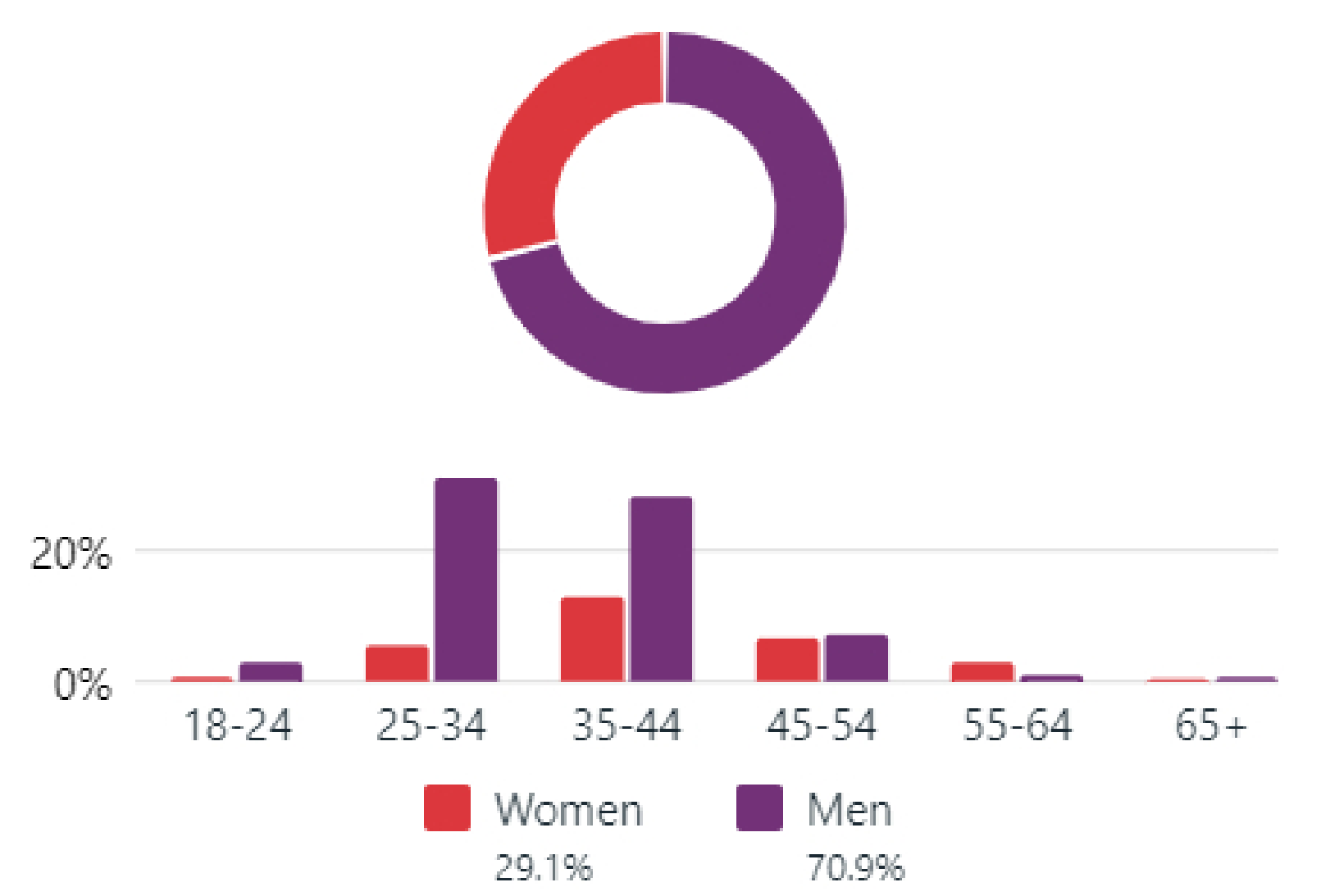
Top countries



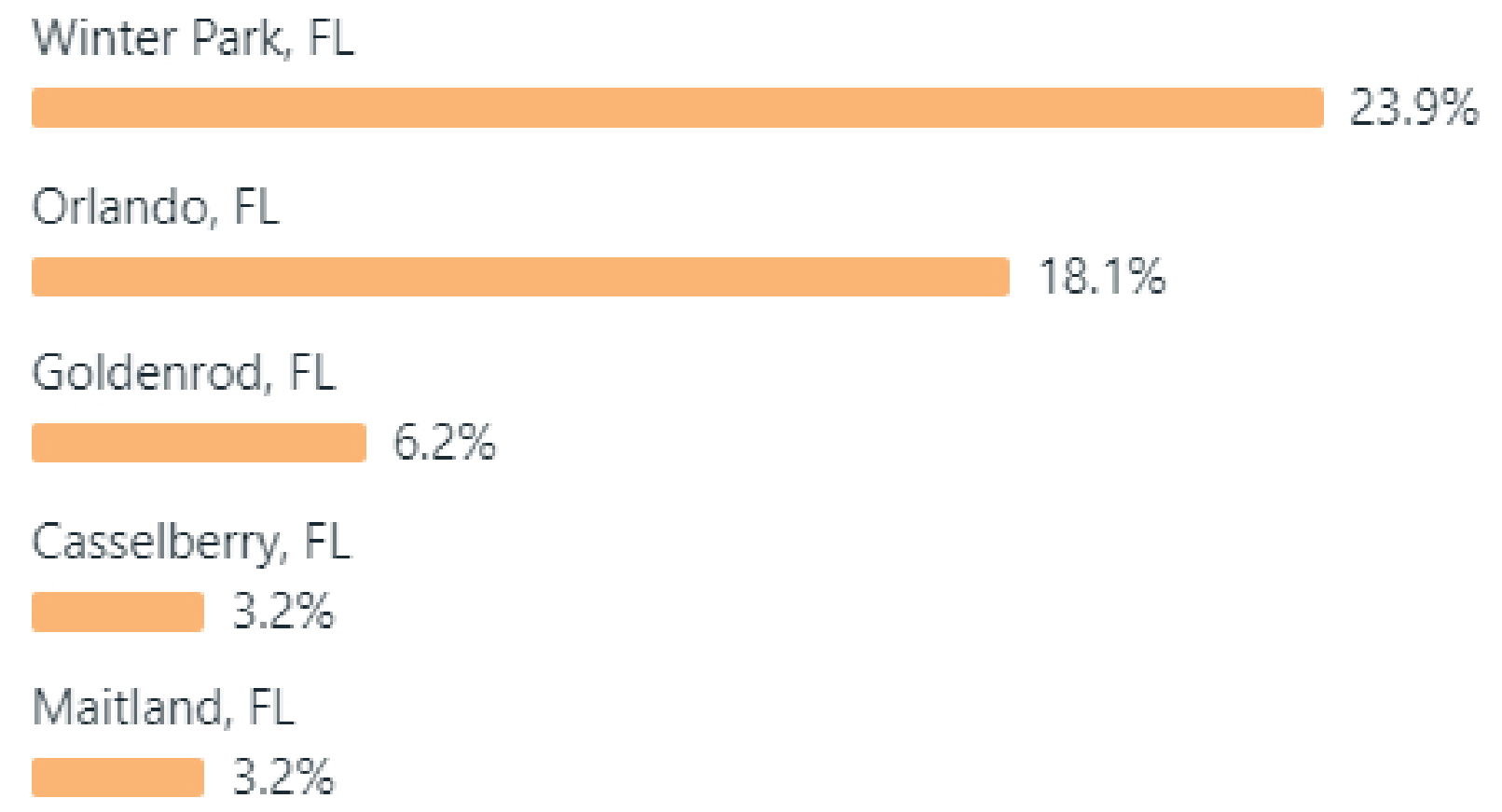
Instagram followers ⓘ

497

Age & gender ⓘ



Top cities



Top countries

