



Winter Pines Golf Course Advisory Board Regular Meeting

Agenda

March 11, 2024 @ 8:00 AM

City Hall Commission Chambers
401 S. Park Avenue

welcome

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assistance & appeals

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"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.

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- 1. Call to Order**
 - 2. Consent Agenda**
 - a. Approve the minutes of January 29, 2024
 - 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. WP9 & WP18 Financial Updates
 - b. Projects and Maintenance Update and Upcoming Items
 - 7. Board Comments**
 - 8. Upcoming Agenda Items**
 - 9. Adjournment**



Winter Pines Golf Course Advisory Board

agenda item

item type

Consent Agenda

meeting date

March 11, 2024

prepared by

Laura Halsey, Recreation Coordinator

approved by

Jason Seeley, Director of Parks and Recreation

subject

Approve the minutes of January 29, 2024

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

1. GAB 01.29.24 Minutes



Winter Pines Golf Course Advisory Board Regular Meeting Minutes

January 29, 2024 at 8:00 AM

City Hall Commission Chambers
401 S. Park Avenue

Present

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

Absent

Justin Ingram

Staff Present

Assistant Director Cathleen Daus, Operations Manager Gregg Pascale, and
Recreation Coordinator Laura Halsey

1. Call to Order

2. Consent Agenda

- a. Approve the minutes of December 11, 2023

Motion made by Sean Connolly, seconded by Nancy Freeman, to approve the
December 11, 2023 minutes.

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

Keith Rhebb, Golf Course Consultant, presented a brief summary of the course updates and progress. He discussed the walking tour of the golf course and what areas of improvement they discovered. Mr. Pascale stated that the premise of the walk was to move the course from a par 67 to a par 70, irrigation improvements, and a long-term plan for the course.

Mr. Rhebb stated an additional hole could be added at hole 3 across from hole 13. There could always be a split fairway in that area as well. Additional recommendations

included moving the green closer to the creek at hole 4 and improving the drainage at hole 5 as stated in the walk-through summary. He concluded the additional holes could be at hole 3, hole 12, and hole 15, bringing the course to a par 70. While most of the focus would be on the back nine, there are also opportunities on the front nine.

Mr. Cash agrees with Mr. Rhebb's recommendations and is encouraged by the feedback on the improvement possibilities for the course. He also stated that removing the trees and other foliage that are not a good fit has made a positive change to the esthetics of the course. The board is encouraged by the conversation and is supportive of the recommendations. Mr. Connolly spoke about the improved health of the creek and inquired about future plans for continued improvements. Soil and water samples would assist in improving the health of the creek. Expansion of the creek is also a possibility for improved water flow and esthetics.

Next steps are obtaining quotes for an irrigation audit as well as a preliminary plan for the additional holes to increase the par. Ms. Daus stated that now is the time to discuss the recommendations and create a proposal to present for budget approval. Board requested Mr. Rhebb to provide a breakdown of the improvement plans and perhaps staff could work on fundraising efforts. Mr. Reicher feels this would set a good stage for the project.

b. Paul Twyford, Bonfire F&B Update & Overview

Mr. Twyford walked the board through his 2023 report and some of the successes, which included the bar area and the food & beverage options.

The food menu has been expanded and updated, as well as the cocktail menu, which has added several craft cocktails. They also kept a 'quick menu' for those patrons that want to grab something on the go rather than having a seated meal. Financial goals would be to increase revenue through higher ticket prices, increase volume through neighborhood community, and maintain revenue from existing customers. He provided a revenue comparison from 2021 to 2023. Bottled beer sales are down 32%, food is down 15%, but liquor and draft beer sales have increased more than 100%. 2022 was not factored in due to it being the acquisition year. Operational expenses have increased and even though ticket prices were increased, there was less foot traffic in 2023 than in 2021. Efforts moving forward include marketing and additional engagement through member surveys, ads on the cart GPS, hosting chamber events and small wedding receptions, a brunch menu, community interaction activities such as live music, bingo, and trivia nights.

The board feels the beverage cart may not be an economically feasible idea. They believe that the water machine is probably the most popular area, so perhaps creating some grab & go options or a cooler with beer in that area would be beneficial. Another board member suggested having pitchers of domestic beer available in addition to the tap and craft beers.

(Ms. Freeman excused herself from the meeting at 9:39 am)

The board feels Mr. Twyford is doing a good job on improving the F&B area of the course and provided suggestions based on personal experience as well.

(Mr. Webster excused himself from the meeting at 9:46 am)

Mr. Pascale stated we had over 100 members and around \$43k in revenue.

6. Staff Updates

a. Brightview Consultant

Mr. Pascale updated the board on the progress with Brightview representative, Jason, and where we stand on the discussed changes for improvement. Mr. Pascale also stated Brightview is looking for more of a long-term plan. We do have a 6-month plan with them at this time with the Superintendent's position remaining open. He informed the board that training is being provided for current staff to become licensed spray technicians. Ms. Daus added there are two open irrigation technician positions as well. The WP18 does not have a greens specialist at this time, but current course staff has stepped into the leadership role in the interim. The board inquired about hiring updates and if we are close to hiring for the positions. The board also suggested having one person that can oversee both courses, much in the way Mr. Pascale oversees both courses in an operations capacity.

b. WP18 Financials

Ms. Daus provided a brief synopsis of the financial status of the course noting an issue with the tracking software which caused the counts to be off.

c. WP9 Financials

Ms. Daus covered the financial status of WP9 and recounted that the software glitch caused the member numbers to be off. The margin is better this year, per Mr. Pascale.

d. Social Media Efforts

Ms. Daus provided the board with some statistics and comparisons regarding our social media pertaining to the golf courses.

7. Board Comments

8. Upcoming Agenda Items

9. Adjournment

Meeting adjourned at 10:05am

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



Winter Pines Golf Course Advisory Board

agenda item

item type

Staff Updates

meeting date

March 11, 2024

prepared by

Laura Halsey, Recreation Coordinator

approved by

Jason Seeley, Director of Parks and Recreation

subject

WP9 & WP18 Financial Updates

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

1. WP9 FY 2024 GOLF ONLY Monthly_Statistics
2. WP18 FY 2024 GOLF ONLY Monthly_Statistics

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
January	\$116,207.20	4113	2,942	1,089	82	\$45,482.85	\$4,345.09	\$39,289.85	\$12,249.11	\$4,746.21	\$437.19	\$7,337.39	\$2,319.51
February	\$111,017.17	4501	3,274	1,133	94	\$50,298.47	\$4,690.22	\$28,598.22	\$12,239.39	\$5,313.30	\$526.87	\$7,321.87	\$2,028.83
March	\$0.00	0											
April	\$0.00	0											
May	\$0.00	0											
June	\$0.00	0											
July	\$0.00	0											
August	\$0.00	0											
September	\$0.00	0											
TOTALS	\$498,277.63	19595	14,472	4,653	470	\$219,882.92	\$23,445.83	\$128,047.15	\$62,276.00	\$25,213.78	\$2,432.57	\$18,477.95	\$18,501.43

85 Hickory
Rounds

19,595	REVENUE
ROUNDS	\$498,277.63

Winter Park Pines Golf Club (WP18)

FISCAL YEAR 2024

DATE	TOTAL \$ (Pre-Sales Tax)	TOTAL Rounds per Month	STATS			Revenues						Bonfire
			# 18 HOLE	Member Rounds	Driving Range	Greens Fees	Carts	Membership	Merchandise	Club RENTAL	Golf Events	
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
January	\$145,561.40	2894	1,975	919	\$25,435.71	\$58,286.50	\$32,133.27	\$18,951.20	\$5,065.10	\$689.62	\$0.00	\$5,000
February	\$141,172.46	2961	2,026	935	25,241.75	\$61,347.06	\$31,396.30	\$10,181.73	\$7,164.62	\$841.00	\$0.00	\$5,000
March	\$0.00	0										
April	\$0.00	0										
May	\$0.00	0										
June	\$0.00	0										
July	\$0.00	0										
August	\$0.00	0										
September	\$0.00	0										
TOTALS	\$785,268.02	14006	9,609	4,397	133,392.52	\$281,669.81	\$145,147.94	\$163,354.37	\$32,312.09	\$4,391.29	\$0.00	\$ 25,000.00

14,006	REVENUE
ROUNDS	\$785,268.02



Winter Pines Golf Course Advisory Board

agenda item

item type

Staff Updates

meeting date

March 11, 2024

prepared by

Jason Seeley, Director of Parks and Recreation

approved by

Jason Seeley, Director of Parks and Recreation

subject

Projects and Maintenance Update and Upcoming Items

motion | recommendation

NA

background

Update to board on completed and upcoming projects and maintenance practices.

strategic objectives**alternatives | other considerations****fiscal impact****attachments**

1. March 2024

Staff Updates

- **Parking Lot re-surfacing and striping**
- **50 pine Trees Planted on #3**
- **New landscape bed on green of Hole #8**
- **New entrance sign**
- **Concrete pad for water cooler on #3**
- **Hole #9 green new landscape and rocks on edge of pond**
- **Landscape lighting to outside patio**
- **Outside televisions connected and working (HDMI Cable on TV 4 to be replaced)**
- **Added menu and phone number pop up for Bonfire on GPS at Hole #8 (to pick up at the turn)**
- **Removed 5 Ligustrum trees on left side of green at Hole #4**

UPCOMING ITEMS

- **New directional street signs on S. Ranger Blvd (2), Banchory Ave and Scarlett Road**
- **New sign on 436**
- **Review of food/beverage program and community outreach**
- **New service window at turn for Bonfire**
- **Replace all granite tee markers with matching black and white signage**
- **Pressure washing concrete area and cart paths around clubhouse**
- **Replant “entry area” pine trees and add brick wall mimicking WP9 entrance on right side of building**