



Winter Pines Golf Course Advisory Board Regular Meeting

Agenda

August 12, 2024 @ 8:00 AM

City Hall Commission Chambers
401 S. Park Avenue

welcome

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assistance & appeals

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please note

Times are projected and subject to change.

- 1. Call to Order**
- 2. Consent Agenda**
 - a. Approve the minutes of July 8, 2024
- 3. Public Comments (for items not on the agenda): Three minutes allowed for each speaker**
- 4. Action Items**
 - a. Fee Schedule
- 5. Non-Action Items**
- 6. Staff Updates**
 - a. WP9 & WP18 Revenue
- 7. Board Comments**
- 8. Upcoming Agenda Items**
- 9. Adjournment**



Winter Pines Golf Course Advisory Board

agenda item 2.a

item type

Consent Agenda

meeting date

August 12, 2024

prepared by**approved by****subject**

Approve the minutes of July 8, 2024

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

1. GAB Minutes 07.08.24 DRAFT



Winter Pines Golf Course Advisory Board Regular Meeting Minutes

July 8, 2024 at 8:00 AM

City Hall Commission Chambers
401 S. Park Avenue

Present

Justin Ingram, Sidney Cash, Mark Hitchner, Matt Hurst, Rosemary Maisenholder

Absent

David Webster (V), Nancy Freeman

Staff Present

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

1. Call to Order

Meeting was called to order at 8:12am.

Nomination of Sid Cash as Chairperson was made by Justin Ingram, seconded by Rosemary Maisenholder. Motion approved 5-0.

Nomination of Justin Ingram as Vice Chair was made by Sid Cash Jr., seconded by Matt Hurst. Motion approved 5-0.

2. Consent Agenda

- a. Approve the minutes of April 8, 2024

Motion made by Sid Cash, seconded by Justin Ingram, to approve the April 8, 2024 minutes. Motion passes 5-0.

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. WP Pines Improvement Progress

Jason Seeley, Director of Parks & Recreation, provided a brief update to the board regarding improvements at the Winter Pines Golf Course which included improved times on the course, updated golf carts, and the addition of contractual services with Bonfire to provide onsite food & beverage services. Gregg Pascale, Golf Course Operations Manager, provided additional insight and details regarding the new tee boxes.

The board provided positive feedback regarding the success of the improvements and commitment of staff to improve the course and the experience.

Mr. Seeley touched on the irrigation restrictions that we experienced this past spring and its effects it had on the course. He anticipates the restrooms and clubhouse renovations to begin this fall, which will also bring them into ADA compliance. The plumbing beneath the clubhouse has met their life expectancy, so new plumbing will be installed soon as well. There will be slight disruptions due to grease trap improvements, but staff have discussed options to ensure service can continue.

b. Review Irrigation Audit

Mr. Seeley provided the board with the irrigation audit to review and return for discussion at the next meeting. Board and staff discussed the state of the golf course irrigation system and the plans to improve the system now that the audit has been completed. Mr. Seeley reminded the board that there is currently a stormwater audit in progress. Mr. Pascale stated the course had been rated at a 2 out of 10 with the current irrigation system. The water restrictions not only limit staff's ability to water the course, but the pressure is also adjusted according to the level of restriction at that time, which causes additional stress on the aging pipes and electrical system. Mr. Pascale stated the need to keep the golf course open through the improvements and believes there are opportunities to make small improvements in the interim that will set them up to be prepared for the larger improvements.

c. Maintenance Update

Mr. Pascale stated the focus is on day-to-day maintenance and on the greens at this time. He discussed verticutting of the greens, stating it has really paid off by taking some of the grains out of the greens, which improves times. He believes having Brightview on board in the interim really paid off as the improvements are visibly noticeable.

Mr. Hurst inquired if an architect had been consulted, so perhaps as staff piece-meal the irrigation system together, the architect could also assist in design for each hole along the way.

d. Financial Performance YTD

Mr. Seeley stated that although Winter Pines is the main focus, we must also consider Winter Park 9 financials.

Winter Park 9 revenue is about \$60k ahead of schedule right now and there is still a waiting list of 40–45 non-residents on the member waitlist. The goal was to limit membership at this time to ensure members are able to obtain a tee time in a timely manner.

Winter Pines is currently behind schedule in green fees, but as staff goes into fee schedule discussions they will take a look at the non-resident fees and membership. With the course sitting on the edge of the city limits, staff needs to be cognizant of the resident and non-resident membership numbers. The goal is to correct the amount of time players must wait per round. One of the trends staff is currently seeing is around noon when the tee sheet opens up due to the heat. A suggestion would be to offer a discount for midday golf rounds.

Mr. Pascale stated a perfect example would be when a 40% discount was offered during the tee box construction, there was an influx of golfers. Mr. Pascale believes if staff can keep the game times to under 4 hours, there will be an increase in golfers. The board inquired if staff would be able to administer a summer special at this time to test the concept and suggested a 25% discount between noon and 3pm daily.

Ms. Daus also reminded the board that Doug Andrade, WP18 Superintendent, also added tees at the back of the range that can be used as teaching tees which staff believes will be very beneficial.

7. Board Comments

Mark Hitchner inquired if there is a database of golfers that staff keeps on hand? Mr. Pascale stated staff does have a list of members that they can market to and will be doing additional marketing through G1 as well. The staff hasn't really done any advertising for the golf course yet due to the renovations and improvements taking place. Members have noticed the improvements, however, and staff have taken over social media for the course, which staff believes will also have an impact. Mr. Hitchner believes the Winter Pines would be a much better experience for the price in comparison to Top Golf and perhaps advertising in that manner would bring in more business as well.

8. Upcoming Agenda Items

The board requested the following items be on the next agenda:

1. Fee Schedule
2. Driving Range

9. Adjournment

Regular Meeting of the Winter Pines Golf Course Advisory Board

July 8, 2024

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ATTEST:

Approved by the board

/s/ Laura Halsey, Recreation Coordinator



Winter Pines Golf Course Advisory Board

agenda item 4.a

item type

Action Items

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subject

Fee Schedule

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1. Golf Fee Schedule 10-1-2014

CITY OF WINTER PARK - FEE SCHEDULE
Effective: October 1, 2024

GOLF COURSE FEES (all include sales tax)

Green Fees (Residents/Non-residents) 9 Hole Course:

Resident Monday-Thursday	17.00 (M)
Non-Resident Monday - Thursday.....	24.00 (M)
Resident Friday – Sunday, Holidays	22.00 (M)
Non-Resident Friday – Sunday, Holidays.....	29.00 (M)
Youth 12 and Under.....	7.00 (M)

Green Fees:

Replay rate for all players	12.00 (M)
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Annual Play Pass:

Single resident,	1,200.00 (M)
Single non-resident	2,000.00 (M)
Summer Junior Pass.....	200.00 (M)

Cart Rental:

Electric Cart 9-Hole – Single (includes sales tax)Senior 65+	10.00 (M)
Electric Cart 9-Hole – Single (includes sales tax)	12.00 (M)
Pull cart (includes sales tax).....	5.00 (M)
Club Rental (includes tax)	12.00 (M)

Tournament Fees (includes tax):

30% discount off tournament fee for verified non-profits	
Weekday Night scramble (36 person minimum)	1,300.00 (M)
Each additional golfer above 36	42.00 (M)
Weekend Night scramble (36 person minimum)	2,650.00 (M)
Each additional golfer above 36	42.00 (M)
Weekday Private scramble (36 person minimum).....	2,150.00 (M)
Each additional golfer above 36	30.00 (M)
Weekend Private scramble (36 person minimum)	3,600.00 (M)
Each additional golfer above 36.....	30.00 (M)

Marketing and seasonal discounts, may be offered at the discretion of the City Manager or their designee.

Playing lessons, per person:

—— 6 holes, approximately 1 hour.....	125.00 (M)
—— 9 holes, approximately 1.5 hours.....	200.00 (M)

Course Rental

Full Course Rental – Daily 7am to Dusk Events - Free to Public.....	7,200.00 (M)
Full Course Rental – Daily 7am to Dusk – Paid Admission Events	15,000.00 (M)
Admission/Income percentage subject to negotiation.	

CITY OF WINTER PARK - FEE SCHEDULE
Effective: October 1, 2024

GOLF COURSE FEES (continued, all include sales tax)

Putting Course Rental

Full Day – Free to Public or Private	1,200.00 (M)
Half Day – Free to Public or Private	600.00 (M)
Full Day – Paid Admission Events	2,400.00 (M)
Half Day – Paid Admission Events	1,200.00 (M)

Winter Park Pines:

Green Fees (Residents/Non-residents) 18 Hole Course with cart May 1-September 30

October 31:

Resident Monday-Thursday	39.00 (M)
Non Resident Monday - Thursday	45.00 (M)
Resident Friday – Sunday, Holidays	49.00 (M)
Non Resident Friday – Sunday, Holidays	55.00 (M)
9 Holes + Twilight (after 3 pm):	
Resident	29.00 (M)
Non Resident	33.00 (M)

Green Fees (Residents/Non-residents) 18 Hole Course with cart October 1 November-April 30:

Resident Monday-Thursday	49.00 (M)
Non Resident Monday - Thursday	55.00 (M)
Resident Friday – Sunday, Holidays	55.00 (M)
Non Resident Friday – Sunday, Holidays	60.00 (M)

Annual Play Pass:

Single Full Membership Resident (includes residents of WP Pines HOA)	1,200.00 (M)
Single Full Membership Non-resident (family members must reside at same address)	1,650.00 (M)
Add Adult Family Member Resident	600.00 (M)
Add Adult Family Member Non-Resident	900.00 (M)
Add Youth Family Member Resident	400.00 (M)
Add Youth Family Member Non-Resident	600.00 (M)

Driving Range:

Large bucket of range balls (50)	9.00 8.00 (M)
Small bucket of range balls (25)	5.00 4.00 (M)
(15 % 10 % discount, card value=\$160.00)	136.00 (M)

Cart Fees:

18 Holes	18.00 (M)
9 Holes	12.00 (M)

Marketing and seasonal discounts may be offered at the discretion of the City Manager or their designee.



Winter Pines Golf Course Advisory Board

agenda item 6.a

item type

Staff Updates

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WP9 & WP18 Revenue

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1. WP 9 Yearly Revenue Comparison 2022-2024
2. WP 18 Yearly Revenue Comparison 2023-2024

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FISCAL YEAR 2022

			STATS		Revenues							
DATE	TOTAL \$ (Pre-Sales Tax)	TOTAL Rounds per Month	# 9 HOLE	Member Rounds	Greens Fees	Carts	Membership	Merchandise	Food & Beverage	Club RENTAL	Golf Events	Country Club
October	\$176,630.38	2856	1,933	711	\$47,446.66	\$6,153.26	\$96,300.00	\$10,561.05	\$5,755.15	\$507.06	\$2,103.29	\$7,803.91
November	\$82,559.89	2822	1,734	829	\$44,449.49	\$5,034.81	\$5,000.00	\$12,201.24	\$5,107.49	\$422.55	\$3,277.94	\$7,066.37
December	\$103,651.02	3490	2,462	784	\$46,921.75	\$5,277.22	\$18,800.00	\$17,960.37	\$5,393.25	\$422.55	\$2,150.23	\$6,725.65
January	\$86,197.49	3466	2,405	835	\$45,365.38	\$5,110.31	\$10,000.00	\$12,628.15	\$5,029.00	\$356.82	\$2,378.40	\$5,329.43
February	\$95,911.91	3661	2,559	875	\$48,782.43	\$5,675.62	\$18,000.00	\$9,491.98	\$5,373.79	\$319.26	\$5,521.13	\$2,747.70
March	\$106,595.90	4027	2,869	935	\$53,225.08	\$6,355.72	\$18,200.00	\$11,751.79	\$7,216.46	\$403.77	\$6,801.88	\$2,641.20
April	\$104,630.73	4580	3,100	1,151	\$52,250.80	\$5,871.26	\$20,000.00	\$10,045.87	\$7,620.01	\$347.43	\$2,691.11	\$5,804.25
May	\$100,906.45	4312	2,888	1,215	\$52,255.65	\$6,425.81	\$20,400.00	\$8,286.06	\$7,379.00	\$300.48	\$3,516.45	\$2,343.00
June	\$91,611.56	3585	2,382	985	\$42,966.27	\$5,091.37	\$23,700.00	\$7,673.00	\$6,100.99	\$206.58	\$2,976.55	\$2,896.80
July	\$85,574.64	3516	2,458	888	\$45,590.92	\$5,238.07	\$14,500.00	\$8,813.28	\$6,278.26	\$272.31	\$366.20	\$4,515.60
TOTALS	\$1,034,269.97	36315	24,790	9,208	\$479,254.43	\$56,233.45	\$244,900.00	\$109,412.79	\$61,253.40	\$3,558.81	\$31,783.18	\$47,873.91
			36,315		REVENUE							
			ROUNDS		\$1,034,269.97							

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