



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
3. Irrigation

9. Adjournment

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Approved by the board August 12, 2024
/s/ Laura Halsey, Recreation Coordinator