



Winter Pines Golf Course Advisory Board Regular Meeting Minutes

August 12, 2024 at 8:00 AM

City Hall Commission Chambers
401 S. Park Avenue

Present

Justin Ingram, Matt Hurst, Sidney Cash, Mark Hitchner, David Webster,
Rosemary Maisenholder (virtually)

Absent

Nancy Freeman

Staff Present

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

1. Call to Order

Meeting called to order at 8:04 by Chairperson Sid Cash

2. Consent Agenda

- a. Approve the minutes of July 8, 2024

Motion made by David Webster, seconded by Mark Hitchner, to approve the July 8, 2024 minutes. Motion passes 6-0.

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

No public present

4. Action Items

- a. Fee Schedule

Cathleen Daus, Assistant Director, presented the revisions to the fee schedule for the board to review and discuss.

The fees for WP18 have remained the same as there were increases last year. The only change was a small increase in the buckets of balls. The discount for those purchasing the member card has increased from 10% to 15%.

Gregg Pascale, Golf Course Operations Manager, stated that midday game play tends

to dip during the summer due to the temperatures. He reached out to surrounding courses to ensure Winter Park pricing remained competitive. He believes there are opportunities to increase attendance during the Interlachen course closure.

The board feels the WP18 is in the best shape it has ever been in. A brief discussion was held regarding the positive impact social media for the courses can have as far as introducing discounts and specials. The board inquired about price differences between the two courses, but the courses are in accordance with the number of holes per course and staff is working to increase membership at WP18 at this time.

Motion made by Justin Ingram, seconded by Matt Hurst, to increase WP9 fees to \$1350.00 for members and \$2150.00 for non-members, as well as approving all red-line revisions as presented. Motion passes 6-0.

Amended motion made by Matt Hurst, seconded by Justin Ingram, to increase the WP9 resident member rate from \$1200.00 to \$1350.00 with the option to add a dual membership to the WP18 for an additional \$650.00, a proportional increase of \$150.00 to the non-resident member rate at the WP9, and to approve the red-line revisions as presented. Motion passes 6-0.

5. Non-Action Items

6. Staff Updates

a. WP9 & WP18 Revenue

The board requested staff review the golf course financials before they make a motion and vote on the fee schedule revisions. The board discussed possible impacts pricing may have on membership and revenue. The board also inquired if it would be possible to 'reserve' tee times in the mornings for non-members to play. Mr. Pascale stated he would have to confer with GolfNow regarding the ability to set those parameters in the reservation software. The goal would be to increase non-member play and revenue while allowing a wider range of players access to the courses.

Mrs. Daus reviewed the revenue for both courses and a discussion was held on increasing both the member and non-member prices for the WP9. The board also discussed the possibility of increasing cart fees and or greens fees. The board is in agreement with the pricing increase for the buckets of balls and the dynamic pricing concept. She also offered three ways to either gain more revenue or lower member rounds. Price increase, limiting the number of member rounds, or a combination of the two.

Staff also briefly updated the board on renovation progress including the restrooms and F&B and will be bringing additional information regarding F&B to the board at the next regularly scheduled meeting.

Mrs. Daus informed the board that two employees are no longer with the golf courses. One transferred to another position with the city and one resigned to take a position elsewhere. One position has already been filled.

7. Board Comments

The board discussed irrigation concepts and the possibility of hiring an irrigation consultant to assist with the improvements at the courses. They feel hiring a consultation firm would allow for the priority items to be completed more efficiently, and possibly allow for more than one hole to be worked on at the same time. Mrs. Daus informed the board that the city's public works department is currently conducting a study to correct the issues with standing water. Conducting a study of the four quadrants in the city and the water flow on hole 5 could be impacted.

Mrs. Daus stated the goal is to ensure any work done will not have to be disrupted for future improvements, and to keep in mind the budget does not allow for all the work to be completed at the same time.

8. Upcoming Agenda Items

9. Adjournment

Motion made by David Webster, seconded by Justin Ingram , to adjourn. Motion passes 6-0.

Meeting adjourned at 9:15 am

Approved by the board September 09, 2024
/s/ Laura Halsey, Recreation Coordinator