



Winter Pines Golf Course Advisory Board Regular Meeting Minutes

June 9, 2025 at 8:00 AM

City Hall Commission Chambers
401 S. Park Avenue

Present

David Webster, Nancy Freeman, Sidney Cash, Matt Hurst, Dr Patti Dowling,

Absent

Mark Hitchner

Staff Present

Parks and Recreation Director Jason Seeley, Assistant Directors Cathleen Daus
Operations Manager Gregg Pascale, Recreation Coordinator Kesha Thompson

1. Call to Order

The meeting was called to order at 8am by Chair Sid Cash Jr.

2. Consent Agenda

- a. Minutes 2025.12.05

Motion to approve the minutes from May 12, 2025 by Nancy Freeman and seconded by David Webster. The motion carried.

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

4. Action Items

- a. Selection of Chair and Vice Chair

Nancy Freeman made a motion to nominate Sid Cash to continue as Board Chair and Matt Hurst as Vice Chair. The motion was seconded by David Webster. Motion carried.

5. Non-Action Items

- a. Fee Schedule Discussion

During the discussion on Winter Park 9 (WP9), recommended introducing peak and off-season rate structures. He suggested a 50% increase in peak season rates, pending course condition evaluations. The Board expressed interest in seeing a breakdown of resident and non-resident rounds played, and discussed the possibility of implementing

a smaller rate increase for residents compared to non-residents. Gregg emphasized the importance of prioritizing residents in the event of any rate increases.

Cathleen agreed to pull data showing the potential impact of 50% and 25% rate increases, including a monthly breakdown of resident and non-resident rounds. The Board also discussed the current replay rate policy. There was consensus on reviewing the possibility of increasing or eliminating the replay rate, as well as instituting two-hour time increments for replay rounds. Staff will gather data to support this evaluation.

Regarding Winter Park 18, staff revisited the foursome special promotion introduced at the last meeting. The promotion runs from June 1 through August 31, between 1:00 PM and 3:00 PM, allowing four players to play for \$125. Staff will track and report on the effectiveness and uptake of this promotion.

The Board also discussed 9-hole rate structures at The Pines, especially during peak seasons. Due to increased demand, Mr. Cash suggested working to increase the 9-hole fees to the \$20 range, with a focus on implementation starting in October. Staff were asked to evaluate the differences in 9-hole fees between the two courses and provide recommendations.

Staff currently do not support raising fees on the 18-hole course. However, the Board discussed the idea of separating cart fees from green fees, to provide golfers with an optional cart fee and increased transparency. Staff will analyze the current rate structure and provide a breakdown of fees, including the cart component.

Mr Cash proposed increasing both walking and cart fees on the 18-hole course, and staff will gather data on walking rounds played. The Board also encouraged staff to continue promoting walking golf as a positive option for players and suggested raising the fee to use the grass section of the driving range and proposed a \$1 increase in general range fees. Staff will collect range usage data, compare pricing with other local courses, and evaluate the bucket sizes offered.

A financial overview was provided, noting that both courses are performing well and operating in the black. The Board reviewed national cost recovery metrics, with the average being approximately 35%. Discussion included exploring creative options to address current debt service obligations.

David inquired about upcoming capital improvement projects, specifically upgrades to irrigation systems and improvements to the driving range. Staff will provide updates on these initiatives at a future meeting.

6. Staff Updates

a. WP 9 Revenue Comparison 2022-2025

Revenue Comparison was discussed during the Fee Schedule discussion.

Course Updates

Staff reported that the course sustained some damage from large trucks accessing the property. In response, they have been actively filling and topdressing the affected areas. To further address the issue, staff will rent a piece of equipment to aerify, level, and topdress the course more effectively.

It was noted that previously troubled areas are beginning to recover. A weed control application has been implemented to treat brown spots and remove goose grass. Hole 3, which is commonly a problem area, is receiving focused maintenance. Spot spraying is being used in this area, and maintenance staff have also lowered mowing heights on both the fairways and greens to support turf health and improve overall playability.

b. WP 18 Revenue Comparison 2023-2025

Revenue Comparison was discussed during the Fee Schedule discussion.

Course Update

Staff reported that the chlorine issue remains the most significant maintenance challenge. Sod has been installed in affected areas and is beginning to grow in. Staff will continue monitoring progress and will provide an update on the foursome special at a future meeting.

Representatives from TrackMan met with staff to discuss potential upgrades. TrackMan has enhanced its entertainment features with new "fun games," and staff is exploring the possibility of converting part of the range into hitting bays. Three proposals will be presented to the Board. Lease payments for the technology would be incorporated into a new pricing structure. The estimated build time for the bays is approximately three months, and the project would not require closing the entire range during construction.

Regarding the kitchen renovation, staff reported that the project is still in the permitting phase and that the structure has not yet arrived. An update is expected in August.

Staff also addressed safety and security concerns near Hole 17. A barrier has been installed to obstruct the view and discourage individuals from cutting through the area. However, watering the new barrier plants has presented irrigation challenges. The barriers were planted in response to incidents of individuals reaching into unattended

carts and accessing personal belongings.

The Board discussed possible signage to deter this behavior, including the idea of warning signs referencing cameras or the installation of mock surveillance cameras. Staff will consult with Risk Management on appropriate next steps.

7. Board Comments

There was consensus among the Board members to transition from monthly meetings to a bi-monthly schedule. Meetings will continue to be held on the second Monday of every other month at 8:00 AM.

8. Upcoming Agenda Items

9. Adjournment

Meeting Adjourned at 9:08am

ATTEST:

Approved by the board
/s/ Kesha Thompson, Recreation
Coordinator