

Golf Course Advisory Board



November 20, 2017 at 7:30 a.m.

Winter Park Country Club
761 Old England Avenue, Winter Park, Florida

1 administrative

- a. Approve minutes

2 action

- a. Review brainstorming efforts:
 - 1. Parking
 - 2. Clubhouse renovations
 - 3. Food service
 - 4. Event & Social media efforts

3 informational

- a. 2017 Financial Review

4 new business

5 adjourn

appeals & assistance

"If a person decides to appeal any decision made by the Board with respect to any matter considered at such meeting or hearing, he/she will need a record of the proceedings, and that, for such purpose, he/she may need 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).

"Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office (407-599-3277) at least 48 hours in advance of the meeting."

Golf Course Advisory Board
October 16, 2017

The meeting was called to order at 8:00 a.m.

Members present: Gary Diehl, Jeff Shafer, Mark Reicher, Matt Ginella, Matt Hegarty and Mayor Steve Leary

Staff Members present: Gregg Pascale, Ed Batcheller, Leif Bouffard and Michelle Neuner

Administrative items

Assistant City Manager Michelle Neuner asked for approval of the April 13, May 18 and June 19, 2017 minutes. Mark Reicher moved to approve the minutes as presented; seconded by Matt Hegarty; motion carried unanimously.

Action

Ms. Neuner spoke about developing and prioritizing goals. Gary Diehl submitted his list of goals for review and consideration (attached). No other members submitted items. Favorable consensus was received regarding Mr. Diehl's suggestions.

Ms. Neuner stated that from staff's perspective, we have the goal of increasing parking, which we are actively pursuing and have received positive responses from neighbors. The City's forestry and landscape departments have developed a great design, which will include a moonlight garden. This formal plan will be presented to the HOA for consideration/approval and then onto the Morse Genius Foundation for their approval; estimated timeframe for the completion is 45 days following final approval.

Further discussion of goals

General discussion items included the advisory board role, staff's role, possible sponsorship with the Alford Inn and Park Avenue businesses to promote WP9, making sure we have sufficient funding for special events/projects, provide sounds and smells at the golf course in an effort to create a special experience for all types of family members (i.e. daily food/beverage cart service and alternating every Saturday night with a different type of food truck and musician), the need

to designate a marketing coordinator to create daily posts on all social media outlets; as well as email special events/promotions/discounts to members. A majority agreed that it would be beneficial to have staff members from our Communications Department participate in our upcoming meetings to assist with brainstorming/creating inspirational ideas for consideration.

The following goals were agreed upon:

- Complete Parking Lot Expansion
- Food/Beverage Cart Service (potentially stationary location)
- Add Media/marketing responsibilities to designated employee
- Pick one logo to use for social media posts (WP9)

The following decisions were made:

- A consensus was achieved to host all future meetings on the third Monday of the month at 7:30 a.m.
- A brainstorming meeting was scheduled for Monday, November 6 at 7:30 a.m. at the golf course country club.
 - Staff acknowledged the request to provide inspirational ideas at the next meeting for consideration/approval.
- The regular monthly meeting was scheduled for Monday, November 20 at 7:30 a.m. at the golf course country club.
 - Staff to provide a current P&L statement.

The meeting adjourned at 9:20 a.m.

**Golf Course Advisory Board
Work Session
November 6, 2017**

The work session meeting was called to order at 7:30 a.m. at the Winter Park Country Club.

Members present: Dave Cocchiarella, Gary Diehl, Matt Hegarty and Mark Reicher

Members absent: Matt Ginella, Mark Israel and Jeff Shafer

Staff Members present: Gregg Pascale, Ed Batcheller, Leif Bouffard, Craig O'Neil and Michelle Neuner

Assistant City Manager Michelle Neuner provided a brief summary regarding an opportunity that was presented to the City this past week and asked for feedback. She explained that a developer is wishing to relocate the church on Whipple Avenue to the other side of the street. A condominium project has been approved on the existing site and the new owners are willing to work with the City to potentially save the building on the vacant parcel. The City was asked if we would be interested in utilizing the entire church or a portion of it. One scenario is to use it as the new clubhouse for the golf course. Following a brief discussion, a majority agreed that this is a viable option and showed support.

Staff provided the following updates:

- The City was unable to successfully negotiate the additional parking, as the Morse Genius Foundation was not in favor of modifying the parking area
- City staff will continue to look at alternative parking options
- City staff has secured a hot dog vendor to participate on Friday's from 2pm-6pm starting on November 17
- City staff has secured several food truck contractors to participate on Saturday's from 11am-3pm starting November 18 (rotation of one vendor each week)
- Fees for food truck vendors waived for startup; City to assess and then develop long term plan
- Neighborhood consideration for buy-in regarding food vendors
- Staff distributed a handout on several food & beverage options for thoughts/comments
- City is listed in the *Finest Nine Golf Course* book written by Anthony Pioppi

The following items are in progress:

- Family golf event schedule/new tournaments
- Instagram/marketing
- Reaching out to the Alford Inn for joint efforts
- Winter Park Chamber of Commerce assisting with promoting our golf course
- Event and book signing by author Anthony Pioppi of *Finest Nine* book (a suggestion was made to have Chamber of Commerce distribute copies of this book)

Items of consideration:

- Retrofit current golf course building to allow for food/beverage service; possibly ask Commission for funding
- Offer brick engraving for 1st hole in one and make a "walkway of fame" with the bricks
- Place several marquee boards behind the cash register to promote city events, team events and parent/child events
- Golf course timeline to be added to the bottom of the scorecard to embrace the history of the golf course

The meeting was adjourned at 8:31 a.m.