



CITY OF JERSEY VILLAGE, TEXAS

GOLF COURSE ADVISORY COMMITTEE NOTICE OF A MEETING

July 10, 2023 at 5:30PM.

Civic Center Auditorium Municipal Center Meeting Room
8502 Rio Grande. Jersey Village, TX 77040

AGENDA

1. Call to Order
2. Approve Minutes from 5-8-23
3. Citizen Comments

Any person who desires to address the Golf Course Advisory Committee regarding an item on the agenda will be heard at this time. In compliance with the Texas Open Meetings Act, unless the subject matter of the comment is on the agenda, the City staff and Committee Members are not allowed to discuss the subject. Each person is limited to five (5) minutes for comments.

4. Items for Individual Consideration
 - a. Old Business
 - b. Golf Course Clubhouse Update
5. Staff Briefings
 - a. Golf Course Operations Report - Matt Jones
 - b. Golf Course Maintenance Report – Wade Warms
6. Future Agenda Item Request
7. Next Meeting Date:
September 11, 2023
8. Adjournment

I, Maria Thorne, Parks and Recreation Administrative Assistant, City of Jersey Village, do hereby certify that the foregoing notice was posted in a place convenient to the general public at City Hall on the 3rd of July, 2023 at 3:00 pm.

Maria Thorne,
Parks and Recreation Administrative Assistant

In compliance with the Americans with Disabilities Act, the City of Jersey Village will provide for reasonable accommodations for persons attending public meetings. Request for accommodations must be made to the Parks Administrative Secretary by calling 713-466-2174 forty-eight (48) hours prior to the meetings.

"Pursuant to Section 30.06, Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun."

"Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly."

Notice removed on _____

**GOLF COURSE ADVISORY COMMITTEE
MINUTES OF MEETING
May 8, 2023**

1. Call to Order & Attendance

Meeting was called to order at 5:00 pm by Greg Fair.

Eddie Martinez		Kevin Ross	<i>present</i>
Greg Fair	<i>present</i>	Sheri Sheppard	<i>present</i>
Jane Arnett	<i>present</i>	Matt Jones	<i>present</i>
David L. Lock	<i>present</i>	Wade Warmes	<i>present</i>
Ronald Schielke	<i>present</i>	Robert Basford	<i>present</i>
Ceri Davies		Maria Thorne	<i>present</i>

2. Approval of the 3-13-23 meeting minutes

A motion was made to approve the minutes by Jane and was seconded by David.

3. Citizen Comments

None

4. Items for individual consideration

a. Old business

None

b. Golf Course Clubhouse Financial Overview - Robert

Robert talked about the revenues and gave a financial projection outlook for the next couple of years. Golf has become one of the most popular sports in the last 10 years and many of the courses around us are closing or are undergoing maintenance. Our location and price, and lack of competition in the area has led to a spike in the number of rounds.

We have been trying to strategically balance the rates and find alternative sources of revenue outside of golf. The highest profit margin and lowest impact is on the driving range. The plans for the new clubhouse includes two simulator bays. Players can opt to play 18 holes outside and then come in and practice for 30 minutes inside on a simulator. One person can play 18 holes by themselves in under 45 minutes. People would be able to take lessons inside with the pros, which would increase the number of lessons booked. The simulators would also make it possible to sell clubs any time of the year without having to wait for a fitting day.

The simulator bays are inexpensive to build and the technology would pay for itself in 3 years if rented just 6% of a day based on calculations. This type of amenity has become popular recently, mostly as a social entertainment. Here we would combine the professional side with the entertainment aspect. Some of the simulators we are looking at could offer other games like softball, dodgeball or baseball for broader appeal for birthday party or meeting rentals.

We are also considering softly lighting the driving range to extend availability by about an hour to provide additional revenue. We already have the infrastructure in place to run the electrical wiring. Greg stated that he would be concerned about light pollution. Matt

talked about the new low impact led lighting options, and Robert explained that the plan would be to keep the driving range open a little later, but not all night. We may try a test by adding lights to 100 yards out.

We are trying to get creative with revenue outside of impacting the golf course. We have to limit the number of rounds in order to keep the golf course in good shape. The event center will provide more revenue opportunities with events, meetings, parties, weddings, banquets, etc.

Robert talked about the age of the greens, the condition of some of the cart paths. He also talked about the potential increase in revenues due to the increased square footage of the Pro shop, the new restaurant, concessions, increased greens fees, simulators, driving range and event center. We will hit the revenue expectations this year if we continue on the same path.

Sheri asked if there would need to be a transfer from the general fund and Robert stated that the goal for this year is to not use it. We want to reduce the tax burden on the residents. We may have to budget a transfer for next year because we cannot forecast how much the construction will negatively impact the revenue. We may lose some playability. Construction will close the connection between hole 9 and 18 green, so we will need to consider the options for carts and parking. We may lose some tournaments. Construction will begin on July 10. We have forecast about a 15% loss.

Greg asked how a transfer affects the operation. Robert explained that a transfer is a supplement to the enterprise fund from the general fund to offset the difference in operating expense and revenue to keep the numbers at zero. The transfers are included in the yearly budgets.

We are working on ways to reduce expenses and operating costs. We are testing a robotic mower that can mow at night to reduce staffing hours. We are reviewing our equipment list and working on reducing duplication. Jane asked about the robotic mower noise and Robert explained that it is very quiet. The robotic mower will cut the roughs. Staff is also looking at automatic range pickers.

Kevin asked about budget transfers and Matt stated that he does not think we will need the transfer this year. Golf is more popular than ever and our course is seeing a lot of business. Council will ultimately decide the budgeting of a transfer.

Sheri stated that the transfer amount is very small compared to what it would be if the golf course was just a park and was not offsetting the cost to maintain with the revenue that it brings in. The flood mitigation potential of the golf course also adds to its value to the community. Matt added that the transfer amount has decreased significantly over the years.

The pre-construction meeting will take place in early June. The start date for construction will be July 10. All the contracts were signed and construction is estimated to take about 335 days. We estimate mid-April to finish the new building and mid-July to finish the remodel.

Kevin asked about the quality of the simulators. Matt and Robert said that the simulators they are looking at would be high end. They will be usable indoors and outdoors.

5. Staff briefings

a. Golf Course Operations Report – Matt Jones

The last two months have been great – the best on record. Matt thinks that we will do much better than last year. Longwood golf course closed about 3 weeks ago, Wednesday was very busy - 246 rounds. We have too much play. We have to look at different ways to control the number of rounds but not just by raising prices.

We have completed all projects except for the fountain on #3. The projects on #14 lake and the ditch between 13 and 14 lakes were completed. They are removing the pampas grass because it holds snakes and balls. They finished the pump house project and VFD repair, and completed the nets. Tournament requests have been coming in non-stop, but that will slow down once construction begins. Matt said that staff is doing a great job. Luis, the mechanic, is doing a great job of keeping the carts running. We will open the new clubhouse with brand new Club Car brand carts.

The course has been taking a beating due to too many feet and wheels. The greens are struggling. Number 17 is in rough shape. Staff put together a plan to do cart path only on the entire golf course for the month of May. They will also cut a temporary green on 17 to give it a 3-week break. Wade will put in grass plugs on 17 and other areas. Sheri mentioned that at another course they rotate one hole per month as cart path only.

Matt called about 20 courses and asked about prices. They will do a small price increase on June 4. Our location is very good and our prices are very low. He also talked about adjusting the start times to reduce the number of rounds.

b. Golf Course Maintenance Report – Wade Warms

Wade said that we are just getting into the time of the year where grass will start growing. He is doing fertilizer applications and plugging. The greens are the number 1 priority on his list. It is going to take some time get them grown in – especially numbers 17 and 5. They are slicing the fairways every couple of weeks to help with drainage.

Jane said that the women's group played today and that the workers did not want to move out of danger's way. Wade said that it is not possible to move out of everyone's way due to the high number of rounds, but that he will talk to the grounds staff and will get the workers to put up a net.

Ronald asked about getting sod from somewhere to repair the greens. Wade said that plugging is better than putting in sod, that way the grass will look the same.

6. Future agenda items request

None

7. Next Meeting Date:

July 10th at 5:30 pm at City Hall

8. Adjournment

A motion was made to adjourn meeting by Ron and was seconded by David. The meeting ended at 6:00 pm.



Jersey Village, TX

Golf Course Monthly Financial Statements

Group Summary

For Fiscal: 2022-2023 Period Ending: 06/30/2023

Category...	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
Fund: 11 - GOLF COURSE FUND						
Department: 80 - 80						
85 - FEE & CHARGES FOR SERVICE	2,299,500.00	2,299,500.00	247,008.08	1,798,871.84	-500,628.16	78.23%
96 - INTEREST EARNED	2,800.00	2,800.00	1,117.73	2,412.47	-387.53	86.16%
97 - INTERFUND ACTIVITY	214,483.71	214,483.71	0.00	0.00	-214,483.71	0.00%
Department: 80 - 80 Total:	2,516,783.71	2,516,783.71	248,125.81	1,801,284.31	-715,499.40	71.57%
Department: 81 - CLUB HOUSE						
30 - SALARIES, WAGES, & BENEFITS	694,773.95	694,773.95	57,157.64	493,644.65	201,129.30	71.05%
34 - COST OF SALES	185,500.00	185,500.00	23,830.58	181,325.89	4,174.11	97.75%
35 - SUPPLIES	17,350.00	17,350.00	45.98	8,770.36	8,579.64	50.55%
45 - MAINTENANCE	10,450.00	10,450.00	864.32	2,340.88	8,109.12	22.40%
50 - SERVICES	38,430.12	38,430.12	1,654.25	28,724.93	9,705.19	74.75%
54 - SUNDRY	77,400.00	77,400.00	6,089.61	54,219.02	23,180.98	70.05%
55 - PROFESSIONAL SERVICES	3,500.00	3,500.00	0.00	0.00	3,500.00	0.00%
60 - OTHER SERVICES	23,000.00	23,000.00	0.00	25,623.84	-2,623.84	111.41%
97 - INTERFUND ACTIVITY	5,000.00	5,000.00	0.00	5,000.00	0.00	100.00%
Department: 81 - CLUB HOUSE Total:	1,055,404.07	1,055,404.07	89,642.38	799,649.57	255,754.50	75.77%
Department: 82 - COURSE MAINTENANCE						
30 - SALARIES, WAGES, & BENEFITS	598,634.56	598,634.56	35,781.23	301,232.00	297,402.56	50.32%
35 - SUPPLIES	140,950.00	140,950.00	5,709.66	108,014.30	32,935.70	76.63%
40 - MAINTENANCE--BLDGS, STRUC	4,000.00	4,000.00	0.00	0.00	4,000.00	0.00%
45 - MAINTENANCE	53,000.00	53,000.00	1,500.00	53,217.39	-217.39	100.41%
50 - SERVICES	10,500.00	10,500.00	0.00	650.00	9,850.00	6.19%
54 - SUNDRY	90,500.00	90,500.00	0.00	421.41	90,078.59	0.47%
55 - PROFESSIONAL SERVICES	3,000.00	3,000.00	0.00	336.00	2,664.00	11.20%
97 - INTERFUND ACTIVITY	375.00	375.00	0.00	375.00	0.00	100.00%
Department: 82 - COURSE MAINTENANCE Total:	900,959.56	900,959.56	42,990.89	464,246.10	436,713.46	51.53%
Department: 83 - BUILDING MAINTENANCE						
35 - SUPPLIES	6,100.00	6,100.00	0.00	4,471.75	1,628.25	73.31%
40 - MAINTENANCE--BLDGS, STRUC	15,188.86	15,188.86	0.00	22,679.93	-7,491.07	149.32%
45 - MAINTENANCE	3,000.00	3,000.00	0.00	1,226.61	1,773.39	40.89%
50 - SERVICES	25,000.00	25,000.00	2,064.83	16,882.73	8,117.27	67.53%
55 - PROFESSIONAL SERVICES	1,000.00	1,000.00	0.00	712.00	288.00	71.20%
Department: 83 - BUILDING MAINTENANCE Total:	50,288.86	50,288.86	2,064.83	45,973.02	4,315.84	91.42%
Department: 87 - GC CAPITAL IMPROVEMENT						
70 - CAPITAL IMPROVEMENTS	110,000.00	110,000.00	0.00	79,461.57	30,538.43	72.24%
Department: 87 - GC CAPITAL IMPROVEMENT Total:	110,000.00	110,000.00	0.00	79,461.57	30,538.43	72.24%
Department: 88 - EQUIPMENT MAINTENANCE						
30 - SALARIES, WAGES, & BENEFITS	71,488.22	71,488.22	5,331.73	74,873.32	-3,385.10	104.74%
35 - SUPPLIES	28,650.00	28,650.00	3,270.44	13,611.70	15,038.30	47.51%
45 - MAINTENANCE	6,000.00	6,000.00	0.00	0.00	6,000.00	0.00%
50 - SERVICES	1,000.00	1,000.00	0.00	0.00	1,000.00	0.00%
97 - INTERFUND ACTIVITY	292,993.00	292,993.00	0.00	292,993.00	0.00	100.00%
Department: 88 - EQUIPMENT MAINTENANCE Total:	400,131.22	400,131.22	8,602.17	381,478.02	18,653.20	95.34%
Fund: 11 - GOLF COURSE FUND Surplus (Deficit):	0.00	0.00	104,825.54	30,476.03	30,476.03	0.00%
Report Surplus (Deficit):	0.00	0.00	104,825.54	30,476.03	30,476.03	0.00%

FY 2022-2023													
	October	November	December	January	February	March	April	May	June	July	August	September	YTD Totals
Rounds played	3525	2396	3043	2687	3141	3686	3805	3863	4334				30480
Tournament Rounds	682	366	247	311	299	718	643	668	393				4327
Range buckets	2573	1634	1788	1753	2063	2351	2464	2471	2207				19304
Unearned Revenue	1,112.70	1808.63	2089.79	320.02	5242.79	1010.24	3,556.28	1,196.52	4,271.05				20608.02
All Memberships	2,135.00	2,663.00	2,708.00	4,720.00	5,174.00	4,092.00	5,352.00	5,163.00	6,264.00				38,271.00
Green Fees	132,827.83	85,068.15	114,137.60	100,838.30	114,018.33	133,583.65	150,038.12	142,255.19	162,288.10				1,135,055.27
Tournament Fees	27,603.64	18,633.12	8,610.20	11,713.18	8,728.88	29,476.65	24,806.13	27,846.52	15,530.92				172,949.24
Range Fees	21,149.70	12,968.55	16,290.93	15,615.13	19,292.54	21,296.22	22,857.86	22,393.52	20,051.46				171,915.91
Club Rental	1,155.00	560.00	840.00	700.00	525.00	1,175.00	945.00	1,510.00	665.00				8,075.00
Sales of Merchandise	21,801.26	14,114.20	23,038.21	14,016.70	18,125.68	24,085.27	25,060.51	24,741.47	33,039.05				198,022.35
Concession Fees	7,376.22	4,725.66	4,660.36	4,660.10	4,674.17	7,290.75	7,154.99	6,990.82	7,614.92				55,147.99
Miscellaneous Fees	1,185.00	510.00	1,330.00	4,908.00	2,010.00	5,690.00	1,290.00	1,230.00	2,095.00				20,248.00
Total Income	216,346.35	141,051.31	173,705.09	157,491.43	177,791.39	227,699.78	241,060.89	233,327.04	251,819.50	-	-	-	1,820,292.78
Weather Totals	2W/2CM	4RO/6WD/1CM/1H	3RO/5WD/1CM/1H	8RO/7WD/1	2RO/12WD/1CM	1WD/1CM	2RO/2WD/2CM	3RO/2WD/2CM	2CM				7RO/13WI/4CM/2H
Income Per Round	\$50.65	\$49.45	\$51.34	\$50.85	\$48.66	\$50.54	\$52.19	\$50.09	\$51.04	\$0.00	\$0.00	\$0.00	\$50.61

FY 2021-2022													
	October	November	December	January	February	March	April	May	June	July	August	September	YTD Totals
Rounds played	2397	2623	3906	2991	2480	3650	4267	4246	4035	4380	3415	3471	41861
Tournament Rounds	372	478	179	385	360	528	803	437	397	264	320	447	4970
Range buckets	1585	1715	1766	1750	1590	2184	2801	1915	2014	1976	1721	2070	23087
Unearned Revenue	(556.33)	514.85	-5949.83	1,720.67	1612.93	-274.22	-575.20	58.13	538.58	-4,859.49	344.70	356.80	-7068.41
All Memberships	2,549.04	1,542.74	5,865.67	3,997.46	3,767.58	3,141.31	3,663.03	1,891.30	7,780.17	2,813.16	4,790.16	6,829.74	48,631.36
Green Fees	65,544.86	78,370.08	124,320.31	100,457.95	81,773.18	126,316.61	153,285.75	153,551.91	145,932.85	171,330.00	124,186.22	126,516.95	1,451,586.67
Tournament Fees	10,948.44	13,288.54	4,891.74	12,613.60	12,335.54	18,762.63	35,021.54	14,233.05	13,847.52	8,068.96	10,794.64	16,131.63	170,937.83
Range Fees	14,489.57	14,786.57	16,660.55	13,857.89	14,225.30	19,619.82	22,168.32	16,538.79	16,676.60	17,234.86	13,717.04	17,789.95	197,765.26
Club Rental	570.00	550.00	750.00	470.00	575.00	1,065.00	1,245.00	1,405.00	765.00	1,180.00	700.00	805.00	10,080.00
Sales of Merchandise	17,121.81	19,125.27	28,937.12	16,692.98	12,081.97	24,827.62	22,286.23	34,034.97	30,282.60	29,456.16	24,641.63	24,047.00	283,535.36
Concession Fees	4,234.29	4,478.32	4,472.80	3,616.67	3,428.00	5,717.07	7,183.73	6,065.59	6,009.66	6,473.69	5,195.28	6,061.12	62,936.22
Miscellaneous Fees	745.00	572.50	1,227.50	4,620.00	2,122.50	3,080.00	1,090.00	797.50	945.00	1,382.50	1,135.00	1,085.00	18,802.50
Total Income	115,646.68	133,228.87	181,175.86	158,047.22	131,922.00	202,255.84	245,368.40	228,576.24	222,777.98	233,079.84	185,504.67	199,623.19	2,237,206.79
Weather Totals		3RO/3W/1H	1RO/4WD/1H	4RO/5WD	3RO/9W	2RO/3WD/1CM	3WD/1CM	2WD/3CM	2CM	2CM		2W/2CM	
Income Per Round	\$41.05	\$42.30	\$44.37	\$45.12	\$44.56	\$47.72	\$47.79	\$48.39	\$48.39	\$50.63	\$48.29	\$49.12	\$46.88

FY 2020-2021

	October	November	December	January	February	March	April	May	June	July	August	September	YTD Totals
Rounds played	4199	3833	3206	3215	2280	3783	4087	2324	3072	2821	2836	2533	38189
Tournament Rounds	432	411	259	331	305	440	529	124	203	191	291	190	3706
Range buckets	2502	2139	1223	1788	1486	2241	2466	1307	1502	1498	1382	1258	20792
Unearned Revenue	(1,828.70)	-1677.03	-4123.64	2,577.07	2064.97	-958.42	206.90	-92.10	575.09	-127.91	-155.38	-27.46	-3566.61
Star Memberships	2,377.46	2,736.33	5,954.76	7,521.62	1,915.74	4,635.35	3,159.33	1,995.45	4,803.60	3,233.89	3,180.76	6,454.90	47,969.19
Green Fees	141,058.90	124,752.60	109,221.89	105,315.36	71,692.37	119,546.11	121,128.32	62,875.00	80,447.99	80,645.70	81,404.77	71,499.41	1,169,588.42
Tournament Fees	13,045.47	13,682.26	8,298.51	10,179.60	9,200.71	14,142.00	18,269.46	2,903.42	4,212.42	4,527.46	8,223.60	4,834.56	111,519.47
Range Fees	17,672.31	16,345.86	11,579.13	15,033.71	11,146.53	19,095.87	20,049.84	13,537.90	12,704.06	14,081.06	11,890.88	12,542.44	175,679.59
Club Rental	390.00	400.00	200.00	225.00	275.00	648.00	680.00	468.75	500.00	495.00	605.00	450.00	5,336.75
Sales of Merchandise	17,709.62	19,202.56	24,247.44	13,485.64	14,168.19	24,726.37	26,656.07	13,570.96	18,020.66	18,184.21	18,934.56	14,113.44	223,019.72
Concession Fees	6,097.49	4,843.35	3,944.58	3,819.87	2,830.15	5,123.29	5,450.52	3,378.74	4,157.36	3,740.46	3,714.91	3,334.53	50,435.25
Miscellaneous Fees	2,450.00	2,530.00	3,888.25	4,914.50	2,224.50	3,717.50	1,762.50	407.50	937.50	785.70	960.51	515.00	25,093.46
Total Income	198,972.55	182,815.93	163,210.92	163,072.37	115,518.16	190,676.07	197,362.94	99,045.62	126,358.68	125,565.57	128,759.61	113,716.82	1,805,075.24
Weather Totals	1RO/1CM	2RO/2W/1H	4RO/4W/1H	4RO/9W	7RO/7W	5W/1CM	1RO/4W/1CM	5RO/9W/5CM	3RO/5W	1RO/13W/1H	5WD	3RO/7W/	28RO/63W/ 8CM/3H
Income Per Round	\$42.85	\$42.83	\$46.57	\$43.14	\$43.15	\$44.28	\$42.03	\$39.68	\$36.94	\$40.66	\$40.21	\$39.40	\$42.03