

GOLF COURSE ADVISORY COMMITTEE

MINUTES OF MEETING

Jersey Meadow Golf Course, 8502 Rio Grande St, Jersey Village, TX 77040

January 13, 2025

1. Call to Order & Attendance

Meeting was called to order at 5:30 pm by Greg

Daniel Alvarado		Kevin Ross	<i>present</i>
Greg Fair	<i>present</i>	Sheri Sheppard	
Jane Arnett		Matt Jones	<i>present</i>
David L. Lock		Wade Warms	<i>present</i>
Ronald Schielke	<i>present</i>	Robert Basford	
Jack Vaughn	<i>present</i>	Maria Thorne	<i>present</i>

2. Approval of the 11-12-24 meeting minutes

A motion was made to approve the minutes by Ron and was seconded by Kevin.

3. Citizen Comments

Nelson Farmer, a resident and frequent golfer addressed the committee, sharing that Cypress Lakes Golf Course is expected to close by March 1, with confirmation from homeowners and pro shop staff. He praised the improvements made to Jersey Meadow, and commended the staff's efforts. He compared conditions to other area courses, noting disappointment with Glenloch's greens and pricing. He expressed appreciation for the committee's work and offered his support if needed.

4. Items for individual consideration

a. Old business

None

b. New Clubhouse/Convention Center update

The clubhouse is nearly complete, with only minor punch list items remaining. The one-year warranty period has about two to two-and-a-half months left. The newer Convention Center still has a few outstanding issues, mainly involving speakers, TVs, and low-voltage systems, with a company scheduled to address them soon.

Fences have been installed to conceal the dumpster, cart barn operations, and mechanical equipment, improving aesthetics and reducing noise. The fences will be stained soon after allowing the wood to weather.

Work is being done to improve the speaker system, particularly at the starter shack, to enhance announcements for tournaments and general communication. The new system will allow selective announcements in different areas, including restrooms and the restaurant.

Additional furniture, including chair dollies and tables, is still on order to facilitate quick room setup changes for events. Overall, the project is about 99% complete. The speaker expressed excitement about returning to normal golf operations in 2025 after the challenges of construction.

C. Driving Range Open late update

The discussion focused on the challenges of keeping the driving range open late, particularly regarding temporary lighting issues. Despite multiple adjustments, some residents are still experiencing light intrusion into their homes. One resident mentioned that three lights shine directly into their windows, making it difficult to ignore even with blinds closed. Staff have been working to reposition the lights, but further adjustments may be necessary.

To address these concerns long-term, permanent lighting will be installed on 80-foot poles, designed to shine downward and minimize light pollution. These new lights align with modern city standards and should significantly reduce the current issues. Additionally, with the time change in March, the need for lighting will decrease, as darkness won't set in until later in the evening.

Business at the driving range has been slow due to colder weather, but staff anticipate a surge in popularity once the permanent lights are installed and promoted. The range is expected to be highly profitable, as there are few well-lit practice areas in the region, and demand is strong.

Plans are also in place to improve the short game area, including redoing the bunker and installing additional lighting for chipping and sand practice. This will enhance the overall experience for golfers looking to refine their skills after dark.

Currently, golfers are restricted to using mats due to poor lighting conditions for turf. Once the permanent lights are operational, the course will implement proper rotation between mats and grass to prevent excessive wear.

Staff will continue working on temporary lighting adjustments and exploring solutions to minimize disturbances to nearby residents. The goal is to balance the needs of golfers with the concerns of the surrounding community while ensuring a successful and profitable driving range operation.

5. Staff briefings

a. Golf Course Maintenance Report – Wade Warms

Golf course maintenance has been relatively routine, with efforts focused on trimming trees, weeding flower beds, and edging bunkers. The team has also taken on the responsibility of maintaining the flowerbeds at the clubhouse entrance.

A Boy Scout working on his Eagle Scout project secured donated trees and planted over 60 of them in the tree farm on hole 9. While most are small, some of the larger trees may be relocated to areas where trees have been lost, such as between holes 1 and 18.

Lakes on holes 3 and 4 were cleaned, with a company using a specialized amphibious boat to remove algae and weeds. The company will also provide microbial treatments to help control phosphorus levels and prevent regrowth. Similar treatments are being considered for lakes on holes 13 and 14.

New greens covers have arrived and will be used if necessary. Since the impact of cold weather depends on the duration of freezing temperatures rather than just how low they drop, staff are developing standard operating procedures (SOPs) to determine when covers should be deployed. While the covers are difficult to handle, they serve as valuable insurance for maintaining the greens. At times, parts of the golf course may need to be closed to allow for proper placement of the covers before a freeze.

The greens are currently in excellent condition, and irrigation issues have significantly decreased. The reduction in sprinkler system leaks and breakages suggests that previous repairs have been effective, though the lower water usage during winter also plays a role.

Hole 14 continues to have standing water issues. The team is attempting to improve drainage by creating vertical drains, but because the area lacks a significant drop in elevation, water drainage remains slow. All water from the lakes eventually flows toward hole 6, with hole 14 overflowing into hole 9 before making its way downstream.

During Hurricane Beryl, the team successfully emptied lakes in preparation for heavy rainfall. Managing lake levels effectively ensures the system can handle future storms without excessive flooding.

Overall, while winter growth has slowed, maintenance efforts have shifted toward detailed work and preparation for the upcoming season.

b. Golf Course Operations Report – Matt Jones

The first three months of the fiscal year have been outstanding in terms of bookings revenue, with the best year on record, and now we are \$140,000 ahead of last year's pace. This success is attributed to good weather and the growing popularity of the facilities. For the second year in a row, the city did not need to contribute to operations, further highlighting the strong performance. In addition, 30 outside events are already booked for this year, and many more are lined up. These events are larger than previous years, thanks to the expanded facilities, and we will also have a new line item for Convention Center revenue moving forward.

The Virtual Meadow continues to thrive, despite the need to replace a camera after it was hit by a golf ball. The second Virtual Meadow League is about to start, with a focus on 18-hole alternate-shot play, featuring 12 players each night. The putting room remains slower than expected, so to boost participation, pricing will be lowered to \$10 per hour, and a "happy hour" will be introduced. Additional specials on Mondays and Tuesdays are planned, along with a new Ladies' Special.

Matt has become more involved with Little Meadow and its events, planning at least three events per month, including activities on the deck. A recent event tied to the Texans game featured specials and promotions. Another Texans event is scheduled for this Saturday.

Regarding green fees, despite the recent increase, demand has continued to rise, so there are no immediate plans to adjust the pricing. Currently, the sweet spot is 45,000 rounds per year, and the facility is keeping a close eye on pricing at other local courses to ensure competitiveness. A new maintenance schedule includes closures on the second and fourth Tuesdays of each month until 11 AM to allow for uninterrupted course care.

Efforts to address course conditions include encouraging players to fill divots and repair ball marks, and slowing down the carts has helped with course preservation.

Memberships remain strong, with the \$199 membership providing great value. This year, the focus is on improving profit margins, and the pro shop is already performing well, despite the challenge of managing the increased space.

The junior golf program is doing exceptionally well, with high school players making up a large portion of the membership. Six high school tournaments are scheduled through March, continuing the facility's commitment to supporting youth golf.

Looking ahead, Little Meadow is expanding its offerings, including a beverage cart operation seven days per week and plans to introduce a breakfast menu on Saturdays and

Sundays.

A key issue that has surfaced is complaints about the restaurant being understaffed, especially as neighbors have voiced concerns about slow service. Matt is aware of the issue and is working on solutions to address it.

The parking lot is another area for improvement. Striping will be completed soon, with plans to paint additional parking spots along the fence and fix several potholes. Overflow parking will be allowed on the grass, with more parallel spaces being added. New signs have been placed to guide drivers, and it's hoped that these improvements will help better manage the parking situation.

In terms of market competitiveness, Greg consulted with Nelson, and learned that Salt Lakes is set to close. Longwood, a semi-private course, is struggling with high membership costs, and only has 200-300 members. However, Jersey Meadow is well-positioned for continued growth and success with its mix of offerings and events.

6. Future agenda items request

7. Next Meeting Date:

March 10th, 2025

8. Adjournment

A motion was made to adjourn meeting by Ron and was seconded by Kevin. The meeting ended at 6:25 pm.

A handwritten signature in blue ink, appearing to read "Maria Thorne".

Maria Thorne, Administrative Assistant