

GOLF COURSE ADVISORY COMMITTEE

MINUTES OF MEETING

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

March 10, 2025

1. Call to Order & Attendance

Meeting was called to order at 5:32 pm by Greg

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

2. Approval of the 1-13-25 meeting minutes

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

3. Citizen Comments

None

4. Items for individual consideration

a. Old business

None

b. Driving range updates

The driving range's temporary nighttime lighting has been implemented with ongoing updates provided to residents, although some nearby houses are still affected by light spillage. Recent statistics from 5 PM to 9 PM show a significant increase in range bucket sales, totaling \$2,300 despite 10 days of closure due to bad weather in February. Plans are underway to permanently light the range by early April, pending completion of pole installation by mid-March. The range layout includes tall poles positioned outside, offering visibility for most shots, with additional lighting for the short game area. Measures are being taken to preserve the putting green and maintain the grass tee's condition amidst anticipated increased nighttime usage. Structures, including sun shelters, are being repaired, with particular attention given to accommodating growing junior golf memberships, especially from local high schools facing facility closures. Various schools, including Jersey Village High School, receive preference for use, reflecting the facility's popularity among junior golfers who adhere to guidelines ensuring responsible use of amenities.

c. "Off" Tuesdays (2nd & 4th Tuesday) going forward

The golf course is implementing a new schedule to close the facility to the public on the second and fourth Tuesdays of each month, starting in April, to manage wear and tear due to excessive play and support overall maintenance. The course has reached a peak of nearly 50,000 annual rounds (about 47,000–48,000 paid), which is proving unsustainable for maintaining course quality. Raising prices to reduce play is inconsistent with the course's values. Instead, leadership determined that regularly scheduled closures would help alleviate pressure on the grounds while still allowing for strategic use of the course.

Not all second and fourth Tuesdays will be fully closed—only about 15 to 16 of the 26 potential dates per year. Some fall near holidays (Thanksgiving, Christmas, New Year's), and others may be opened for high-revenue private events. Additionally, the closed Tuesdays will be repurposed for high school golf tournaments during the spring season (January through March), with eight or nine tournaments expected. This scheduling shift benefits both the junior golf program and regular customers by avoiding scheduling conflicts and ensuring better course conditions for all players.

The decision also supports maintenance needs across the entire facility. Closed Tuesdays will provide the grounds crew time for important work that can't be done during regular play, such as fixing drainage issues, repairing sprinklers, and performing aerification to keep greens in top shape. Golf carts will also benefit—on alternating closed Tuesdays, 40 carts at a time will be completely detailed, ensuring each of the 80 carts receives full cleaning monthly. This is in addition to daily washdowns performed by staff.

The two new buildings on the property will also be maintained more thoroughly on these days, including deep cleaning of restrooms, patios, the virtual meadow area, and the pro shop. The custodial staff will have dedicated time for more intensive upkeep, preserving the new facilities' condition. Staff will remain active on these Tuesdays, using the downtime to complete projects and improve the overall environment for customers.

Flexibility is built into the plan—for example, if the senior league gets rained out, a previously closed Tuesday can be used as a makeup day. This new schedule ensures the course gets the rest and care it needs, while also enabling better programming for high schools, preserving customer satisfaction, and maintaining the broader facility at a high standard. The change will be promoted through all available channels, including the website.

d. Clubhouse / Convention Center updates

The Greenside patio in front of the Convention Center was recently repainted at the general contractor's expense due to initial paint failure. The new surface includes a gritty texture to prevent slipping and is designed for long-term use, though there are concerns about the underlying original 1960s concrete slab that lacks a moisture barrier. Some minor warranty issues with the building have been addressed as it approaches the end of its one-year warranty period.

Convention Center bookings are performing very well, driven by an influx of golf tournaments, improved course conditions, and the closure or privatization of nearby courses. Jennifer has been instrumental in attracting new business. Revenues are properly tracked and distributed, with a portion of tournament fees supporting the Convention Center through Fund 11. The facility's 200-person capacity appears to be a strong fit for most tournament needs, attracting new and larger events that were previously unattainable.

The Virtual Meadow is exceeding expectations with nearly \$11,000 in January rentals, indicating strong interest, particularly during colder months. Ongoing leagues and events are boosting participation and revenue, and there's a goal to consistently reach \$10,000 per month. This activity also benefits the adjacent Little Meadow restaurant, as participants tend to dine and socialize after playing.

However, concerns were raised about the restaurant's slow service, largely attributed to

understaffing and a lack of experience in managing a sports-oriented venue. Management is aware of the issue and is actively working with the owners to address staffing and operational challenges. Suggestions included identifying a clear on-site manager, better signage regarding open hours, and eventually expanding service to Mondays and Tuesdays. There's also a push to consider breakfast service on peak days (Friday through Sunday) and to better market the restaurant to neighborhood residents, not just golfers.

Finally, with the approach of pleasant spring weather and increased outdoor activity, the patio is expected to get significantly busier. Stakeholders expressed concern that without timely improvements in staffing and service, the restaurant could miss a major opportunity to establish itself and retain customers. The consensus was that while the facility has great potential, its success—particularly in food service—will depend on swift, proactive adjustments.

5. Staff briefings

a. Golf Course Maintenance Report

The Golf Course Maintenance Report highlighted several key updates and improvements. The team was commended for using tarps to protect the greens from frost, a move that was seen as highly effective. There was a suggestion to bring back sandboxes and shovels on the par 3 holes to encourage players to fill divots, a task that marshals used to help with but which has lapsed over time. It was noted that marshals have downtime during their shifts and could resume these duties. The recent drainage improvements on holes 12, 14, and 9 were completed in-house at minimal cost, and Wade was praised for overseeing the successful project.

The course has made progress in weed control by applying pre-emergent herbicide, with post-emergent treatments planned in six weeks. Increased funding for chemicals over the past two years has helped reduce issues with poa annua and crabgrass. The condition of the greens has dramatically improved since a contractor from Florida performed critical work last year. This transformation reversed the need to discount green fees, and the course is now receiving compliments both in person and via email.

Plans are in place to enlarge the tee boxes on all four par 3s, as well as certain par 4 and ladies' tees, which are currently too small for the volume of play. Pending approval, work could begin in June or July, using in-house labor and sod for quicker results. The discussion emphasized that course usage has increased significantly, particularly among seniors and women. The senior group has grown from around 70 to 100 members, and additional female golfers have joined after being displaced from other courses.

b. Golf Course Operations Report – Matt Jones

Matt mentioned that there was a small price increase. Weekday rates rose from \$49 to \$52, Friday rates from \$59 to \$65, and weekend/holiday rates from \$69 to \$72. Afternoon rates after 3 PM increased by \$2 to \$5, while twilight rates (6 PM to dark) remain unchanged at \$35 on weekdays and \$40 on weekends. Twilight play ends when the marshal blows the horn at safelight to ensure golfers aren't driving in the dark, reducing the risk of accidents and helping staff leave at a reasonable time.

Beverage cart sales are tracked and reported monthly to city officials. While the idea of a second beverage cart was considered, it was determined unnecessary due to the compact layout of the course. The cart is owned by the course but operated by outside staff.

A safety concern was raised regarding stray golf balls hitting the patio area. Although balls occasionally strike the glass or come close to guests, a potential solution involving hockey-style plexiglass panels was discussed. These would provide a protective barrier without obstructing views and could also function as windbreakers.

6. Future agenda items request

7. Next Meeting Date:

May 12, 2025

8. Adjournment

A motion was made to adjourn meeting by Ron and was seconded by David. The meeting ended at 6:27 pm.



Maria Thorne, Administrative Assistant