

**GOLF COURSE ADVISORY COMMITTEE  
MINUTES OF MEETING  
March 8, 2021**

**1. Call to Order & Attendance**

Meeting was called to order at 5:32 pm

Vance Burnham		Kevin Ross	<i>present</i>
Greg Fair	<i>present</i>	Bobby Warren	<i>present</i>
Jane Arnett	<i>present</i>	Matt Jones	<i>present</i>
David L. Lock	<i>present</i>	Richard Flores	
Ronald Schielke	<i>present</i>	Robert Basford	<i>present</i>
Ceri Davies	<i>present</i>	Maria Thorne	<i>present</i>

**2. Approval of the January 11, 2021 meeting minutes**

Motion was made to approve minutes by Ronald Schielke. Motion was seconded by Jane Arnett.

**3. Citizen Comments**

None

**4. Items for individual consideration**

a. Review of current and Year- to-Date Financials (Fy21)- Matt Jones

Matt reported that the golf course financials continue in upwards swing. January and February are usually the slowest months of the year, but we had the best January ever. The course had to close for seven days due to Winter Storm Uri. Even with those days of 0 revenue the course was still able to maintain \$115K in revenues, making it the second highest February on record.

The driving range is doing very well. There are waiting lists at times. Staff is looking to add 10 or 12 more spots towards the chipping green to help alleviate the overcrowding. Upgraded to better quality balls for the driving range.

Bookings are doing well. Several large tournaments are coming up, including one for the first week of April with 144 players. Also working with the High Schools with two district tournaments coming up. Question about rates came up and Matt answered that the rates had recently been updated and there are no plans to change them in the near future.

Bobby asked about the expenses being below expected. Matt explained that the first half of the year, the expenses are at 40% due to the shorter days and that the later months of the year the expenses rise to 60% due to time change and the revenues also adjust with the time.

b. Golf Course Council Report Presentation for discussion and review Robert Basford & Matt Jones

Robert talked about the plans that had been discussed to provide presentations

to Council in April and in June and also at year's end.

Robert put together a presentation packet for the members to review to gather feedback. When presented to council, it will be a mid-year report and will be information-heavy.

The Cy-Fair Houston Chamber of Commerce presented the 2020 Medium Business of the Year award to Jersey Meadow Golf Course. Robert gave an overview of the rest of the topics from the presentation and asked for feedback.

Greg asked if the presentation would be put on the golf course web site as well and Robert said that it could be done.

David brought up the individual that always disparages the golf course and asked if there was a way to present the information to him one on one. Bobby Warren added that the person in question does not take into account the full financial picture of the golf course and that there doesn't appear to be any impact from his efforts to sway people.

## **5. Staff briefings**

### **a. Golf Course Operations Report – Matt Jones**

Matt talked about receiving the Cy-Fair Houston Chamber of Commerce 2020 Medium Business of the Year award and expressed appreciation for all of the golf course staff.

The berm project was discussed. Matt explained that the contractor that was awarded the contract is a golf course construction company and that they have a lot of experience being unobtrusive and keeping revenue going on the golf course. Don't anticipate having any major disruptions for golfers. The project will begin on April 1<sup>st</sup> and is expected to take 4 months to complete. We are anticipating a lot of positives from the project such as improved cart paths, drainage work, terrain improvement, eliminating pot holes. The berm will be at holes 3, 4, 5, 6, and 7. Digging will start at hole 7 and the dirt removed from that spot will be used to construct the berm.

Matt and Robert talked about the process for draining the lake based on the emergency plan. The lakes can be drained fairly quickly in case of emergencies, allowing them to take on water pumped from the Wall Street project area. Matt added that the golf course will not only be in the black this year, but we are also adding the ability to hopefully save some homes from flooding.

Will be proactive in communicating to all customers that we will be under construction. Robert talked about the weekly and monthly operations reports and Matt talked about setting up a daily update board to keep people in the know. Robert also talked about communicating on social media.

Jane asked who will oversee the work to ensure that what is in the plan and contract will get done. Robert responded that he and Matt and the construction manager will be on-site every day. Brooks and Sparks and Jim Cartwright will

also be monitoring the work. Robert also added that since the project is funded by FEMA, everything has to be above board and will go through strict approval processes. Jane asked about the plan to take care of the water from Village Drive. Bobby contributed that because state and federal funds are being used, the plan has been highly scrutinized by state, federal, and our own engineers. The plan has been developed to ensure that no new flooding will be caused by the construction.

Matt talked about closing the golf course on the 4<sup>th</sup> Tuesdays of March, April, and May, for maintenance. Will maybe close about 6 or 7 times a year. This will enable staff to aerating and rifying around roughs, fairways, and slopes, and will also allow for a complete detail of all 82 golf carts. Daylight savings time is on Sunday, so the shop will start closing at 7 and the last ball played times will be adjusted as well.

b. Golf Course Maintenance Report – Matt Jones

Matt talked about the winter storm and the preparations that were done ahead. They used 3 or 4 times the usual concentration of green dye and sprayed the greens. Matt feels that it provided some insulation and that the snow helped to protect them from freezing temperatures. The lowest temperature that they recorded was 42 degrees in the soil. They used lights on the soil to warm it up and the roots looked healthy. May have some killed spots, but otherwise looks good. Course is in good shape but it is dormant and is getting beat up around cart paths. Starting this week will put up ropes to keep carts on long stretches on the path. Going to apply organic material and fertilize intensely. Will also be spraying chemicals for diseases and poana.

Greens are very fast right now. Have had some complaints about pin placements – will do some employee training and will rework how pins are cut.

New governor's rules about Covid. Will put in regular cups in holes, will ask about putting back water coolers, cups, ball washers, etc. Robert added that we are a service industry and will probably continue to require staff to wear masks.

Ronald complemented Richard and the staff on the job that was done with cutting down of the dead trees around the lakes.

Robert talked about the exponential growth of the course and that there is a desired maximum number of rounds that can be played. He will include that number in the presentation to demonstrate that the course is at capacity. Matt added that the goal is maintaining the sweet spot and keeping the numbers in the black. He also talked about sending a supplemental to council for a top-dressing of sand on the fairways. Would like to put a ½" to 1" of sand on the fairways and brush it in.

The new logo for the Jersey Meadow Golf Club was discussed. It looks like a cattle brand as a nod to the fact that this used to be a Jersey cow ranch.

Kevin asked about the possibility of adding a Trackman. Matt said that they

have discussed it and he also talked about teaching bays.

Ronald asked about revisiting the new clubhouse. Robert responded that the July meeting would be a good time to consider that. Bobby added that any consideration of reopening the bidding for the new clubhouse is contingent upon having a significant portion of the property across 290 sold to the developer for the Village Center.

**6. Future agenda items request**

**7. Next Meeting Date:**

05.03.2021 at 5:30 pm

**8. Adjournment**

Motion made to adjourn meeting was made by Ron. The motion was seconded by David.