

**MINUTES OF THE JOINT WORK SESSION MEETING OF THE CITY COUNCIL OF THE CITY OF JERSEY VILLAGE, TEXAS, AND THE GOLF COURSE ADVISORY COMMITTEE OF THE CITY OF JERSEY VILLAGE, TEXAS, HELD ON SEPTEMBER 12, 2022 AT 5:30 P.M AT THE CIVIC CENTER AUDITORIUM, 16327 LAKEVIEW DRIVE, JERSEY VILLAGE, TEXAS.**

**A. The meeting was called to order by Mayor Warren at 5:31 p.m. with the following present:**

Mayor, Bobby Warren	City Manager, Austin Bleess
Council Member, Drew Wasson	City Secretary, Lorri Coody
Council Member, Michelle Mitcham	
Council Member, James Singleton	
Council Member, Jennifer McCrea	

Council Member Elect, Jennifer McCrea was also present at this meeting. Council Members Sheri Sheppard and Gary Wubbenhorst did not attend this meeting.

Staff in attendance: Robert Basford, Assistant City Manager; Isabel Kato, Director of Finance; and Matt Jones, Head of Golf Course Operations

**B. Open Meeting. Call to Order and the roll of appointed officers will be taken. The following Golf Course Advisory Committee (GCAC) Members were present:**

Eddie Martinez	Greg Fair
Jane Arnett	David L. Lock
Ronald Schielke	Ceri Davies
Kevin Ross	

**C. CITIZENS' COMMENTS -** Citizens who have signed a card and wish to speak to the City Council 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 City Council Members are prevented from discussing the subject and may respond only with statements of factual information or existing policy. Citizens are limited to five (5) minutes for their comments to the City Council.

**Mark Maloy** – Mr. Maloy spoke at the meeting regarding the proposed clubhouse for the golf course. He wants to why the City believes that the residents should have to subsidize the course with tax payer dollars. He wants to know about the continued waste of monies on this facility without posing additions to the course for a vote by the residents. He believes that this option should have been placed on the May 2022 election ballot. He went on to give financial background information regarding the course and the various plans reviewed to improve the course.

Jim Fields – Mr. Fields spoke at the meeting regarding the golf course revenues. He feels that the course is not making money. He suggests that it this point in time that the current clubhouse should be renovated until the economy improves

JOINT WORK SESSION MEETING OF THE CITY COUNCIL AND THE GOLF COURSE  
ADVISORY COMMITTEE OF THE CITY OF JERSEY VILLAGE, TEXAS – September 12, 2022

**Bruce Bowden** – Spoke at the meeting. He wants the Council to vote the improvements to the golf course clubhouse down because he does not believe that estimated revenues will support the improvements. He compared our course to surrounding courses and does not believe that we can compete when several of the 18 hole courses re-open. He also spoke to the simulator play. He stated that other courses have this system and it is not used. He stated that he does want the course as a green space, but does not believe that we need to spend \$7M on improvements. He believes that we could build an open pavilion as this is all that we need. He would like the Council to table the item and re-visit the return on investment numbers.

**Eric Henao** – spoke at the meeting. He supports Exhibit A and looks forward to these improvements. He cannot wait to bring friends to visit the course. He believe that the course will draw more players with the improvements.

**Mike Maurillo** – Mr. Maurillo spoke at the meeting. He supports the position presented by Mark Maloy. He believes that the course should provide revenue for the City, but this course has never made a profit. The idea of a municipal enterprise is not working. He provided financial information concerning the course to support his position.

In response to Citizens' Comments, the Mayor Warren pointed out that being an enterprise fund does not mean that the course must make a profit. We are here today to review the various proposals.

**D. Discuss and take appropriate action on golf course clubhouse designs and CMAR cost estimates.**

Robert Basford, Assistant City Manager, introduced the item. Background information is as follows:

On January 7, 2022, during a city council workshop meeting the council reviewed the history of the Golf Course Clubhouse project and discussed the options available regarding the future of the Jersey Meadow Clubhouse. The options outlined included renovating the existing facility, using the existing new design from PGAL Inc., designing a more cost-efficient clubhouse and event space, and designing a new clubhouse while gutting and remodeling the existing facility to use as an event space. City council agreed that the best option moving forward would be to design a new clubhouse containing a pro shop, offices, bar & grill, bathrooms, and storage while also designing the remodel of the existing clubhouse into an enclosed pavilion for events and directed staff to prepare a request for proposal for the design of a new clubhouse facility.

During the February Council meeting the City Council authorized the City Manager to begin negotiating a contract with FGM Architects for the design of a new club house. The proposed contract utilized a Construction Manager At Risk (CMAR) format.

JOINT WORK SESSION MEETING OF THE CITY COUNCIL AND THE GOLF COURSE  
ADVISORY COMMITTEE OF THE CITY OF JERSEY VILLAGE, TEXAS – September 12, 2022

During the June Council meeting, the City Council authorized the City Manager to begin negotiating an agreement with Brookstone Construction for Construction Manager At Risk of the new Jersey Meadow Golf Course Club House.

Staff held the schematic design work sessions during the months of April, May, and June where they used existing stakeholder input from the previous PGAL design, lessons learned, additional staff input with recommendations from FGMA to refine the schematic design towards an initial draft for presentation to council.

Brookstone was introduced to the design team at the end of June, and they were provided with the schematic design draft so that they could begin formulating the initial budget estimate. During the month of July, the budget estimate was presented to the design team. This estimate came in over our budget, so the design team began to brainstorm alternative solutions. These alternative solutions were presented to the design team in August. At this point we desire input from Council as well as our stakeholders regarding the two options presented.

**EX A** illustrates the full schematic design to include a new clubhouse as well as a modified renovation to the existing building. This includes a 940sq ft pro shop, office space for golf admin, bag and merchandise storage, indoor seating for 74 along with 18 bar seats, patio seating both covered and non-covered, as well as building support to include lockers, restrooms, entry, and mechanical/fire/IT.

An additional feature in the schematic design features two indoor hitting simulator bays. This multiuse area will generate significant annual revenue, with limited to nonexistent overhead, while providing entertainment options for the community outside of golf. These simulators could be used for golf lessons, indoor leagues, indoor golf rounds, rentals for golf, practice, events, and additional entertainment. These simulators provide entertainment outside of golf such as, movies, professional presentations, mini-games, and activities such as soccer, football, dodgeball, basketball and much more. These bays would increase the amount of golf clubs sold as they would provide accurate swing data during our demo days where customers can try out new clubs offered. These bays would be available to rent for birthday parties, individual/group rental, work presentations, private movie screenings and would also bring in revenue to the golf course on rain out days. The food and beverage menu offered would complement this amenity to increase revenue in that category as well. Jersey Meadow would be the first indoor/outdoor golf facility that features a driving range along with 18 holes in the southeast region of Texas. The ROI on this amenity is estimated at 2-5 years (ranging from aggressive to very conservative) using the price per square foot provided in the Brookstone estimate (EX D).

The renovation portion of the schematic design involves shrinking the interior portion of the existing building and utilizing the remaining footprint as a covered patio. This is the schematic design that matches the initial direction from the January Council Meeting, and this is the schematic design that the budget estimate, EX D, was prepared for. This schematic design also matches the elevations illustrated in EX C. This estimation came in at 7.9 million with contingencies and estimated inflation included. Removing the

JOINT WORK SESSION MEETING OF THE CITY COUNCIL AND THE GOLF COURSE  
ADVISORY COMMITTEE OF THE CITY OF JERSEY VILLAGE, TEXAS – September 12, 2022

renovation portion from this schematic design would reduce the budget estimate 1.6 million dollars and bring the estimated total to 6.3 million dollars.

**EX B** illustrates an additional reduction to the floor plan without the renovation of the existing building. This floor plan would be conducive to a pre-engineered Metal Building while reducing the square footage even further. An estimate for this schematic design has not been prepared, however we do believe this would be below the 6-million-dollar mark. Staff is not in favor of this schematic design as it reduces the kitchen sq footage limiting the quality/size of the menu that can be offered, eliminates the main entrance, removes space allowing us to host tournaments/events, and reduces the size of the pro shop that has a direct correlation to merchandise revenue.

After an internal review with staff, our recommendation to council would be to consider adjusting the budget to allow the design team to move forward with EX A without the renovation portion and a slight modification to the outdoor seating area to make it all covered so it could serve as the tournament/event section.

FGMA Architects gave a presentation showing the site plan and the elevations for each schematic design. There were questions concerning the calculations of the return on investment (ROI). Assistant City Manager Basford explained the numbers. It included simulator costs and rounds of golf played. Food and beverage sales were not included in the numbers. He also explained how the simulators work and the various uses for this system. He is comfortable that we will see a ROI in four (4) years.

There was also discussion about the options. If the original building is not renovated, what will be done with the building. Assistant City Manager Basford stated that it could be a phased approach or demo it immediately. There was discussion about rentable space if the old building is not renovated. It was explained that it is possible that there could be some usable space to rent for small events or the closing of the course for larger events, but it would be tricky.

The Council and the GCAC engaged in further discussion. There were questions about the exterior siding for the various options.

Greg Fair, Chairman for the Golf Course Advisory Committee, gave the position of the Committee. He stated that Committee agrees that we need to keep the old building for rental space as it will help to draw more sporting activities to the City.

The various colors on the design slides were explained by the consultant. Pink represents outdoor covered areas, green is for the bar area (60 seats), blue is for public circulation area, and gold is the simulators, lockers, and pro shop.

The site plan was reviewed in connection with White Oak Bayou, the First Tee, outdoor seating etc. Those in attendance wanted to get a feel for the layout on the property. Assistant City Manager Basford and Matt Jones, Head of Golf Course Operations explained the various design schematics and where these points of interest are located on the property.

JOINT WORK SESSION MEETING OF THE CITY COUNCIL AND THE GOLF COURSE  
ADVISORY COMMITTEE OF THE CITY OF JERSEY VILLAGE, TEXAS – September 12, 2022

There was discussion about the use of the facility by the community. The space provided by the Option A can accommodate smaller groups and community involvement will increase. Assistant City Manager Basford confirmed that this space could be used for any number of various public events.

ROI was discussed. It was mentioned that the course is not only for golf, but also serves as a community center so this is something that is a benefit but does not figure into ROI. So, this should be taken into account when we decide which option we should chose.

The various events that are currently using the City's public space were discussed as well as how this extra space is needed. Young golfers were discussed and how they figure into the facility.

There was discussion about the breakdown information behind Options B and C. Assistant City Manager Basford explained that the focus was on Option A and due to a lack of time, there is no information for Options B and C.

The cost of the project was discussed. There was concern about how in the past estimates were short. Some wanted to know the confidence level of the projected costs of this project. The consultant explained how the numbers were gathered for the estimates. He stated that the numbers include an inflation allowance and hopefully the numbers can be reduced if inflation is reduced or by value engineering. Historically, the estimates have been off, so moving forward allowances are being included to help make better estimates. Our contract will have a guaranteed maximum price so anything over this amount will be paid by the contractor.

The excluded items from the estimate were discussed such as the sprinkler system.

Staff is looking for direction on how the Council and the Committee want to move forward with this project.

The consensus of the Council was to move forward with Option A. However, some members expressed that various elements of this option could be phased in at a later date. Also, some members wanted to see more concrete numbers on the cost of the project.

The Committee wants to move forward with the project.

**E. ADJOURN**

With no further discussion, the meeting was adjourned at 6:27 p.m.

---

Lorri Coody, City Secretary

