



1015 Cultural Park Blvd.
Cape Coral, FL

AGENDA

GOLF COURSE ADVISORY BOARD

February 21, 2017

3:00 PM

Conference Room 2006

1. Call to Order

A. Chair Woodall

2. Roll Call:

A. Cervoni, Crann, Frey, Kenney, Morris, Selby, and Woodall

3. Approval of Minutes

A. None

4. Business

A. Continuation of Discussion - Strategic Plan

5. Board and Staff Comments

6. Date and Time of Next Meeting

B. Tuesday, March 28, 2017, 3:00 p.m. Conference Room 220A

7. Adjourn

In accordance with the Americans with Disabilities Act and Section of 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this meeting should contact the Office of the City Clerk at least forty-eight (48) hours prior to the meeting. If hearing impaired, telephone the Florida Relay Service Numbers, 1-800-955-8771 (TDD) or 1-800-955-8770 (v) for assistance.

If a person decides to appeal any decision made by the Board/Commission/Committee with respect to any matter considered at

such meeting or hearing, he will need a record of the proceedings, and for such purpose, he may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is based.

CITY OF CAPE CORAL
MAYOR AND COUNCIL OFFICE

TO: Golf Course Advisory Board

FROM: Council Member Richard Leon



DATE: February 15, 2017

SUBJECT: Draft Strategic Plan

I would like to take this opportunity to thank the board for their continued hard work in serving not just Coral Oaks, but the residents of Cape Coral. Implementing this Strategic Plan process may be the most significant legacy you will imprint on Coral Oaks. I applaud your leadership in going through with the process.

Attached you will find a rough draft of the goals I feel you have highlighted in your January meeting. These goals are in the corresponding years in which you highlighted its significance of being accomplished.

At this time, I am asking that you look over the goals and make sure they are indeed the correct items. I also would like you to ponder with staff at our next meeting if there needs to be any more options added or redefined.

At the end of our next meeting we should have a clear indicator of the goals you wish to set in place. From there I would recommend you ask staff to take the draft and create a summary of each goal. This summary should define the goal, brief on how it can be accomplished, and by whom. I would also suggest an "estimated cost value" of each goal. Of course this value will be subject to change and would only be used as an indicator of how much funding we need to achieve success.

Together I know we can ensure prosperity of Coral Oaks for years to come. I look forward to the continued conversation that will take place.



Draft

Strategic Plan

City of Cape Coral
Coral Oaks Golf Course

2017

Executive Summary

Coral Oaks Golf Course is an 18-hole, Arthur Hills designed, championship course built within a century old oak hammock. The course boasts large TifEagle greens, contoured fairways, and rich natural surroundings.

In addition to the par 72 course, Coral Oaks has one of the largest practice facilities in the area, featuring a driving range with both grass and artificial turf, a chipping area and putting green. There is also a well-stocked pro shop on site, and a full service restaurant and bar, Knickers Pub.

In order to provide a more systematic future for Coral Oaks Golf Course, the City of Cape Coral's Golf Course Advisory Board in 2016 voted to implement a strategic plan. This plan will allow for better governance in shaping the future plans and vision of Coral Oaks Golf Course. Below the board has identified strategic goals that can be accomplished over the next 20 years.

Mission Statement

At Coral Oaks Golf Course we are dedicated to providing our guests with the best experience of golf in Southwest Florida.

Strategic Plan Goals

2018

- Implementing a marketing plan
- Creating equipment replacement plan

2023

- New, upgraded carts
- Repave parking lot
- New tee boxes
- Cart path upgrades
- Planned layout of course and beautification projects
- New water system for greens

2028

- Tree Replacement Program
- New course bathrooms
- Begin planning for Utility Expansion upgrades
- New Club House
- Creating a tree replacement program
- Bunker renovation
- New Sprinkler System

2038

- Rebuild greens
- Redevelop driving range