



1015 Cultural Park Blvd.
Cape Coral, FL

AGENDA

GOLF COURSE ADVISORY BOARD

January 29, 2019

3:00 PM

Conference Room 220A

1. Call to Order

A. Chair Woodall

2. Roll Call:

A. Crann, Frey, Hinkle, Kennedy, Kenney, Selby and Woodall

3. Citizen Input Time

4. Approval of Minutes

A. November 27, 2018 regular meeting minutes

5. Business

A. Election of Chair and Vice Chair

B. State of the Course

C. Financial Update

D. Maintenance Overview

E. Marketing Programs

F. Issues of Concern LLC

G. Issues of Concern MGA

H. GOLF REPORTS

6. Board and Staff Comments

7. Date and Time of Next Meeting

I. Tuesday, March 26, 2019, 3:00 p.m. Conference Room 220A

8. 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.

Item Number:	1.A.
Meeting Date:	1/29/2019
Item Type:	Call to Order

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Chair Woodall

SUMMARY:

ADDITIONAL INFORMATION:

Item Number:	2.A.
Meeting Date:	1/29/2019
Item Type:	Roll Call:

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Crann, Frey, Hinkle, Kennedy, Kenney, Selby and Woodall

SUMMARY:

ADDITIONAL INFORMATION:

Item Number: 4.A.
Meeting Date: 1/29/2019
Item Type: Approval of Minutes

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

November 27, 2018 regular meeting minutes

SUMMARY:

ADDITIONAL INFORMATION:

ATTACHMENTS:

Description	Type
▢ November 27, 2018 regular meeting minutes	Backup Material

**MINUTES FOR THE REGULAR MEETING OF
THE CITY OF CAPE CORAL GOLF COURSE ADVISORY BOARD**

Tuesday, November 27, 2018

CONFERENCE ROOM 220 A

3:00 P.M.

Chair Woodall called the meeting to order at 3:00 p.m.

Roll Call: Frey, Hinkle, Kennedy, Kenney, and Woodall were present.
Crann and Selby were excused.

Also Present: Allen Manguson, Golf Pro Manager
Dave Stokes, Council Liaison

Citizens Input Time - None.

Approval of Minutes

September 25, 2018 meeting minutes

Board Member Kenney moved, seconded by Board Member Selby, to approve the September 25, 2018 Minutes as presented. Voice poll: All "ayes." Motion carried.

Business

**State of the Course
Golf Advisory Report**

Golf Pro Manager Manguson explained the revenue and the expenses. The Capital Improvement had been successful. He noted the maintenance of the Golf Course had been good.

Discussion held regarding the following Coral Oaks FY18 increase in rounds was expected due to renovation and Hurricane Irma.

Board Member Kenny questioned how much profit the City Championship made.

Mr. Manguson noted the Golf Course received \$23,700 this year alone just in sponsorship. He mentioned they distributed \$52,000 back from the revenue and had to pay a percentage of the gifts that had been given.

Council Liaison Stokes questioned the amount that the Golf Course had received.

Mr. Manguson explained there were two charities back to back, one was the Animal Shelter and the other was Ricky Pigott Memorial Scholarship Fundraiser. He explained there are two types of accounts: a donor account and a scholarship account. They put \$9,000 in the accounts, explained how the money was allocated.

Mr. Manguson noted this will be the first ever Junior Golf Tournament this Saturday and there are approximately 34 teams.

Board Member Selby stated we have a raffle coming up, and he hoped that \$6,000 to \$7,000 will be raised.

Board Member Kenney questioned how many seats there are in the restaurant.

Mr. Manguson responded there are 84 seats.

Discussion held regarding the different type of uses for the Golf Course.

- Pops Tournament Palmetto Pine
- President of Palmetto Pine recruited members
- Pickleball
- GO Bond
- Revenue who is paying?
- The Golf Course and Sun Splash are now Special Revenue Funds, not an Enterprise Fund.

Board Member Crann inquired about the Coral Oaks Golf Course being included in the GO Bond. We need to have more foresight before the cost gets out of control to fix things.

Council Liaison Stokes stated the majority of the Council were interested in getting revenue from the restaurant.

Board Member Crann inquired about golf carts and replacing the irrigation and maintenance on the golf course. He questioned how this is to be paid for.

Discussion held regarding the following:

- Budget in place
- Funding
- Golf carts
- Club house
- Irrigation systems

Mr. Manguson stated we have plans in place. It is up to Council whether they want to fund it.

Board Member Kenney mentioned playing baseball on the field. He inquired whether the sports complexes make money.

Council Liaison Stokes noted Council looks at everything when it comes before them including the Golf Course.

Board Member Kenney inquired whether the other parks are paying their way.

Chair Woodall inquired about the Club House and asked if there was information available.

Mr. Manguson noted this will have to be done with an RFP.

Issues of Concern MGA - None.

Issues of Concern LGA - None.

Chair Woodall noted normally we elect the Chair and Vice Chair once a year. This will need to be done at the January 29, 2019 meeting.

Board Member Selby moved, seconded by Board Member Crann, to elect a Chair and Vice Chair on January 29, 2019. Voice poll: All "ayes." Motion carried.

Mr. Manguson discussed his concern about a customer issue. He expressed the need to have customers held responsible for damaging the Golf carts. They will need to sign their ticket, and this will indicate they will be responsible for the damage. We have not been successful in collecting for damages.

Chair Woodall questioned why we are having a difficult time collecting.

Mr. Manguson stated because they live out of the Country, and the customer would not take responsibility to pay for the cart.

Discussion held regarding the following:

- Letters sent by Risk Management
- Who is responsible for damages?
- Scratch on cart
- Replace the whole body of the cart
- If damage is done, they will be responsible.
- Refusal to pay

Date and Time of Next Meeting

The next regular meeting will be held Tuesday, January 29, 2019, at 3:00 p.m. in Conference Room 220A.

Adjournment

There being no further business, the meeting adjourned at 4:18 p.m.

Submitted by,

Patricia Sorrels
Recording Secretary

Item Number:	5.A.
Meeting Date:	1/29/2019
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Election of Chair and Vice Chair

SUMMARY:

ADDITIONAL INFORMATION:

Item Number:	5.B.
Meeting Date:	1/29/2019
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

State of the Course

SUMMARY:

ADDITIONAL INFORMATION:

Golf Advisory Report
January 29, 2019
Agenda Item-New Business

4. A. State of the course

The Course conditions are good, Greens conditions are good. The cold weather will effect on the color of the golf course and create some thinning of turf in heavy traffic areas. A Wall to Wall fertilization is scheduled for Friday February 1. 9 & Dine and Golf Schools are fully attended. Budget season starts in January and we will continue to request Capital items that have been rejected or postponed.

4. B Financial Update
FY 19 1st QTR

FY 19 1st QTR Decreased 332 rounds or 2.46% compared to FY 18 1st QTR. Although 1st QTR Revenue's increased in every category except season pass sales. Season Pass Revenue will level throughout the year as FY 19 progresses. The sale of passes in the 12 - month cycle leads to the disparity for the quarter. Coral Oaks currently has 115 Pass Holders compared to 119 pass Holders in FY 18. While the round and pass reductions are concerning, our current rate structure must be considered, do we reduce fees to attract more play or maintain our core principals and incentivize and advertise. Current marketing plans include radio and television advertising with a weekend special of \$55. We'll monitor and adjust accordingly.

FY 18 FY 19 1st Qtr	October 2017	October 2018	Monthly O / U	Mo % 2018	November 2017	November 2018	Monthly O / U	Mo % 2018	December 2017	December 2018	Monthly O / U	Mo % 2018	Totals Last Year	Totals Current	QTR Over / Under	
Passholder Round Totals	729	910	181	24.83%	1189	1035	-154	-12.95%	1181	1072	-109	-9.23%	3099	3017	-82	-2.65%
Daily Play Totals	2,050	1,881	-169	-8.24%	2589	2512	-77	-2.97%	2406	2512	106	4.41%	7045	6,905	-140	-1.99%
Speciality Round Totals	1,439	1,281	-158	-10.98%	713	913	200	28.05%	1,180	1,028	-152	-12.88%	3,332	3,222	-110	-3.30%
Totals	4,218	4,072	-146	-3.46%	4,491	4,460	-31	-0.69%	4,767	4,612	-155	-3.25%	13,476	13,144	-332	-2.46%

Rec - Trac revenues not verified by finance

FY 19 1st QTR	FY 19		FY 18		
Greens Fees	\$181,749	Greens Fees	\$168,003	\$13,746	7.56%
Cart Rental Fee	\$165,322	Cart Rental Fee	\$163,894	\$1,428	0.86%
Annual Pass Card	\$183,181	Annual Pass Card	\$241,193	(\$58,012)	-31.67%
Tournaments	\$32,604	Tournaments	\$21,968	\$10,636	32.62%
Merchandise	\$49,787	Merchandise	\$47,034	\$2,753	5.53%
Knickers Pub	\$77,187	Knickers Pub	\$70,986	\$6,201	8.03%
Total	\$760,529	Total	\$787,326	(\$26,797)	-3.52%

4. C Maintenance overview.

Coral Oaks management team is beginning to work on the FY 20 to FY 22 budget. Long - term goals are to continue upgrading the golf course and amenities through the Asset Management Program. Cart Paths are the most critical areas that need improvement. Weed control is an ongoing project and a wall to wall fertilization will take place in early Feb. Tree trimming quotes are being requested and the work will start sometime in April or May.

4. D Marketing Programs.

All Coral Oaks adjusted rates to price plus tax in lieu if the new tax hike. New rates are \$72 before 12 noon, \$62 after 12 noon and \$50 after 2 pm. The weekend special of \$55 dollars from 11 am to 2 pm is a hit that fills the tee sheet every weekend. Coral Oaks ran television ads in January FY 19 on Wink TV morning news. We also will run radio spots in February and March. Social media, newsletters, and e-blasts are also in place.

Item Number:	5.D.
Meeting Date:	1/29/2019
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Maintenance Overview

SUMMARY:

ADDITIONAL INFORMATION:

Item Number:	5.E.
Meeting Date:	1/29/2019
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:
Marketing Programs

SUMMARY:

ADDITIONAL INFORMATION:

Item Number:	5.F.
Meeting Date:	1/29/2019
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Issues of Concern LLC

SUMMARY:

ADDITIONAL INFORMATION:

Item Number:	5.G.
Meeting Date:	1/29/2019
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Issues of Concern MGA

SUMMARY:

ADDITIONAL INFORMATION:

Item Number:	5.H.
Meeting Date:	1/29/2019
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:
GOLF REPORTS

SUMMARY:

ADDITIONAL INFORMATION:

Item Number:	7.I.
Meeting Date:	1/29/2019
Item Type:	Date and Time of Next Meeting

**AGENDA REQUEST
FORM**
CITY OF CAPE CORAL



TITLE:

Tuesday, March 26, 2019, 3:00 p.m. Conference Room 220A

SUMMARY:

ADDITIONAL INFORMATION: