



1015 Cultural Park Blvd.
Cape Coral, FL

AGENDA

GOLF COURSE ADVISORY BOARD

March 26, 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. January 29, 2019 regular meeting minutes

5. Business

A. State of the Course

B. Golf Advisory Report Financial Update

C. Maintenance Overview

D. Issues of Concern MGA

E. Issues of Concern LGA

6. Board and Staff Comments

7. Date and Time of Next Meeting

F. Tuesday, May 21, 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:	3/26/2019
Item Type:	Call to Order

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Chair Woodall

SUMMARY:

ADDITIONAL INFORMATION:

Item Number:	2.A.
Meeting Date:	3/26/2019
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: 3/26/2019
Item Type: Approval of Minutes

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

January 29, 2019 regular meeting minutes

SUMMARY:

ADDITIONAL INFORMATION:

ATTACHMENTS:

Description	Type
▢ January 29, 2019 regular meeting minutes	Backup Material

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

Tuesday, January 29, 2019

CONFERENCE ROOM 220 A

3:00 P.M.

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

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

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

Citizens Input Time - None.

Approval of Minutes

November 27, 2018 meeting minutes

Board Member moved, seconded by Board Member XXXX, to approve the November 27, 2018 Minutes as presented. Voice poll: All "ayes." Motion carried.

Business

Election of Chair and Vice Chair

Chair Woodall opened the floor for nominations for Chair.

Board Member XXX nominated XXX as Chair. Board Member XXX seconded the nomination. Voice Poll: All "ayes."

Chair Woodall opened the floor for nominations for Vice Chair.

Board Member XXX nominated XXX as Vice Chair. A second was not required.

Chair Woodall asked if everyone was in favor of having XXXX as Vice Chair. Voice Poll: All "ayes."

Golf Advisory Report

Board member Shelby stated this was the best tournament over \$7,000
This went very well. Registration Is open.

Board member Hinkle stated he wanted to pass on some ideas, he shared a diagram as a suggestion.

Mr. Manguson stated we will have to extend the path, everyone goes through the area to turn around. He explained the cost to do the work needed. This has been in the budget.

Discussion held regarding:

- Score Card
- Repair tools
- Website has information
- Point of sale system
- Golfer comment and suggestion, we can put a box out
- We do not advertise in the newspaper
- Junior Golf
- Golf shop sales of merchandise
- Electronic membership program
- Club House vision

Mr. Manguson noted we use to do off season promotion by one get one. We always offer a special program during the summer. We use the weekend rate all year around. Hoping for a conversion on out point of sale. We do not charge a fee to book on our website.

Member Selby stated with the City growing pickle ball would do well at this location. With the growth that we now have we can do more.

Stokes stated that he has tried to push pickle ball on the course. He tried to change the parks plan and ad the Golf Course. If you want to get more help for this golf course. You got to get active with the whole Council, you will need at least five members on Council to listen.

Member Selby stated he would go speak to Council, the golf course is in great shape

Stokes stated put together a list of what is important to you and show what the cost will be and ask for a plan for the next budget.

Crann stated we have a budget worked out and he is not sure what happen.

Council Liaison Stokes stated come up with a reasonable plan and Council will review the plan. If you get this information added to the Budget it is easier to present this to Council.

Strategic plan and the items are two different things all of the items are on a list it is up to Council to agree to fund them.

Selby stated the comment was everything on the budget was reviewed.

Mr. M Everyone gets budget cuts every year. We do not have a revenue problem we have an expenditure problem. Everything that was on that assist plan was turned in.

Mr. Stokes stated golf course does not make a profit why has it not been closed. Sun Splash does not make a profit why has it not been closed.

Member Kennedy left at 3:30 p.m.

Mr. M encouraged Mr. Selby to go to Council and explain what is happening.

Member Kenny asked if the City is collecting the ½ cent sales tax.

Mr. Manguson, We put the priority on what needs to be done on the golf course, when you come up with a list we have to prioritize what we need. The rate structure Changed January 23, 2019. The cost was not passed on to he pass holders.

Mr Woodall inquired about the Club House.

Mr. Manganson We need to find a way to fund it. The RFP has not been presented.

Member Kenny asked about the greens

Irrigation audit report about how old the system. The main problem is it is hard to cover some areas.

Kenny stated we should pick a few item an present them showing what the cost will be

Mr. M We show a loss every year.

Discussion held regarding:

- Cart paths
- Future pension
- Council requested amount collected for Sun Splash and the Golf Course
- Accounting charges for everything we need a break down.
- Fees on the interfund are broken down
- Our goal is to make sure we can figure out a way to continue to fund the course.
- There is a Club house in the budget, parking lots and everything

Council Liaison Stokes stated you will need to schedule ½ meetings with each Council member.

Eric noted the City wants to see revenue for the Golf Course.

He noted the restaurant would be a nice place to start for raising revenue.

Selby noted all the growth in the North part of the Cape.

Woodall noted that there is no conversation outside the Golf Course.

State of the Course

Conditions are good on the course. We will get all the items together and put them Back on the list. We had a good month last month. Pass sales are increasing. He explained the breakdown on the report. Last year all the passes we sold All the categories have increased. Assist Management program wall to wall fertilization. Every since the market dropped we have had problems with weekends. Advertise on TV and radio every time we run the radio commercial we see an increase.

Chair Woodall noted our next meeting will not be until March

Alan noted he will look at his options to have further discussion.

Discussion held regarding:

- Rerouting the course

Chair Woodall requested to have everything sent out and prioritize them.

Recording Secretary Sorrels noted Mr. M can send the information to me and I can forward the information to all the members.

Mr. Selby noted we coPut together the top 3 things that need to be done.

Board Member Crann

Council Liaison Stokes

Board Member Crann inquired

Discussion held regarding the following:

Board Member Kenney

Council Liaison Stokes noted Council

Board Member Kenney

Chair Woodall

Issues of Concern MGA - None.

Issues of Concern LGA - None.

Chair Woodall

Chair Woodall

Mr. Manguson

Discussion held regarding the following:

Date and Time of Next Meeting

The next regular meeting will be held Tuesday, March 26, 2019, at 3:00 p.m. in Conference Room 220A.

Adjournment

There being no further business, the meeting adjourned at 4:02 p.m.

Submitted by,

Patricia Sorrels
Recording Secretary

Item Number:	5.A.
Meeting Date:	3/26/2019
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

State of the Course

SUMMARY:

ADDITIONAL INFORMATION:

Item Number:	5.B.
Meeting Date:	3/26/2019
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Golf Advisory Report Financial Update

SUMMARY:

ADDITIONAL INFORMATION:

ATTACHMENTS:

	Description	Type
▣	Golf Advisory Report Financial Update March 26, 2019	Backup Material

4. A. State of the course

The Course conditions are good, Greens conditions are good although the thin areas are a concern, The rainy weather has affected the March revenues significantly. Superintendent Eric Oster has resigned his position effective March 29, he is moving on to another opportunity and we wish him well. Conditions change with weather and usage but customer response for the peak season has been excellent when the weather has been cooperative.

FY 19 Jan. Feb. total rounds (11,788) increased 4 rounds or were flat compared to FY 18 Total rounds for Jan and Feb (11,784) although total facility revenue FY 19 Jan. & Feb. (\$445,895) increased \$40,687 or 10.04 % compared to (\$405,208) same period.

Coral Oaks is participating in the PGA HOPE (Helping Our Patriots Everywhere) Program for the third consecutive year. The program is a nationwide initiative to introduce military veterans to the game and provide disabled veterans an outlet for some relief and enjoyment. We have 16 participants this year for the 6 - week program and the instructional sessions include all aspects of the game.

Coral Oaks has booked charity golf outings for April 6 - Gimmee Fore, 1 pm shotgun, Fri. Sat April 27 – Mariner High Boosters 8:30, May 4 – Knights of Columbus, All May events are Saturday 8:30 Shotguns.

Coral Oaks and the Cape Coral Junior Golf Association have received a gift from pheasant Cove outfitters to use as an organizational fundraiser and we have raised \$2000 for our 501 3 c scholarship program.

4. B Financial Update

Revenue & Expenditure figures are City of Cape Coral Finance, JDE Reports Now and Rec Trac

FY 19 - Revenues - Oct.1 to Feb. 28 - \$1,165,941

FY 19 – Expenditures - Oct.1 to Jan. 31. - \$820,690, February not posted in JDE

4. C Maintenance overview.

Superintendent Eric Oster will be leaving March 29. Eric has been instrumental in improving golf course conditions during his tenure and we wish him the best for his future. We will begin interviewing Superintendents as soon as possible.

Coral Oaks management team has completed our portion 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 and proper greens irrigation are the most critical areas for needed improvements. Tree Trimming, Security cameras, parking lot and cart staging area resurfacing are immediate needs that are supplemental requests.

Tree trimming will be completed in April this year, which will alleviate turf - stress improve turf and tree health. Greens aerifications will begin in June with fairway aerifications beginning in May

4. D Marketing Programs.

Coral Oaks weekend special of \$55 dollars from 11 am to 2 pm has been a success. This year's booking rate exceeded 90% fill rate. Television ads ran for the first time in many years and while we do not track the ads whenever they run we see increases and get more calls. Radio Ads also ran during February and March promoting Coral Oaks facility amenities and weekend specials. Social media, newsletters, and e-blasts work well for us.

Item Number:	5.C.
Meeting Date:	3/26/2019
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Maintanance Overview

SUMMARY:

ADDITIONAL INFORMATION:

Item Number:	5.D.
Meeting Date:	3/26/2019
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Issues of Concern MGA

SUMMARY:

ADDITIONAL INFORMATION:

Item Number:	5.E.
Meeting Date:	3/26/2019
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Issues of Concern LGA

SUMMARY:

ADDITIONAL INFORMATION:

Item Number:	7.F.
Meeting Date:	3/26/2019
Item Type:	Date and Time of Next Meeting

**AGENDA REQUEST
FORM**
CITY OF CAPE CORAL



TITLE:

Tuesday, May 21, 2019, 3:00 p.m. Conference Room 220A

SUMMARY:

ADDITIONAL INFORMATION: