



1015 Cultural Park Blvd.
Cape Coral, FL

AGENDA

GOLF COURSE ADVISORY BOARD

May 23, 2017

3:00 PM

Conference Room 220A

1. Call to Order

A. Chair Woodall

2. Roll Call:

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

3. Approval of Minutes

A. March 28, 2017 regular meeting minutes

4. Business

- A. State of the Course
- B. Financial Update
- C. Maintenance Overview
- D. Marketing Programs
- E. Issues of Concern LGA
- F. Issues of Concern MGA

5. Board and Staff Comments

6. Date and Time of Next Meeting

G. Tuesday, July 25, 2017, at 3:00 p.m. in 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.

Item Number: 3.A.
Meeting Date: 5/23/2017
Item Type: Approval of Minutes

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

March 28, 2017 regular meeting minutes

SUMMARY:

ADDITIONAL INFORMATION:

ATTACHMENTS:

Description	Type
□ March 28, 2017 regular meeting minutes	Backup Material

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

TUESDAY, MARCH 28, 2017

CONFERENCE ROOM 220 A

3:00 P.M.

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

Roll Call: Cervoni, Crann, Frey, Kenney, Selby, and Woodall were present.
Morris was excused.

Also Present: Allen Manguson, Golf Pro Manager
Eric Oster, Golf Superintendent
Stephen Pohlman, Parks and Recreation Director, arrived at 3:03 p.m.
Richard Leon, Council Liaison, arrived at 3:03 p.m.

Discussion held regarding the status of Member Morris; when the term expires for the LGA President; and who is the proposed incoming LGA President.

Approval of Minutes

The minutes from the November 15, 2016, meeting were presented for approval.
Vice Chair Crann moved, seconded by Board Member Selby, to approve the minutes as presented. Voice poll: All "ayes." Motion carried.

The minutes from the January 17, 2017 meeting were presented for approval.
Board Member Frey moved, seconded by Board Member Cervoni, to approve the minutes as presented. Voice poll: All "ayes." Motion carried.

The minutes from the February 21, 2017 meeting were presented for approval.
Board Member Selby moved, seconded by Board Member Cervoni, to approve the minutes as presented. Voice poll: All "ayes." Motion carried.

New Business

**State of the Course
Financial Update
Maintenance Overview
Marketing Programs
Issues of Concern LGA
Issues of Concern MGA**

Golf Pro Manager Manguson stated an email was sent with the Golf Advisory Report dated March 24, 2017. He went over some of the highlights on revenues, rounds, and tree maintenance. He stated we hit a million for this quarter.

Discussion held regarding the replacement of some of the trees to be done this month with magnolias and sabal palms.

Discussion held regarding prep work until the greens renovation project starts.

Manager Manguson noted how the radio commercials and social media have worked. They stopped using the News Press as of last December. He stated the only discount they did was focusing on weekend specials from 11 to 2; we have seen somewhat of a younger crowd in that timeframe. www.GolfNow.com is a convenience and people will book on that even though it's cheaper to book by phone. He stated there is a national food program called Ride through Comcast; they did an audit of our last month's food, and the savings are astronomical. We have to sign a letter of participation; he said he will forward that through to Procurement. He noted they could save up to \$7,000 a year on paper products alone.

Discussion held regarding the success of the Junior Golf Program.

Manager Manguson stated they will have a pretty strong draft of the strategic plan in September.

Chair Woodall asked the recording secretary if he should find out about Sarah Morris. Recording Secretary Kerr stated we needed to know who the current president is of the Women's League. Parks and Recreation Director Pohlman stated it was Marianne Drahos. He stated she was announced as the person who was taking Sarah Morris' place. Recording Secretary Kerr stated she would need her email so that she can get the announcements regarding meetings. Manager Manguson stated he would get this information to the recording secretary.

Board and Staff Comments

None.

Time and Place of Next Meeting

The next regular meeting was scheduled for Tuesday, May 23, 2017, at 3:00 p.m. in Conference Room 220A.

Adjournment

There being no further business, the meeting adjourned at 3:20 p.m.

Submitted by,

Barbara Kerr
Recording Secretary