



1015 Cultural Park Blvd.
Cape Coral, FL

AGENDA

GOLF COURSE ADVISORY BOARD

September 26, 2017

3:00 PM

Conference Room 220A

1. Call to Order

A. Chair Woodall

2. Roll Call:

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

3. Approval of Minutes

A. August 8, 2017 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, November 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.

Item Number: 3.A.
Meeting Date: 9/26/2017
Item Type: Approval of Minutes

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

August 8, 2017 meeting minutes

SUMMARY:

ADDITIONAL INFORMATION:

ATTACHMENTS:

Description	Type
▣ August 8, 2017 meeting minutes	Backup Material

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

TUESDAY, AUGUST 8, 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, Drahos, Kenney, Selby, and Woodall were present.
Frey was excused.

Also Present: Allen Manguson, Golf Pro Manager
Eric Oster, Golf Superintendent

Recording Secretary Kerr read a memo from Director Pohlman into the record addressed to Ed Crann, Men's Golf Association President, and Marianne Drahos, Ladies' Golf Association President, concerning Ordinance 73-97 relative to members' conduct while at Coral Oaks Golf Course. In the memo, Director Pohlman requested that he be informed when these organizations have adopted the statement as part of their By-Laws.

Vice Chair Crann responded that the MGA will adopt this at their September 13th meeting. The majority of the MGA abides by the rules.

Board Member Drahos stated she did not think the LGA had an issue with this but would bring it up at the next LGA Board meeting.

Chair Woodall asked if a motion was needed by the Board.

Vice Chair Crann moved, seconded by Board Member Selby, to adopt the item read into the record concerning conduct at Coral Oaks. Voice poll: All "ayes." Motion carried.

Golf Pro Manager Manguson mentioned the sign regarding "Welcome to Coral Oaks" has been displayed in Knickers Pub and in the golf shop for over ten years.

Discussion held regarding enforcing it.

Approval of Minutes

The minutes from the May 23, 2017, meeting was presented for approval.

Board Member Cervoni moved, seconded by Vice Chair Crann, to approve the minutes as presented. Voice poll: All "ayes." Motion carried.

Donald Poorman, member of the public, introduced himself. He stated he lived on the golf course and has been coming to Cape Coral since 1957.

New Business

FY 18 Coral Oaks Budget Recommendation

Manager Manguson reviewed the Coral Oaks budget which was sent to all members by email and posted on the City's website. He explained the proposals in the rate structure.

- 1) Current - \$1450 for single green fee cardholder
- 2) Proposed going forward by staff - \$1500 for single green fee cardholder (\$50 increase, 3.5%) and that we eliminate non-resident fees because we do not know any other facilities that have it

Manager Manguson stated if the Board supports it, Director Pohlman will support it and move it forward. If the Board does not support it, we may come up with another proposal for the non-resident fees.

Discussion held regarding:

- Anticipate any increase in the greens fee revenues? Moving it \$5 at peak season with non-resident dismissal, raising resident rate \$5 peak season rate regardless
- Non-resident fees at County or State courses
- Last three months there has been no non-resident play.

Chair Woodall asked which plan staff recommended.

Manager Manguson stated the one we are proposing has three categories: annual season pass, unlimited golf pass, and driving range 9/1/17 through 9/30/18. He noted there was a rate comparison chart in the meeting packet.

Chair Woodall asked if any of these increases are prompted by the proposals to be taken to the City Council concerning improvements to the golf course. Manager Manguson stated the rates increased because of \$400,000 in renovations. Also, they refunded \$96,000.

Discussion held regarding:

- Number of yearly passes who also have a cart pass, 162 passes on May 1st, of those 41 had annual carts
- Proposal for peak season only – January through March – unlimited play pass - \$3498

Manager Manguson stated they were proposing the rates without non-resident which would be up to the Golf Course Advisory Board; staff will follow whatever is voted upon.

He went over the line items. There is a transfer in from the General Fund of \$278,971 which is shown on Page 2.

Discussion held regarding:

- Line items in the budget
- Where was the money budgeted for the current club house improvements? In FY 2016
- Protecting our investment
- Could zones be created down the fairway
- Not a lot of capital in the budget
- Advertising, no more ads in the News-Press and put money into ads on radio, tv ads coming in October

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

Manager Manguson stated an email was sent with the Golf Advisory Report dated August 8, 2017 which was also posted online. He noted there was a correction in 4B Financial Update. Revenue – May, June, July 2017 -\$117,306; the line below that should say Revenue – July 2016, not 2017.

Discussion held regarding the financial update.

Vice Chair Crann stated he got a call from Wink News today regarding whether the rounds were down 50 percent. Manager Manguson stated they can call him.

Board Member Kenney moved, seconded by Board Member Selby to recommend this proposed budget to City Council.

Discussion held regarding which proposal to recommend.

Board Member Kenney amended his motion to include the proposal with the non-resident fee. Second agreed.

Manager Manguson further clarified that it would be the acceptance of the pass proposal with unlimited golf pass fee, without the non-resident fee.

Chair Woodall clarified the motion was the one with the non-resident fee.

Voice poll: All “ayes.” Motion carried.

Discussion held regarding the following topics:

- Annual pass 9/1/17 to 9/30/18

Golf Superintendent Oster discussed how they were all on track and commented on the progress of the greens coming along.

Vice Chair Crann stated MGA asked him to inquire about the lightning alert and some members cannot hear the alarm. Manager Manguson stated they were looking into it.

Time and Place of Next Meeting

The next regular meeting will be held Tuesday, September 26, 2017, at 3:00 p.m. in Conference Room 220A.

Board and Staff Comments

None

Adjournment

There being no further business, the meeting adjourned at 4:03 p.m.

Submitted by,

Barbara Kerr
Recording Secretary

Item Number:	4.A.
Meeting Date:	9/26/2017
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

State of the Course

SUMMARY:

ADDITIONAL INFORMATION:

ATTACHMENTS:

Description

- ▣ GAB Report September 2017

Type

Backup Material

Golf Advisory Report
September 22, 2017, 2017
Agenda Item-New Business

4. A. State of the course

- Hurricane Irma blew down 35 trees and created miles of debris for clean - up. Coral Oaks was more fortunate than many area golf courses regarding damage and never lost power. Assessments were completed on Monday Sept. 11 with some large debris moved that day. Work began on Tuesday and many hours were spent on debris removal and getting the golf course ready for play. The course re opened on Sunday Sept 17th for play and had \$1642 of revenue and 65 players. Coral Oaks main goal for opening was to give people something that could possibly take their mind away from the Hurricane recovery process. We still have large amounts of debris and we'll continue to remove and clean as fast as possible. The Golf Course conditioning and tournament preparations will take precedence over debris clean up.
- Coral Oaks greens renovation suffered a setback and a plan was formulated to remove a sod width strip and replace with new 419 sod. The project started on Sept. 5 and sod was removed but had to be delayed due to Hurricane Irma. The putting surfaces will be grown in and roll smooth when the course opens on Oct. 7th for the Grand Re Opening Celebration tourney. The collars closest to the greens perimeters will need more grow in time to become the desired finished product
- New 2018 Yamaha Golf Carts are to be delivered on Tuesday Sept 26. The carts include a Global Positioning System and Geo Fencing with touchscreen monitors. Training for staff will be included in the delivery. When the carts are in the rotation for play we will set the perimeters for the GEO Fencing areas.
- Knickers Pub renovations for ceiling replacement and air conditioning units are complete. Tables and Chairs will be delivered during the week of Sept. 25 - 29
- Events schedule for October are, The Grand Re Opening Tournament Oct. 7th, Patriot Golf Day Oct. 14th and The City Championship Oct 20, 21, 22. November includes Oasis Charter High baseball fundraiser, A Lumpy's Demo Day and The Cape Coral Animal Shelter fundraiser.
- The Strategic Plan has been started although it will not be completed by the November deadline. Professional services may be required to assist writing the plan.

Round Counts

- Round counts August FY 17 (1276) decreased 2608 rounds or 67.15% compared to August FY 16 (3884). Temporary greens and 20.46 inches of rain were the factors. September FY 17 first 20 days (490) decreased 1575 rounds or 76.28% compared to September first 20 days FY 16. (2065). Hurricane Irma and temporary greens were determining factors.

4. B. Financial Update

- FY 17 Revenue - through August 31, 2017 - \$1,918,076 - Verified by JDE. City of Cape Coral Finance
- FY 17 Expenditures - through August 31, 2017 - \$ 2,527,144 - These include \$348,031 Inter Fund Service Charge, \$161,954 UALL Pension for future pension payments - \$70,243 in facilities charges for work orders through the City facilities department – \$25,952 in Storm water charges.

4. C Maintenance overview.

- Fairway aerification has been completed two times this summer.
- Fairway verti - cutting took place for the first time since the current golf course administration has been in place.
- A Curfew fumigant application for nematodes took place on August 15 & 16
- A third Wall to Wall Fertilization has been delayed and is expected to be completed the week of September 25 - 29. This includes weed pre- emergent to assist the weed control programs.
- The teeing grounds on holes 1, 10 and 18 are growing in beautifully and are on schedule to open on Oct. 7th
- The first tee and surrounding area improvements include asphalt of cart path to # 1 tee and new plantings.
- Overall the golf course conditions have improved significantly under the direction of Superintendent Eric. Oster since his appointment in July of 2015.

4. D Marketing Programs.

- Coral Oaks has entered an agreement with Golf Now to become a premium partner which will include a new website and on line storefront.
- Facebook and Twitter campaigns are being used to promote the upcoming events along with E blasts and Promotional boosts.
- Coral Oaks radio ads for the October Re – Opening have begun on air and Coral Oaks will utilize the majority of the Ad budget this year on radio and television.

Item Number:	4.B.
Meeting Date:	9/26/2017
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Financial Update

SUMMARY:

ADDITIONAL INFORMATION:

Item Number:	4.C.
Meeting Date:	9/26/2017
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Maintenance Overview

SUMMARY:

ADDITIONAL INFORMATION:

Item Number:	4.D.
Meeting Date:	9/26/2017
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Marketing Programs

SUMMARY:

ADDITIONAL INFORMATION:

Item Number:	4.E.
Meeting Date:	9/26/2017
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Issues of Concern LGA

SUMMARY:

ADDITIONAL INFORMATION:

Item Number:	4.F.
Meeting Date:	9/26/2017
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Issues of Concern MGA

SUMMARY:

ADDITIONAL INFORMATION: