



1015 Cultural Park Blvd.
Cape Coral, FL

AGENDA

GOLF COURSE ADVISORY BOARD

January 23, 2018

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. Tuesday, November 28, 2017 regular meeting minutes

4. Business

A. Election of Chair and Vice Chair (continued from 11/28/2017)

B. Approval of 2018 Meeting Schedule

C. State of the Course

D. Financial Update

E. Maintenance Overview

F. Marketing Programs

G. Issues of Concern LGA

H. Issues of Concern MGA

5. Board and Staff Comments

6. Date and Time of Next Meeting

I. Tuesday, March 27, 2018, 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: 1/23/2018
Item Type: Approval of Minutes

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Tuesday, November 28, 2017 regular meeting minutes

SUMMARY:

ADDITIONAL INFORMATION:

ATTACHMENTS:

Description	Type
□ November 28, 2017 meeting minutes	Backup Material

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

TUESDAY, NOVEMBER 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, Drahos, Frey, Kenney, Selby, and Woodall were present.

Also Present: Allen Manguson, Golf Pro Manager
Eric Oster, Golf Superintendent
Kerry Runyon, Interim Parks and Recreation Director
Dave Stokes, Councilmember Liaison

Approval of Minutes

The minutes from the September 26, 2017, meeting was presented for approval.

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

Business

Election of Chair and Vice Chair

Chair Woodall suggested to table the election until January 2018.

Board Member Cervoni moved, seconded by Board Member Kenney, to table nominations for Chair and Vice Chair. Voice poll: All "ayes." Motion carried.

**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. He asked if anyone had any questions.

Discussion held regarding:

- Provided a draft of the Strategic Plan.
- Initial draft, please review, and we can go over it together
- The golf course is an Enterprise Fund, it's not a profit center.
- Funding options on this and special revenue.

- Pursuit of excellence and Capital equipment, www.golfnow.com has a program.
- We talk about lease equipment versus purchasing equipment.
- The completion of Burnt Store Road is going to give us growth in about 10 to 15 years.

Board Member Crann stated he wanted to compliment how well they have done within the budget. He questioned how do you budget for cart paths and irrigation?

Manager Manguson stated we put forth the capital improvement every year to fund the irrigation. This comes down to who will do the funding. He presented the question, how do you make the facility a destination? Why not a pickle ball court, and a motel banquet, or a swimming pool. Is this just a golf course?

Discussion held regarding:

- Renovate and reroute cart paths
- What is a loyalty program?
- You swipe the card and this gives us the ability to capture the market?
- We are providing a vision basically from DMP we took it out.
- What programs based on funding have the highest priority.

Interim Parks and Recreation Director Runyon stated pickle ball is huge. It is played by people about 40 to 45 years of age. She mentioned this is a popular sport.

Councilmember Liaison Stokes stated the original plan for funding was about \$60 to \$70-million. The plan was referring to Parks for the next 10 years. You never know someone may come along and support this. We need a park in the North. He mentioned maybe if they put a park in the North, this would increase the youth traffic. This may help get junior golf the funding.

Board Member Drahos stated we have limited it to 250; we had 330 kids for junior golfing.

Councilmember Liaison Stokes stated 250 junior golfers was huge as far as funding.

Interim Director Runyon stated there is no fee to play pickle ball; they are using the tennis courts. It is first come first serve. She continues to get calls from people asking about pickle ball courts.

Board Member Kenney stated pickle ball could be a good thing for the golf course. Do we have enough parking for a pickle ball court?

Manager Manguson stated this is a draft and we need continue with a vision.

Discussion held regarding:

- Parks and Recreation will handle the Tennis Courts and Pickle Ball Courts.
- Let's talk about staffing; this is part of the Parks cost.

- Why did Fort Myers get paid so well for their Golf Courses?
- These are questions needed to be asked.
- We need private partnership.

Councilmember Liaison Stokes stated your greens fee should not pay for the pickle ball court.

Interim Director Runyon mentioned you can charge a fee for use of the pickle ball court, and the use of the golf course.

Manager Manguson stated we will continue to make adjustments and find a way to fund it.

Golf Superintendent Oster stated we put down seeds for perennial rye grass; this will last longer. We are trying not to do it all in one day.

Manager Manguson mentioned we have equipment coming; we got a new roller and a sands pro. Also, they are going to have a weekend special for \$35.00. They are considering a night golf tournament. Now when you bounce the ball it lights.

Board Member Drahos stated the LGA was taken care of. This was affecting our golf time with fertilizing. The range is closed on Thursday.

Superintendent Oster stated mowing every week is done in the summer time. In the winter less mowing is done.

Manager Manguson mentioned there is a photo of the 21-hole salute. it's on the Coral Oaks Facebook page. All fees are the same for resident or non-resident.

Time and Place of Next Meeting

The next regular meeting will be held Tuesday, January 23, 2018, at 3:00 p.m. in Conference Room 220A.

Board and Staff Comments

None

Adjournment

There being no further business, the meeting adjourned at 3:56 p.m.

Submitted by,

Patricia Sorrels
Recording Secretary

Item Number:	4.B.
Meeting Date:	1/23/2018
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Approval of 2018 Meeting Schedule

SUMMARY:

ADDITIONAL INFORMATION:

ATTACHMENTS:

Description	Type
▣ 2018 Meeting Schedule	Backup Material

Golf Course Advisory Board
Meeting Dates
For 2018

Tuesday, January 23

Tuesday, March 27

Tuesday, May 22

Tuesday, July 24 (if budget not ready meeting to
be held on Tuesday, August 7)

Tuesday, August 7 (instead of Tuesday, July 24 so
budget can be discussed)

Tuesday, September 25

Tuesday, November 27

All meetings to be held on Tuesdays at 3:00 p.m.
in Conference Room 220A unless otherwise noted.

9/29/17

Item Number:	4.C.
Meeting Date:	1/23/2018
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

State of the Course

SUMMARY:

ADDITIONAL INFORMATION:

ATTACHMENTS:

Description	Type
▣ Golf Advisory Report January 23, 2018	Backup Material

4. A. State of the course

The Course conditions are good, Greens conditions are excellent. The cold weather will effect on the color of the golf course and create some thinning of turf in heavy traffic areas.

FY 18 1st QTR. Total rounds (13,476) decreased 2.95% or 409 rounds compared to FY 17 1st QTR. Total rounds (13,885). The re – opening delay to October 7th is the difference in the rounds reduction.

Revenue generated from Season Pass sales as of October 1st are \$253,893 for FY 18 YTD. There are currently 120 season pass members.

Coral Oaks hosted one charity outing in November. The Cape Coral Animal Shelter fundraiser is a 501 3c for the proposed no kill animal shelter in Cape Coral. 104 players participated and fundraising totals were not available for the report.

A draft of the Strategic Plan was discussed at the prior Golf Advisory meeting and discussion was held regarding the future of writing the plan. Quotes will be obtained for a professional writing service as well as continuing to build the plan in house. The past discussion did speak of items that could enhance the golf course as a destination for the city as the Northwest grew, pickleball was a topic that piqued some members interest and is in demand in the City. Coral Oaks has space available and will research the possibility of creating courts.

Coral Oaks is exploring new Point of Sale opportunities along with moving from the Golf Net handicap and tournament program to the USGA Golf Genius program.

Coral Oaks is no longer a premium partner in the Golf Now program. We are currently providing Golf Now with one barter tee time for trade of their tee sheet and online booking engine as well as their National exposure.

4. B Financial Update

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

FY 18 1st QTR Revenue & Expenditure thru December 31, 2018

FY 18 - 1st QTR Revenues \$546,398

FY 18 – 1st QTR Expenditures \$487,389

4. C Maintenance overview.

Coral Oaks management team is beginning t work on the FY 19 to FY 21 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 took place on December 22nd. Tree trimming quotes have been received and the work will start sometime in late March.

4. D Marketing Programs.

All Coral Oaks ads will change focal points during time periods, we are currently running a \$10 off coupon that expires on January 21 and our weekend special of \$55 dollars from 11 am to 2 pm is a hit. That promotion created 636 plays in December alone. Coral Oaks was scheduled to run television ads in FY 18 although coordination of shooting the commercials has not worked due to weather. Our plan is to shoot in late summer or early fall and run the commercials November thru April. We will replace those television ads with added radio spots in February and March. Social media, newsletters, and e-blasts are also in place.