



1015 Cultural Park Blvd.  
Cape Coral, FL

## **AGENDA**

### **GOLF COURSE ADVISORY BOARD**

**March 27, 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. January 23, 2018 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, May 22, 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: 3/27/2018**  
**Item Type: Approval of Minutes**

**AGENDA REQUEST FORM**  
CITY OF CAPE CORAL



**TITLE:**

January 23, 2018 regular meeting minutes

**SUMMARY:**

**ADDITIONAL INFORMATION:**

**ATTACHMENTS:**

Description	Type
□ January 23, 2018 meeting minutes	Backup Material

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

**TUESDAY, JANUARY 23, 2018**

**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, Selby, and Woodall were present. Frey arrived at 3:08 p.m. Kenney was absent.

**Also Present:** Eric Oster, Golf Superintendent  
Kerry Runyon, Interim Parks and Recreation Director

**Approval of Minutes**

The minutes from the November 28, 2017, meeting was presented for approval.

***Board Member Cervoni moved, seconded by Board Member Crann, to approve the 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 Crann nominated Jay Woodall as Chair. Board Member Selby seconded the nomination. Voice Poll: All "ayes."***

Chair Woodall opened the floor for nominations for Vice Chair.

***Board Member Selby nominated Ed Crann as Vice Chair. A second was not required.***

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

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

Golf Superintendent Oster stated an email was sent with the Golf Advisory Report and asked if anyone had any questions.

Discussion held regarding the following:

- Golf Now Program
- \$10 off coupon

Discussion held regarding all the backup documents to the meeting packets are emailed from the City Clerk's Office about a week before the meeting.

Committee Member Frey arrived at 3:08 p.m.

Discussion held regarding:

- Strategic Plan to be discussed at the next meeting with Allen present to update quotes obtained for a professional writing service
- Strategic Plan to go before Council for consideration
- Computer locking up in Pro Shop

Committee Member Selby stated they spent a lot of time on the Strategic Plan, and this year was projected for the cart paths. He wanted to know what was the status.

Superintendent Oster stated they were working on the Asset Improvement Plan and was in the process of gathering quotes. It would be going through the chain of command for consideration and approval.

Interim Parks & Recreation Director Runyon stated decisions are made based upon the amount of money the City has and where it goes. She stated it is always easier to ask for money ahead of time rather than have it come out of reserves. She did not know how tight it would be this year.

Vice Chair Crann stated the draft of the Strategic Plan noted the repair and replacement of cart paths was to be in 2018.

Discussion held regarding it was not budgeted for capital.

Director Runyon discussed funded and unfunded lists.

Board Member Cervoni stated they were waiting for the plan to be brought in front of Council.

Superintendent Oster discussed the quotes for cart paths.

### **Board and Staff Comments**

Vice Chair Crann commented on silver tees.

Board Member Frey commented on 6, 9, and 12-hole courses and allowing people to play less than 18 holes. He questioned if Allen was thinking about doing this.

Superintendent Oster stated he never heard any comments from Allen regarding that.

### **Approval of the 2018 Meeting Schedule**

Discussion held regarding the 2018 meeting schedule.

***Consensus agreed on the 2018 meeting schedule.***

### **Time and Place of Next Meeting**

The next regular meeting will be held Tuesday, March 27, 2018, at 3:00 p.m. in Conference Room 220A.

### **Adjournment**

There being no further business, the meeting adjourned at 3:29 p.m.

Submitted by,

Barbara Kerr  
Recording Secretary

<b>Item Number:</b>	<b>4.A.</b>
<b>Meeting Date:</b>	<b>3/27/2018</b>
<b>Item Type:</b>	<b>Business</b>

## AGENDA REQUEST FORM

CITY OF CAPE CORAL



### TITLE:

State of the Course

### SUMMARY:

### ADDITIONAL INFORMATION:

### ATTACHMENTS:

<b>Description</b>	<b>Type</b>
<input type="checkbox"/> Golf Advisory Board Report	Backup Material

#### 4. A. State of the course

The Course conditions are good, Greens conditions are good to excellent. The cold weather has affected the color of the golf course and heavy traffic has created some worn areas. Conditions change with weather and usage but customer response for the peak season has been excellent.

FY 18 Total rounds for Jan and Feb (11,688) decreased 488 rounds or 4.0% compared to FY 17 Jan. Feb. (12,176) although Greens Fee and Cart Fee revenues FY 18 Jan. Feb. (\$506,549) increased \$17,221 or 3.5% compared to FY 17 Jan. Feb. (\$489, 328). Taking into consideration that one local competitor was closed during this same time frame last year the loss of rounds equates to 8.2 per day. The loss of customers is minimal with a new opening.

Coral Oaks provided tee time surveys to customers over a month - long period to monitor pace of play issues. The results of the surveys were not completed at report time. Last year's results were 4 hours 21 minutes. These surveys will continue during peak periods in the future and have been effective by making customers aware the importance on pace of play. Our goal is for everyone's round to be enjoyable and having players be aware and considerate of all others playing on the course.

Coral Oaks is participating in the PGA HOPE (Helping Our Patriots Everywhere) Program for the second 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 15 participants this year for the 6 - week program and the instructional sessions include all aspects of the game.

Coral Oaks will be converting to the USGA GHIN Handicap and Tournament Software in early June 2018. The cost will be \$20 + tax per player but will not be charged until their handicap renewal date. The licensing for the current Golf Net handicap and tournament program has changed and created the need for this conversion.

Coral Oaks has booked charity golf outings for April 7 - Gimmee Fore 1 pm shotgun, Fri. April 13 – Cape Coral Chamber of Commerce 8:30 am, Sat April 28 – Mariner High Boosters 8:30, May 5 – Knights of Columbus, May 12 PBA Spartans Travel Baseball, May 19 – Goodwill, May 26 – A Round for Rogo. 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. The goal will be to raise \$10,000 for Junior Golf.

Coral Oaks, Manager / Head Golf Professional was awarded the Southwest Florida Chapter PGA Junior Golf Leader award. Although the award is given to an individual it is the Cape Coral Junior Golf Association and the Coral Oaks Junior Golf Programs that are truly deserving of the award.

#### 4. B Financial Update

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

FY 18 - Revenues - Oct.1 to Feb. 28 - \$1,466,536

FY 18 – Expenditures - Oct.1 to Feb. 28, - \$1,088,585

#### 4. C Maintenance overview.

Coral Oaks management team has completed our portion 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 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 was completed in March, canopies were raised on many holes with some tress removed for turf health or tree health. Greens aerifications will begin in June with fairway aerifications beginning in May



#### 4. D Marketing Programs.

All Coral Oaks weekend special of \$55 dollars from 11 am to 2 pm has been a success 1899 tee times were filled out of a possible 2420. This is an 80% fill rate. While that seems poor for peak season weekend play is normally a 50% fill rate Radio Ads ran during February and March promoting Coral Oaks renovations and weekend specials. Social media, newsletters, and e-blasts work well for us.