



1015 Cultural Park Blvd.
Cape Coral, FL

AGENDA

GOLF COURSE ADVISORY BOARD

November 27, 2018

9:00 AM

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. Approval of meeting minutes - September 25, 2018

5. 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

6. Board and Staff Comments

7. Date and Time of Next Meeting

G. Tuesday, January 29, 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:	11/27/2018
Item Type:	Call to Order

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Chair Woodall

SUMMARY:

ADDITIONAL INFORMATION:

Item Number:	2.A.
Meeting Date:	11/27/2018
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: 11/27/2018
Item Type: Approval of Minutes

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Approval of meeting minutes - September 25, 2018

SUMMARY:

ADDITIONAL INFORMATION:

ATTACHMENTS:

Description	Type
▢ September 25, 2018 meeting minutes	Backup Material

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

Tuesday, September 25, 2018

CONFERENCE ROOM 220 A

3:00 P.M.

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

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

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

Citizens Input Time

Council Liaison Stokes stated Council talked during the Budget review about making the Golf Course sustainable. At a Council meeting he mentioned pickleball and adding a playground. The GO Bond for the Parks has superseded that. We will see what happens in November. Council talked about opening the restaurant for weddings. Some of the Councilmembers discussed the triple (P) – Public Private Partnership. He stated he would like to see some minor changes. He sees Coral Oaks as an asset.

Board Member Kennedy asked about the Golf Advisory Report.

Golf Pro Manager Manguson stated the Budget Review Committee raised questions regarding golf course expenditures. The Mayor and City Manager requested a plan for subsidy reduction. The Parks Director and the City's Business Manager have been given a six-month timeframe to provide a plan to Council.

Approval of Minutes

August 7, 2018 meeting minutes

This item was addressed later in the meeting.

Business

Meeting Schedule for 2019

Chair Woodall stated this item will be discussed later.

FY2019 Coral Oaks Proposed Budget

Manager Manguson stated we reviewed the budget last time we met. There were no line items at that time, so they have been provided. There is no drastic change in any of the line items other than the payroll. There are no rate changes coming, and we do not plan on increasing the rates.

Chair Woodall inquired about the Enterprise Fund.

Manager Manguson stated we have always been an Enterprise Fund. Finance is moving us to a Special Revenue Fund, just as they did with Sun Splash. The Enterprise is more of a private business model. There is no revenue issue at Coral Oaks. There is an expenditure issue at the golf course. By being in the Special Revenue Fund, there will no longer be subsidies. Moving into the Special Revenue Fund may be the right thing to do.

Chair Woodall shared his prior experience working in Government.

Manager Manguson shared how the interfund service payments are broken down. There is a percentage that goes to each department. That fee will always be there. The UAL pension is above the normal pension that is paid annually. When you talk about reducing subsidy, that is how you are going to reduce it by paying future pensions.

Chair Woodall asked if the golf course was going to show a profit this year.

Manager Manguson reviewed the report and stated he thinks Coral Oaks is doing well.

Chair Woodall asked if anyone had any comments regarding the Budget.

Board Member Kenney asked when the Budget was adopted.

Council Liaison Stokes stated the millage rate and the Budget was adopted last week. He mentioned at the Council meeting that we need to be fair with what we are charging Coral Oaks, Sun Splash, and schools. He added that the revenue was pretty good for Coral Oaks.

Approval of Minutes

Chair Woodall stated the minutes from the August 7, 2018 meeting were presented for approval.

Manager Manguson requested the minutes for August 7, 2018 be updated to reflect 6,500 to 7,500 people playing over 60,000 rounds per year.

Board Member Kenney moved, seconded by Board Member Frey, to approve the minutes as amended. Voice poll: All “ayes.” Motion carried.

**State of the Course
Financial Update
JDE Expenditure Report
JDE Report through August 31, 2018
Maintenance Overview
Issues of Concern MGA
Marketing Programs
Issues of Concern LGA**

Manager Manguson reviewed the report and provided an update. The golf course is in great shape. The GPS and the carts are going to Council on October 1st. Staff is going to recommend a new contract with a new company and rescind the current contract. There should be new carts by October 15th.

Discussion held regarding the following:

- Aerifications completed twice this summer
- Marketing programs
- Accepting the budget analysis

Approval of the Budget Recommendations

Chair Woodall asked if there were any concerns on the budget. There were none.

Consensus agreed to accept the budget recommendations, as presented.

Discussion held regarding what if the Board did not want to accept the budget recommendations; the Board would notify Council.

Meeting Schedule for 2019

Chair Woodall asked if there were any comments on the 2019 meeting schedule.

Discussion held regarding the 2019 meeting schedule.

Discussion held regarding some brown spots on the golf course; cups crowning and rolling up at the edge.

Board Member Kenney moved, seconded by Board Member Kennedy, to approve the 2019 Meeting Schedule as presented. Voice poll: All “ayes.” Motion carried.

Board and Staff Comments

Board Member Hinkle shared a presentation with the Board for renovating the Club House. He mentioned the need for more bathrooms. The parking needs to be redone. He stated there needs to be more of a draw, such as a bar and some place to have weddings. The building is 30 years old. He shared a vision on how to increase membership.

Manager Manguson stated he had asked Mr. Hinkle to show this to the Board, and this is something that we have to find a way to bring this to Council. We are looking to the future for growth within this area.

Board Member Frey asked Council Liaison Stokes what the best way would be to go about presenting this.

Council Liaison Stokes questioned how many City employees work at the restaurant.

Manager Manguson stated there is one full time employee.

Council Liaison Stokes asked the Board how they felt about the Public Private Partnership. He noted how the Boat House Restaurant has been successful.

Discussion held regarding Public Private Partnerships.

Board Member Frey noted how the present Club House is in need of renovation.

Council Liaison Stokes questioned how we can make the golf course sustainable. He noted how Council would question how the golf course is losing money every year with the interfund monies, so how would we pay for a restaurant?

Board Member Kennedy stated the restaurant would bring more people in and would be an asset to the golf course. She noted how other activities are at other golf courses such as tennis courts and pickleball.

Council Liaison Stokes stated he agreed with her. He brought that forward at Council and did not gain much traction. The big issue on the table right now is the \$60 million GO Bond. His recommendation would be to wait until after the GO Bond and see if it passes or fails.

Discussion held regarding the \$60 million GO Bond on the November general election ballot.

Chair Woodall stated the plans that were presented by Mr. Hinkle were very well done.

Discussion held regarding how the northwest is expanding and there was not much in the way of restaurants.

Board Member Kenney asked if the kitchen was making money?

Manager Manguson stated the kitchen is not making money; it is there for convenience.

CT Business Manager Murphy stated staff mentioned in the budget meeting about looking at staffing alternatives and the restaurant as a package. He discussed if this came to fruition, we could get a reasonable amount of rent. On a 20-year lease, we could get \$8,000 to \$9,000 per month. There was discussion at the budget meeting concerning revenue sharing or something of that nature. He noted it was conceivable with all the changes, this would make the subsidy go away easily. There could also be some profit in the area of \$2,000. We would tighten up those numbers before going to Council. The question would be to find an interested restaurateur. Some of the amenities discussed have also been considered in the past many years ago. The criticism then was that if you want those amenities, then join another golf course. The concept here would be that the Northwest has nothing. If you make it multi-use, you would need at least 200 seats to have a wedding at this location. He noted that 160 seats would be needed for any major golf tournament. If the Board wants to support the concept, then let them support it. There is the feeling on Council that they want the subsidy gone. He noted they would do their best to get rid of the subsidy. He noted his commitment was to get something to Council in November.

Council Liaison Stokes stated it would be good if the Public Private Partnership came forward for the restaurant only.

CT Business Manager Murphy stated that was the idea for the PPP to make the improvements and work out a lease arrangement for their return on investment. He stated they would float an RFP.

Date and Time of Next Meeting

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

Adjournment

There being no further business, the meeting adjourned at 4:00 p.m.

Submitted by,

Patricia Sorrels
Recording Secretary

Transcribed by Barbara Kerr 10/26/18

Item Number:	5.A.
Meeting Date:	11/27/2018
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

State of the Course

SUMMARY:

ADDITIONAL INFORMATION:

ATTACHMENTS:

Description

- ▣ Golf Advisory Board Report

Type

Backup Material

4. A. State of the course

The Course conditions are good to excellent.

FY 18 Total Rounds (55,688) increased 19.30% or 9,010 rounds compared to FY17 Total Rounds (46,678) A more realistic comparison is FY 16 Total Rounds (55,808) Due to the renovation of 2017. The FY 18 round total is less than projected although peak season numbers were excellent. The decrease from FY 16 is due to FY 18 3rd QTR (13,217) and 4th QTR (10,574) which showed a total decrease of 8.13% or 2106 rounds compared to FY 16 3rd QTR (14,427) & FY 16 4th QTR (11,470). Coral Oaks FY 18 increase in rounds was expected due to renovation and Hurricane Irma. The FY 18 projection was for 57,500 rounds and the comparison above shows the decrease compared to FY 16 in the summer months is the difference. This is a direct result of the many hours spent under lightning delay and customers avoiding afternoons and the lightning detection system.

Coral Oaks hosted the 2018 Storm City Championship and Roger Dean Chevrolet Kickoff Pro – Am. The Pro Am hosted 108 players with 26 Professionals included, the two - day amateur tournament hosted 164 players. For the second year in a row there were new champions in each division. Alyssa Fritz was the Ladies Champion and Jeff Spingler the Men's champion. Storm Smart executive chairman Brian Rist committed to a three sponsorship and 2018 dollar total reached a new high of \$23,700. This does not include consumable products. The consumable product donations dollar value was estimated to be in excess \$2000.

Coral Oaks hosted three charity outings in November 2018. The Oasis High School Booster Club, The Cape Coral Animal Shelter fundraiser is a 501 3c for the proposed no kill animal shelter in Cape Coral and the Ricky Pigott Memorial Scholarship Fundraiser, these events totaled 276 players participated and raised well over \$5000 for each organization.

4. B Financial Update

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

YTD Revenue & Expenditure thru September 30, 2018

FY 18 GL Summary Total

Rec Trac Revenues Not verified by finance

FY 18 \$ 2,481,536 + \$ 670,557+37.02% Compared to FY 17 +\$264,133 +11.91% Compared to FY16

FY 17 \$ 1,810,979

FY 16 \$ 2,217,403

These figures have sales tax deducted

Coral Oaks capital improvements were successful and golf course conditions are vastly improved. The Capital improvement plan must continue forward to ensure the golf course maintains a positive perception in Cape Coral and the Southwest Florida golfing community. Coral Oaks management team will always be fiscally responsible, strive for improvement, increase programming for customers, and create an excellent and enjoyable golfing experience for Cape Coral golfing community.

FY 19 Active Golf Season Passes as of November 20, 2018 = 118. These passes include 43 Golf Unlimited. 1 Dual Golf Unlimited 11 Associate Pass Holders 6 Dual Pass Holders and 57 annual pass holders

4. C Maintenance overview.

Fertigation pumps have been installed, solid time aerification will occur several times throughout the winter with the purchase of a new push aerifier and tees will be over seeded in December.

4. D Marketing Programs.

3i marketing has created a radio ad flow chart and the schedule is currently running now through February on the ARO 94.5 and Fox News Channel 92.5. Ads will change focal points during time periods, pushes for gift cards through the

holidays, memberships and golf instruction in peak season, and customer promotions during off peak periods. Social media, newsletters, and e-blasts are also in place.

Item Number:	5.B.
Meeting Date:	11/27/2018
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Financial Update

SUMMARY:

ADDITIONAL INFORMATION:

Item Number:	5.C.
Meeting Date:	11/27/2018
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Maintanance Overview

SUMMARY:

ADDITIONAL INFORMATION:

Item Number:	5.D.
Meeting Date:	11/27/2018
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Marketing Programs

SUMMARY:

ADDITIONAL INFORMATION:

Item Number:	5.E.
Meeting Date:	11/27/2018
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Issues of Concern LGA

SUMMARY:

ADDITIONAL INFORMATION:

Item Number:	5.F.
Meeting Date:	11/27/2018
Item Type:	Business

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Issues of Concern MGA

SUMMARY:

ADDITIONAL INFORMATION:

Item Number:	7.G.
Meeting Date:	11/27/2018
Item Type:	Date and Time of Next Meeting

**AGENDA REQUEST
FORM**
CITY OF CAPE CORAL



TITLE:

Tuesday, January 29, 2019, 3:00 p.m. Conference Room 220A

SUMMARY:

ADDITIONAL INFORMATION: