



**AGENDA**  
**GOLF ADVISORY BOARD**  
**CITY OF PORT ORANGE**

**Meeting Date:** Tuesday, April 3, 2018

**Time:** 5:00 PM

**Type of Meeting:** Regular

**Location:** 2nd Floor Conference Room  
City Hall, 1000 City Center Circle

**A. CALL TO ORDER**

1. Roll Call

**B. PUBLIC COMMENTS**

**C. WRITTEN REPORTS**

2. Summary Report from KemperSports for Financial and Evaluation Reports

**D. DISCUSSION/ACTION**

3. Consideration of Minutes - February 6, 2018
4. Update on the Restaurant
5. Staff Comments
6. Items for Next Agenda

**E. BOARD COMMENTS**

**F. NEXT MEETING DATE - June 5, 2018**

**G. ADJOURNMENT**

ANY PERSON WHO DECIDES TO APPEAL ANY DECISION MADE BY THE **GOLF ADVISORY BOARD** WILL NEED A RECORD OF THE PROCEEDINGS, AND FOR SUCH PURPOSE HE OR SHE MAY NEED TO ENSURE AT HIS OR HER OWN EXPENSE FOR THE TAKING AND PREPARATION OF A VERBATIM RECORD OF ALL TESTIMONY AND EVIDENCE OF THE PROCEEDINGS UPON WHICH THE APPEAL IS TO BE BASED. NOTE: IF YOU ARE A PERSON WITH A DISABILITY WHO NEEDS AN ACCOMMODATION IN ORDER TO PARTICIPATE IN THIS PROCEEDING, YOU ARE ENTITLED, AT NO COST TO YOU, TO THE PROVISION OF CERTAIN ASSISTANCE. PLEASE CONTACT THE CITY CLERK FOR THE CITY OF PORT ORANGE, 1000 CITY CENTER CIRCLE, PORT ORANGE, FLORIDA 32129, TELEPHONE NUMBER 386-506-5563, [CITYCLERK@PORT-ORANGE.ORG](mailto:CITYCLERK@PORT-ORANGE.ORG), AS FAR IN ADVANCE AS POSSIBLE, BUT PREFERABLY WITHIN 2 WORKING DAYS OF YOUR RECEIPT OF THIS NOTICE OR 5 DAYS PRIOR TO THE MEETING DATE. IF YOU ARE HEARING OR VOICE IMPAIRED, CONTACT THE RELAY OPERATOR AT 7-1-1 or 1-800-955-8771. UPON REQUEST BY A QUALIFIED INDIVIDUAL WITH A DISABILITY, THIS DOCUMENT WILL BE MADE AVAILABLE IN AN ALTERNATE FORMAT. IF YOU NEED TO REQUEST THIS DOCUMENT IN AN ALTERNATE FORMAT, PLEASE CONTACT THE CITY CLERK WHOSE CONTACT INFORMATION IS PROVIDED ABOVE.



March 27th, 2018

Robin Fenwick  
City of Port Orange  
100 City Center Circle  
Port Orange, FL 32129

Dear Ms. Fenwick,

**Overview:**

- Overall golf revenues for February finished higher than the projected budget for the month. This was as a result of a more favorable weather pattern.
- The range revenue was \$3,861 compared to the budgeted amount of \$3,722 for February. The pro shop and merchandise sales were higher than the projected budgeted amount.
- Total payroll for the month was lower than the projected budgeted amount, for a savings of \$7,955. This was as a result of controlling labor costs during days when rounds were reduced.
- Our operating expenses finished at \$45,421 versus a budgeted amount of \$48,507 for the month. The reason for the difference in expenses was due to the timing of invoices for products budgeted that was not received for the month but will come due in March as well as controlling expenses during the month.
- The month of February is the fifth month in our fiscal year 2017-2018. YTD revenues were under the budgeted amount which was directly related to the losses in January. The range revenues are equal to budget and pro shop revenues are equal as well to the projected budget. The payroll and operating expenses are both lower than the projected budgeted amounts.
- Due to our savings in payroll and operating expenses we continue to be ahead of budget by \$63,000 for the year, despite the losses sustained in January.
- The revenues for the restaurant were not realized for February. Kevin Hannah, the new owner-operator will begin restaurant operations on April 2<sup>nd</sup>.

**Tee Sheet Activity:**

- There were 5,398 total rounds for the month which included 4,237 paid rounds, 936 Annual with Cypress Pass member rounds and 225 other rounds. The round type for the month included 4,056 eighteen hole rounds and 1,086 nine hole rounds.

**February 2018 and YTD rounds mix:**

| Type                | Actual      | Budget      | Month- P.Y. | Y.T.D        | P.Y-Y.T.D    |
|---------------------|-------------|-------------|-------------|--------------|--------------|
| <b>Paid</b>         | <b>4237</b> | <b>3911</b> | <b>3872</b> | <b>15629</b> | <b>16256</b> |
| Annual              | 936         | 809         | 801         | 3219         | 3949         |
| Other rounds        | 225         | 210         | 208         | 1114         | 1137         |
| <b>Total Rounds</b> | <b>5398</b> | <b>4930</b> | <b>4861</b> | <b>19962</b> | <b>21342</b> |

**Departmental Summaries:****Course & Grounds/Range**

- The weather throughout the month of February was more accommodating for golfers and allowed our maintenance team a chance to work on several projects. Fertilizers were applied to the putting surfaces as well as mole cricket spot applications. Program to control weeds around specific areas continue on a regular basis.
- Repairs were required for the main irrigation pump located at Hole # 8 which controls irrigation from the reclaimed water source for the golf course.
- The maintenance team is continuing with ongoing maintenance projects around the golf course involving sand bunkers, teeing areas and cart paths.
- With the improvement of the weather pattern during the coming months we will be continuing our agronomic plan including fertilizer applications, insecticides and pre-emergent for weed control.

### Golf Shop/Carts

- New merchandise continues to arrive and is regularly updated to enhance the professional nature of the golf shop and help promote merchandise sales. Vendors include Horn Legend, Footjoy, Titleist, Callaway, Bridgestone, Nancy Lopez, Ahead headwear and St Andrews products. There was \$1,289.00 in gift card sales purchased for the month with \$7,318 in pro-shop sales.
- The staff at Cypress Head Golf Course continues to offer lesson packages for beginners as well as advanced players. Mike Dick, who is a PGA professional, has added a series of Men's, Ladies and junior clinics throughout February into March.

### **Marketing and Sales:**

- Ms. Reggie Hunter, our Director of Sales & Marketing, is booking tournament events for the 2018 season.
- Ms. Hunter continues to cultivate her relationships in the community by her continued involvement in the POSD Chamber, POSD Ambassadors program, Daytona Beach Chamber, SEV Chamber and the POSD Rotary club.
- Cypress Head was an official school supply drop off location for the Horizon School in Port Orange. A golf tournament was also held for the Horizon school in February to help raise funds for supplies needed as a result of the vandalism that occurred at that facility. We are proud to announce that due to the generosity of our golfing community we were able to raise over \$4,000 for their school.

## Mindshare Reviews and Comments:

Report run: 3/21/2018 11:52 AM MDT  
Data current as of: 3/21/2018 11:51 AM MDT

**REPORT CRITERIA**

|                |                        |
|----------------|------------------------|
| Date of Survey | 2/1/18 - 2/28/18       |
| Select level:  | Cypress Head Golf Club |

Number of Surveys: 47



| #                      | Zip Code | Date Golfer | Date of Survey | Tee Time | Overall Rating | Service Rating | Course Rating | Food Rating | Recommend Rating | NPS  | Overall Rating w/o F&B | Comments |  |
|------------------------|----------|-------------|----------------|----------|----------------|----------------|---------------|-------------|------------------|------|------------------------|----------|--|
| Totals                 |          |             |                |          | 9.1            | 9.8            | 8.1           | 8.8         | 9.4              | 83.0 | 9.1                    |          |  |
| Cypress Head Golf Club |          |             |                |          | 9.1            | 9.8            | 8.1           | 8.8         | 9.4              | 83.0 | 9.1                    |          |  |
| Golf                   |          |             |                |          | 9.1            | 9.8            | 8.1           | 8.8         | 9.4              | 83.0 | 9.1                    |          |  |

- There were over 400 questionnaires mailed out to players during February. The overall rating for the golf course received a 9.1 with a recommended rating of 9.4 and our service rating is at 9.8.
- We continue to assist all players by helping them to enjoy their experience here at Cypress Head. There were some reviews that had constructive ideas to help us improve in some areas which we will evaluate as a team. The comments returned by the players in this avenue are useful tools in helping our maintenance and golf staff team improve. We also review all negative comments and they are discussed by our team and if required we will contact the individual to help us better understand their concerns. Players also have access to a suggestion box which is located at the clubhouse near the Men's and Ladies bulletin boards.



**Insights:**

- Our entire team is dedicated to being able to serve the needs of our community and our golfers.
- We are looking forward to a return of our summer leagues coinciding with Daylight Savings beginning in March.
- We are looking forward to hosting the Spruce Creek Academy of Finance in March.
- Our staff continues to work together in providing the best in class service to all of the guests.

Respectfully Submitted,

Bob Duquette, PGA

General Manager  
The Golf Club at Cypress Head

Jody Graham

Regional Operating Executive  
KemperSports Management

GOLF ADVISORY BOARD MEETING MINUTES  
CITY OF PORT ORANGE  
1000 CITY CENTER CIRCLE – CITY HALL  
2<sup>ND</sup> FLOOR CONFERENCE ROOM  
FEBRUARY 6, 2018 AT 5:00 P.M.

A Regular Meeting of the Golf Advisory Board was called to order by Chairman Cameron at 5:00 p.m.

Present: John Cameron  
Richard Lee, Chairman  
Tony Delmonte  
Lance Green  
Scott Stiltner, Council Member  
Dennis Flesch  
Jane Taylor, Vice Chairman

Also Present Susan Lovallo, Parks & Recreation Director  
Michelle Cusella, Sr. Administrative Assistant

**B. ELECTION OF OFFICERS**

*Motion was made by Member Flesch to nominate Member Lee for Chairman, Seconded by Member Delmonte. Member Lee accepted the nomination. Motion carried unanimously by voice vote.*

*Motion was made by Member Delmonte to nominate Member Taylor for Vice Chairman, Seconded by Member Green. Member Taylor accepted the nomination. Motion carried unanimously by voice vote.*

**C. PUBLIC COMMENTS**

There were none.

**D. DISCUSSION/ACTION**

2. Approval of Minutes - December 5, 2017

*Motion to approve the Minutes from December 5, 2017 was made by Member Green, and Seconded by Member Cameron. Motion carried unanimously by voice vote.*

3. Audit Presentation

*James Howard, James Moore Company, discussed the audit process and stated there were a few comments made on the audit. One of which is there are two payroll bank accounts open,*

*which has been advised that one can be closed to minimize bank fees. The operating income for the year was at \$125,000 as oppose to last year at \$36,000.*

#### 4. Financial/Evaluation Reports

*Bob Duquette, General Manager, gave an overview of the courses financial report.*

*Member Cameron inquired about the cost per player of the tournament benefiting Horizon Elementary that is being held February 10<sup>th</sup> at the course. He also asked if it has been compared to the normal Saturday in February revenues that the course profits.*

*Mr. Duquette advised that there are 140 already paid attendees which will make the course more if not the same as normal Saturday profits.*

#### 5. Handicap Rules and Regulations (Matt Jones)

*Matt Jones, Deputy City Attorney, advised the board the ADA regulations does apply to the course (accessing the tees and greens boxes).*

*He stated on a cart path only day, the rule remains that handicap or not, they are not allowed on the greens.*

#### 6. Update on restaurant

*Susan Lovallo, Parks and Recreation Director, advised the Board of the bid submittal the City received from Hannah's Restaurant pending Council approval on February 20, 2018. She advised that their terms were \$100/month lease payment, 75% of the utility bill, a \$4000 deposit and taking on a lot of the maintenance. She stated the restaurant will need to remain closed for one day to do the turn over with the new owners, but will have concessions at the pro shop for golfers for that one day.*

*Member Cameron asked what the City wants the overall vision to be for the restaurant.*

*Ms. Lovallo, stated the overall vision for the new restaurant is to provide food and beverage to the everyday golfers as well as tournaments and events. The city is losing \$1000+ a month without a working restaurant in place.*

*The Board praised the work Don Burke has done the past few months in the restaurant.*

*Member Stiltner left at 5:55*

#### 7. Staff Comments

*Ms. Lovallo had no additional comments.*

#### 8. Meeting dates for 2018

*The board agreed to keep every other month meetings the same.*

9. Items for Next Agenda

Update on the Marketing of the new developments

Member comments from City Manager meeting at the HOA

Discussion on bushes

**E. BOARD COMMENTS**

*Member Cameron believes the pro shop inventory is low, and that prices are high. He listed off items he believes the pro shop should have. Mr. Duquette stated the items listed are in fact in the shop.*

*Member Cameron, believes the men's bathroom needs a deep clean and the air conditioning unit needs maintenance, as it rattles loudly.*

*Chairman Lee stated he has taken notice to the sand pales put at each tee and how much they are being used.*

*Chairman Lee would like to see golfers be required to check-in for their tee time more than 9 minutes before their reserved tee time.*

**F. NEXT MEETING DATE- April 3, 2018**

**G. ADJOURNMENT: 6:19**

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Chairman Richard Lee