

GOLF ADVISORY BOARD MEETING MINUTES
CITY OF PORT ORANGE
DOROTHY L. HUKILL CITY CENTER ANNEX
1395 DUNLAWTON AVE - CONFERENCE ROOM
PORT ORANGE, FLORIDA
OCTOBER 1, 2019 AT 5:00 P.M.

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

Present: Richard Lee, Chairman
John Cameron, Vice Chairman
Jane Taylor
Dennis Flesch
Lance Green

Also Present: Susan Lovallo, Parks & Recreation Director
Shelby Field, Assistant City Clerk

B. PUBLIC COMMENTS

There were none.

C. DISCUSSION/ACTION

2. Consideration of Minutes- August 6, 2019

Motion to approve the Minutes from August 6, 2019 with an amendment to change "tampered" to "tempered" was made by Member Cameron and Seconded by Member Taylor. Motion carried unanimously by voice vote.

3. Financial and Evaluation Reports

Bob Duquette, General Manager for Kemper Sports, provided an overview of the reports and answered questions from the Board.

Chairman Lee asked Mr. Duquette if they have looked into the USGA facility tool to save money for the course. Mr. Duquette has not.

4. Update from Reggie Hunter, Director of Sales & Marketing

Mr. Duquette introduced Reggie Hunter, Cypress Head Director of Sales & Marketing, and gave a brief overview of her community involvement and background.

Member Flesch asked Ms. Hunter about the percentage of people that come to her looking to hold events at the course. She responded about 90% because by the time they speak to her they are already looking to use Cypress Head. Member Flesch inquired about possibly standardizing the player pricing per tournament. Mr. Duquette and Ms. Hunter responded that it

would be difficult because golf is already on a sliding scale and the early months of the year such as January, February and March are high season for regular golfers, so if someone wants to hold a tournament then it's going to be more expensive to make it worth holding the tournament instead of regular play.

Member Taylor and Member Green thanked Ms. Hunter for coming and the work she does with the events and the revenue it brings into the course.

Chairman Lee asked if the monthly performance goals set by Kemper for Ms. Hunter are reasonable. Ms. Hunter believes so. Mr. Duquette stated that she exceeded her goals set by Kemper for the year already.

Member Cameron asked if she has a coordinated marketing plan for the year and if they ever plan to move out of print and go fully digital. Ms. Hunter replied yes, they have one and that they are pretty digital already as are a lot of newspapers. He also asked if they have done any reports about the pros and cons of tournaments vs regular playing days for the public. Susan Lovallo, Parks and Recreation Director, responded that it has been the direction from City Council that this is a public golf course and it is important to them to hold these events for nonprofits to fundraise.

5. Update from Ken Cascadden, Superintendent

Ken Cascadden, Cypress Head Superintendent, gave an update on the progress made at the course. He discussed the watering system he is currently working with at the course and the updates it could use. Mr. Cascadden informed the Board the biggest things on his agenda now are taking care of the greens and implementing better fertilization.

Ms. Lovallo told the Board about her recent visit to the course and is happy with the grass growth in the last two months.

Member Flesch informed Mr. Cascadden he is still hearing complaints about the pin positions. Mr. Cascadden responded they are currently addressing them.

Member Cameron is also happy with the grass growth and has seen the improvements. He asked about the course watering and if they were going to cut back on the fairways if they are going to supplement with something else. Mr. Cascadden responded yes and they have already started.

Chairman Lee has also noticed the improvements but has also noticed the sand traps/bunkers are losing definition.

6. Golf Course General Landscaping

The Board skipped this item as all concerns were addressed in the update from Mr. Cascadden.

7. Adopted Budget Discussion

Ms. Lovallo informed the Board the budget wasn't approved until September 30, 2019 and asked to continue the item to the December 3, 2019 meeting.

8. Staff Comments

Ms. Lovallo informed the Board that the final golf course rules passed at the last regular council meeting and are being prepared to be placed at the course. She also touched on the irrigation issues and informed the Board that the pond on hole # 8 irrigates the course when it's not on well water. Ms. Lovallo is setting a meeting soon with Public Utilities to create a plan to combat the high chemical levels in the pond or dredging it.

Mr. Duquette informed the Board about the courses plans to post and enforce the rules.

9. Items for Next Agenda

Update from Ken Cascadden, Golf Course Superintendent
Adopted Budget Discussion

D. BOARD COMMENTS

Member Green asked for the continuation of the maintenance of the cart paths in the budget. He also touched on the irrigation issues and is hoping the city can take care of these in the near future.

Motion was made by Member Taylor to begin the meetings with the Pledge of Allegiance
Seconded by Member Flesch. Motion passed unanimously by voice vote.

E. NEXT MEETING DATE – December 3, 2019

F. ADJOURNMENT - 6:18pm


Chairman Richard Lee
