

MINUTES OF MEETING
VIERA EAST
COMMUNITY DEVELOPMENT DISTRICT

A workshop meeting of the Board of Supervisors of the Viera East Community Development District was held on Thursday, March 10, 2022 at 7:00 p.m. at Faith Lutheran Church in the Multi-Purpose Room, 5550 Faith Drive, Viera, Florida.

Present and constituting a quorum were:

Rob Dale	Chairman
Pete Carnesale	Vice Chairman
Paul McCarthy	Assistant Secretary
David Bedwell	Assistant Secretary

Also present were:

Jason Showe	District Manager
Tim Melloh	General Manager
Michelle Webb	Marketing Director

FIRST ORDER OF BUSINESS

Roll Call

Mr. Dale called the meeting to order at 7:00 p.m. and Mr. Showe called the roll. All Supervisors were present.

SECOND ORDER OF BUSINESS

Discussion of Fiscal Year 2023 Schedule

Mr. Showe: The next item we have is we were asked to bring back some of the meeting schedule items, especially for next year and maybe for the remainder of the year. I know the Chair wanted to discuss the meeting schedule.

Mr. Dale: Yeah. But I can wait until later on in the meeting.

Mr. Bedwell: Do you have a preliminary schedule?

Mr. Showe: I think we provided one. I think we just wanted to have some discussion. The preliminary one that we have is similar, but I think we wanted to talk about the frequency of meetings.

Mr. Bedwell: The only reason we need to meet is we're going to vote.

Mr. Showe: Many Districts operate in that way because that way you've got the meeting in place if you need it, you only have to do one advertisement at the beginning of the year for the whole schedule. You can cancel whatever meetings you don't need. But if you have it in place and you need them, you've already got it set, there's no additional advertising and you can play it month to month on what you need.

Mr. Bedwell: Each month put us out of schedule so we can see, "Oh, there's nothing we're voting on."

Mr. Dale: Right. We would know at the workshop whether or not we're going to need the meeting two and a half weeks later. That way you'll know for sure what's coming up.

Mr. Showe: Even if you got to this workshop as an example and said, "We don't have anything for the March meeting," I still wouldn't say cancel it. I'd say you cancel it when it's time for the agenda to go out so that it's closer to. Just in case.

Mr. Dale: Right.

Mr. Showe: You can cancel meetings the day of the meeting if you need to, but I'd always recommend sooner.

Mr. Carnesale: But I hate doing that.

Mr. Showe: That's what I mean. You have that flexibility. If you have a meeting in place, you can always cancel it. If you don't have a meeting in place and you need one, you are hosed. We recommend keeping a schedule that works for you and just canceling the Board meetings that you don't need. It was going to require Tim and I to coordinate a little bit, especially when it comes to budgets. We're going to have to think about looking ahead to figure out if we need this meeting, that meeting, and that meeting. But you guys have workshops. So I think as long as we keep the workshops, we can work through all those.

Mr. Bedwell: There's no problem canceling meetings? You have got to schedule meetings but you can cancel meetings.

Mr. Showe: You're required as a Board to advertise an annual meetings schedule. You advertise the one schedule and that has all the meetings and then we make sure that the website is updated. We can even have Tim, before he goes home at night if there is a canceled meeting, come and just put a note on the door that says, "Tonight's CDD meeting has been canceled." We can communicate that as best we can. There's no issue with canceling it.

that. In terms of the requisitions where we're processing with the bonds. Obviously, if you start canceling meetings, we will need some understanding from the Board that if there's contract payments that need to be made, we would need to proceed with those outside of Board meetings, and then we'll have you ratify it at the following meeting. We did that with the payments of bonds. Again, there'll be some adjustments, there'll be some things we'll just have the work through, that is part of it, but it's certainly doable. Regarding those Board members that are compensated, it saves about \$1,000 a meeting if you cancel a Board meeting, so there is some savings to the District.

Mr. Dale: Plus we're sending FedEx, and putting materials together. There's another couple of \$100. That's the thinking behind that one. How does the Board feel? Do you want to take a vote on that or do we have a consensus on that?

Mr. McCarthy: We've got a consensus. We don't need to vote on it, do we?

Mr. Bedwell: I don't think it needs a vote.

Mr. Showe: Typically procedurally, what we can do with some of our Districts is, we'll prepare an agenda, we'll send it out. If we have items on there obviously, we'd recommend that we meet, things that need to be approved. Otherwise, we typically would just give it to the chair, and say, listen, we don't have any agenda items. By the rules of the District, the chair has the ability to make that call of canceling the meeting or not. We can just go, "Hey we don't have any real urgent items that are pressing, are you amenable to canceling the meeting?" We will get that out at least a week before the meeting. It'll be enough time for us to put it on the website, and make sure we get a sign put up.

Mr. Dale: I'm not trying to steamroll this, and I am sensing some apprehension from Paul there.

Mr. McCarthy: I have some concerns about it, as I said.

Mr. Dale: Was that something you want to bring it up at the next meeting, and we would take a vote on it then or what?

Mr. McCarthy: I think we should vote on it.

Mr. Dale: I don't want to steamroll it over here.

Mr. McCarthy: That's okay.

come out and because they were generally in the area, to give us a quote about enlarging, and laser leveling, and renovating the driving range, which two, and a half, three years ago, was part of our bond project and we have still some money left in there to do that. That's an area that as we grow is continuing to grow too. Since 1994, nothing has substantially been done to that so the driving range tees are wavy and you lose a lot of spots that people can tee off from. Ten years ago, we were doing \$46,000 in range balls sales. Last year we did \$90,000 in range balls sales. It's something to consider to still do this project. There is an economy of scale that you would assume that they have since later would be you're doing the irrigation project. Anyway, it's a \$77,000 project, and I detailed all the benefits. It'll last us for 16 years. But again that's something to discuss.

Mr. Bedwell: I couldn't tell from this, but is it going to be larger? The tee boxes?

Mr. Melloh: Yes, by 45%. When I sent you the email that is the first thing I said.

Mr. Bedwell: Anyways, all I know is Tuesday, the whole driving range was full, every slot was filled, and there were people standing around.

Mr. McCarthy: Tim, how are you going to increase it by 45%? Explain that to me. Please.

Mr. Melloh: Well Paul, through the years as you know, you take divots, and then they come in, and they top dress it. After 20 some odd years, there was a buildup of sand. If you notice in the quote, he said he's going to cut, and level about 15 to 18 inches. You bring the tee box down, produces all this material where then you can spread it out.

Mr. McCarthy: If you've spread it forward, are you concerned about someone who is a really strong player heading it into the practice range in the back?

Mr. Melloh: No, it's going to be that much more forward. It's probably more width. When we talk about the depth of the range, we're actually going to come further back than where it is right now. Probably going to remove those sawgrass plants, and come back that way, have a drainage done properly where it pitches towards the drain on the driving range. Because if you'll remember, seven years ago there was big mud hole there. Again, these are the measurements from LANDIRR. They're experts, and they're saying we need this much more.

Mr. McCarthy: The idea of going backward appeals to me opposed to just having it because you get some young man out there, and they can put it into that back area. You're saying you're going to move it back, so that's good.

myself, and Jim, and what have you. We have money on here for cart path extensions, tee box renovation, beyond just a drive range tee. We have bunker renovation. We did obviously develop the replacements, so there's re-grassing parts of the fairways and slopes, and what have you, because the other part of it is that, again, there's all these different things, but grass mutates. After 27 years of being on the ground out there, there are a lot of areas out there that there's not enough fertilizer or water in the world to get some of this grass to grow back in. Sometimes we have to look at going into certain areas and replacing the sod. That's why we have lost so many in that particular area. But again, that's just what it is. I just needed vision, but because it was still on the list, Jim and I are looking and going, well, the time, to do that project would be now, if we could. We just got a quote and are just here for discussion.

Mr. Bedwell: Well, we put the bond together, improve the golf course. If you improve the golf course, we meant more people come to play. If you're going to have more people play, you have got to have a bigger driving range, that's obvious, because they expect to go out and hit balls before they play. You can't increase 10,000 rounds and keep a little tiny driving range. That's me, and plus, it's very profitable. Probably one of the highest margin businesses we got. They buy these golf balls and they go out there and they hit balls. Right, Tim?

Mr. Melloh: Yeah. There's not a lot of expense there.

Mr. Carnesale: Well, the other piece is basically because it's been there for that many years. It's not really level and smooth for people to tee off from. The project would leave it level and smooth. My gut would be that you would want it exactly level. You probably want something like a two percent slope towards wherever you want the water to go. A two percent slope would not have an impact on the people using it.

Mr. Melloh: Right, and they quote one percent slope from back to front.

Mr. Dale: Okay. I wanted to give everybody a chance to talk because I got a lot on this one. For me, it's always about ROI. You've heard me say that 1,000 times, return on investment, and we're talking about roughly \$78,000 to redo this if my reading everything is correct. You just brought up one of the best points that I've heard so far actually about the sawgrass part. That is interesting and it ties into some other things that I want to talk about. But I'm going to be blunt. My first reaction wasn't favorable when I got the email. The reason for it was, well, first we were comparing, I think it was 2011-2022. I think in 2011 you said we had about \$45,000 we made and now we made about \$90,000 on the range. A lot of that is simply attributable to inflation. A

Mr. Dale: I'm still concerned about that. But with that said, let's say everything's copacetic on the irrigation system. We're talking about \$295,000 effectively for the clubhouse and clubhouse area. The bulk of that money, I think is going to be absorbed into improvements on the actual clubhouse. You've talked to Joe, you've done the rounds with Joe and everything, we have rotting fascia, it's in desperate need of a paint job. We're talking about getting rid of some of the old aluminum stuff. All of that is going to cost money. We're talking about buying new furniture for the patio area and doing some improvements on the patio area like oscillating fans and misters and all these things are on the table. My concern also is the 77 going to bite into the 295 that we need to make repairs on the clubhouse itself.

That's into the equation. I got to be honest, before this meeting, like I said, my initial reaction was, "No, I don't think I could support it because of the \$77,000 cost," but you did bring up a really good point though with the sawgrass there and improving that whole area. I'm trying to do this nicely, but I think everybody knows there are rats that live in there. That would do away with some of that problem. It would clean that area up. It would make it aesthetically much more pleasing, which to me is an attractive proposition. Then I got to thinking as part of a lot of the discussions that we were having also, we were talking at one point in time about moving the starter shack towards the first tee. The benefit of doing that is in the mornings instead of having a huge cluster of 50 carts all around in a nonsensical manner, what we'd be able to have is effectively a line of people where they start pretty much where the sawgrass area is and they just line up in the order for their starting time. That has appeal to me. It's something that I would like a few more answers on. I would like to know if there's maybe a middle ground that we could come to where we move Mike Hogan and do some of the leveling. I get what you're saying about the grass, it is just \$77,000 that's a big chunk that I don't see a huge return on investment there. I'm not saying that the range is not profitable, the range is profitable, but the range is profitable right now, I guess is what I'm saying. Throwing a huge chunk of money, it's like, when we were talking about a \$3 million clubhouse for a restaurant that produced \$10,000 a year of revenue. Yes, it would make it nicer and it'd be more presentable, but is there the return on investment for that? That's where I'm at. I'd like to get a little bit more, I think. I'm sorry, you and I haven't had a chance to talk about this one before the meeting, otherwise I wouldn't be just dropping all of this on you like this.

Mr. Dale: That's pretty much my point.

Mr. Bedwell: Okay.

Mr. Dale: The main thing that I'm getting from this is that effectively the driving range is maybe a little bit more profitable than what it was in 2011. I just would like to see the sawgrass clearing that area out. That's a good reason. That is an eyesore. I felt that and I assumed the plan would be to what, concrete it in or what it would be?

Mr. Melloh: I mean, Rob, the thing you talk about is an eyesore. But when I started 7 years ago it was a mud hole. I watched people who walk to the driving range and sink up to their ankles in mud because they drained in that area.

Mr. Dale: Right.

Mr. Melloh: At that time because we weren't spending a lot of money in this stuff, we chose to put in that grass.

Mr. Dale: That's commendable. I'm not taking that from you.

Mr. Melloh: Now we're taking the next step up. All I'm saying with this is, is that the best time to do this project is when they're doing your irrigation system because of the economy.

Mr. Dale: Understandable.

Mr. Melloh: One of the things that we have to look at we're not planning for today, we're planning for 5, 6, 10 years down the road. As this area grows, we did a lot of money last year in profit. It's because the area is growing and because there are more people playing golf. If people like to hit off the grass driving range, and one thing that people don't like to hit off them is a grass driving range so that doesn't have any grass on it. This is just a way to prepare and to give us more space. The other thing that you talked about regarding moving Mike, we can talk to Mike about that, but the right side of the driving range where he's at it's that sport probably the worst, so I didn't think by moving him right now, we would gain a lot. To answer your question about you and Hammock Trace. Yes, anybody that comes in and wants to go down the other end of the driving range, if we have an open cart, we will allow them to go down there no matter who they are, but if we don't have a cart, we can't.

Mr. Dale: That's just it. It's effectively not available.

Mr. Melloh: Again, maybe Dave and Paul can enlighten us more about the fact that yes, there are signs on it saying no parking.

Mr. Dale: I know that I mixed issues on that.

Mr. Carnesale: But basically, we're talking about that we would have to get the HOA involved as well. I don't know whether the HOA would want to do it or they wouldn't want to do it since it's just giving more access to developers.

Mr. McCarthy: I went to the flea market a couple of times and I had to park in front of someone's house, because there was no place to park. The flea market has been very successful.

Mr. Dale: I'm just saying I looked through the HOA laws, they are not laws but they are the rules, and whether they get the say, and it looked a little militant.

Mr. Carnesale: Let's say we don't know where the line is.

Mr. McCarthy: I was nervous parking in front of someone's house.

Mr. Carnesale: First thing to do is determine what the line is. Okay. The fact that who's taking care of it is not the determination of the line. We're looking at the ownership, where is the line? If the line shows it as CDD properties then we don't have a problem. If the line shows that it's HOA property, then you got to get the HOA involved and see if they're willing to allow parking there, I'm not saying they will or they won't I'm just saying they would have the decision.

Mr. Dale: I have a comment. You're right. Inflation has been 2.05% since 2011 every year, which equates to basically at 20%.

Mr. Carnesale: Well yeah, but I'm just saying that inflation rate wasn't high enough to come out to double.

Mr. Dale: No, it's 20%.

Mr. Carnesale: Yes. It's worth less. I'm not going to argue that. Because any inflation rate is going to make it worth less.

Mr. Dale: It's actually a little more than 20 because its compounds.

Mr. Carnesale: That's why I said using 3%, which is allowing for the compounding.

Mr. Bedwell: Rob, we used to allow people at the club to say, "I want a bucket of balls and I need a cart to go down to the South End and play," and we don't do that anymore, the South End is for people who have golf carts but it frees up more at the regular driving range for the outsiders.

Mr. Dale: Right. I guess my feeling on it and I know I'm coming with lean issues on this, but my feeling is if we have any recreational facilities that this District pays for, then everybody has to have access to it.

The mindset I'm trying to get us into is the things that we should be doing or when we do them, it should be for the benefit of the course, for revenue. We give a lot of way, I guess is what I'm saying. When we do stuff like that for Mike, Mike sure is a lovely person and everything like that, but we're not here to run his business, we're here to run our business.

Mr. Melloh: But Mike brings to the table for us, okay. He is a PGA professional; he does bring people who come in and take lessons from him. Then people take lessons and they become better and practice more, which is more revenue for us, they play more rounds of golf, which is more revenue for us and like now he's putting on what he advertised for which is lady's clinics.

Mr. Dale: Well, we are going to have a talk because I don't want the lady's clinics.

Mr. Melloh: Then you know what you need to do Rob, you need to cancel his contract. He's got a 30-day cancellation clause there. Because if I take it away from him, he's got the lesson concession out there. We leased that out to him so if we're going to take that away from them, you need to take the whole thing away from him.

Mr. Dale: Well, I'm trying not to bring that part into our meeting but I've gotten multiple complaints about him.

Mr. Melloh: Again, I just need direction. I'm just trying to tell you what it is and give you the direction. If you want Eddy to do that, that's fine.

Mr. Bedwell: In my opinion, the person who's doing that job should be doing it basically for us and we should be getting a percentage. We should not be playing a flat fee and then start increasing his business.

Mr. Dale: I would be fine with it.

Mr. Melloh: I'm just saying from my perspective it should be as you get more customers and you collect more, then more of it should go to us.

Mr. Dale: What are other types of contracts with other courses for the pro? Have you seen contracts like that percentagewise?

Mr. Melloh: No, it's always been a flat fee. When I was down at Sebring, we had a golf school there. They paid a flat fee. But again, the benefits go beyond just what you collect. If golfers were there to bring in people to golf schools and ended up staying in our resort. Again, we're talking about people who are instructors that are PGA members. They've gone through four or five years of training and then recertified.

Mr. Dale: Why wouldn't we be able to run that in house?

has an impact on what we do with the tee box area and everything. That's where I'm going with this.

Mr. Carnesale: Well, basically as long as we're only receiving a flat fee, which is what it is now, I would not introduce marketing at our expense. If we went into the percentage that we get as a result of his business, then I don't have a problem with us marketing because as we market, we increase his business, and we therefore increase what we receive. But those are actually the two choices. I'm not saying we should go one way or the other. All I'm saying is that if we do this, then that should be the answer. The only person that I know of that's going to know for sure whether we've done any marketing for it is sitting right there. She will be able to answer that question. I don't know if we're doing anymore marketing for him yet.

Ms. Webb: What I know that we've done for Mike is he had the kids golf clinic over the summer.

Mr. Melloh: In marketing, you mean you post the schedule on Facebook?

Ms. Webb: Right, and we put a schedule through some of Facebook stuff. We send it out on an email.

Mr. Melloh: Can we come up with a price on what that cost us to do that on that time and material, and charge him back for that, or is that not a good way to do that?

Ms. Webb: It's not really though.

Mr. Dale: It's probably not because what we're doing is we're lending our credibility, our clout, our credentials in our stature for something that we're not really making anything on.

Ms. Webb: We had nothing else going on at the course to present those things. We did help bringing in the kids, he did fill up, then Chris had to help him with the event, because he had quite a few kids on there. I know the complaint I got from Terri because of the marketing is that he wasn't using the restaurant for the food. He was going outside. You guys got that part. Terri is like, well, he's got all these kids and everything, he's buying outside pizzas and drinks and he's not coming through us so we're not making any money on him. That was the part I was stuck in between Terri at the time and Mike doing his stuff.

Mr. Dale: I did not consider that part, but yes, that's an issue.

Mr. Melloh: But that could change now. Before the reason Mike did that was because Terri's food was terrible.

Ms. Webb: Correct.

pasting them on Facebook and saying, hey, here's what's going on at Viera East Golf Course. It's not really promoting Mike Hogan even though he is the Director of Instruction. Just like at Doran, Justin Blazer is the Director of Instruction, I have no clue as to how his situation is setup over there and I doubt anybody will tell me, but generally in most golf courses you'd want your PGA certified golf professional that's giving golf lessons to the juniors, you want to be able to make sure that, because for most people that read the Facebook, they don't separate it out. They don't separate it out between oh that's Mike Hogan, he represents Viera East Golf Course. Just like the restaurant that we have, and the restaurant that we had, and the restaurant that we have now represents the golf course, to those people. It was Mulligan's to begin with, when I got here, Divots Grill or Hook and Eagle. Most people understand that that is the golf course, an extension of the golf course. That's what always was difficult for me with leasing it out.

Mr. Dale: I get what you're saying.

Mr. Melloh: It will be the reflection of us, but yet we had no control.

Mr. Dale: Let me just ask that of Dave because we've talked about that in previous meetings and everything. But if I understand you correctly, basically your comment is along the lines of what we say about the restaurant. That it is a reflection of the golf course. The golf courses are the golden goose laying the eggs.

Mr. Bedwell: I'd be happy if we broke even. I know it would be nice if we made money, but we're in a business of selling tee times and that's where the money is.

Mr. Dale: Well, we are when we are making money and it's something, \$90,000 isn't chump change.

Mr. Bedwell: But I could come up with a hell of a lot better deal than this, by just making a snack bar. I can give you examples where these people make thousands of dollars.

Mr. Dale: Oh, yeah.

Mr. Bedwell: With one or two people in there. I don't know if our customers who we are trying to sell tee times to might be happy. That's another issue.

Mr. Dale: But in this case, we're not talking about restaurants. We're talking driving range is what we're talking.

Mr. Bedwell: All I'm saying Rob is we can have the same discussion about the restaurant than we're about to driving range.

Mr. Dale: I got you.

Mr. McCarthy: I was in error on that. It's more than that. In other words, just to refurbish them.

Mr. Dale: Well just to add to them, basically the way I took it and correct me if I'm wrong, but it was instead of doing the large outlay for bunker improvement, you just have a systematic improvement.

Mr. McCarthy: Tim and I had a discussion. It was \$350 for the sand to buy it and \$350 for the travel to get it there.

Mr. Dale: The shipping, yeah.

Mr. McCarthy: Full charge or wherever you want to call it. I am not knowledgeable about enough if you can just take the sand and put it in there. I do not know what we are doing on that. At one point, we were talking about a two-million-dollar renovation and I am not in favor of that at all.

Mr. Dale: Right, and that's where I'm at.

Mr. McCarthy: It is not a good system; it is not working in my view as an amateur. But we have to have consistency and all of the 66 bunkers that are there. That's going to help us be able to develop more revenue.

Mr. Dale: I guess what was appealing about what you said if I understood it correctly was if we are talking \$40,000 - \$50,000 a year, annual expense every year, you got a new coat of sand for \$40,000 - \$50,000, that has a lot of appeal to me.

Mr. McCarthy: You make it a line item as you go through.

Mr. Dale: Exactly.

Mr. McCarthy: Yeah. But the big expense would be to get the 66 bunkers to the same condition.

Mr. Dale: Right.

Mr. McCarthy: I have no idea what that is going to cost.

Mr. Melloh: Again, there is a process to that. You take the 2500 square foot bunker. It has been there 27 years and has had very little done with it. The first thing you have to do is come in there and remove what sand that is in there. Then what you do, you use that sand and you top-dress your fairways with them so you don't have to truck it out anymore. What you are doing is taking the sand out and getting down to the hard pan. Once you are down in the hard-pan, then you want to reshape the bottom of the bunker so there is more of a bowl-shape so that

Plus you do not want to be blasting that sand out onto a green and then have it be contaminated with something. There's a certain kind of sand that you use.

Mr. Dale: But are there some of the fairway bunkers or others that aren't right next to the green that we would because we are covering \$50 a yard at landscape depot for sand versus a much higher expense? I get different sand, different golfing and have that around the greens and everything, and you are in your main areas and everything. But if you are talking of a small bunker that's on the right side of the fairway, that's not hit a lot, why wouldn't we be able to utilize cheap sand?

Mr. Melloh: Well, sand that you get from them won't be that white type of sand. That's probably buying large and that's what it is. It's the playability of it. You could go out there and if you make a commitment to do that, you can sit there and say all that. I'll give you an example, when I was in Tallahassee, a lot of clay-based soil there. If you didn't have a bunker liner in your bunkers, basically, your bunkers look like Creamsicles. They were orange. Well, that's fine. If you want to make that commitment to say we are fine with all of our bunkers being orange. A lot of people like that look of emerald green grass and bright white sand. It's a classic look.

Mr. Dale: Right.

Mr. Melloh: Well, there was a golf course in town that they built when I was there called South Wood. They did make the commitment to say that all our bunkers are going to be Creamsicle colors. But they made the commitment to that. That's what they did. I'm not saying it's right or wrong. I'm saying that's the commitment they had. But again, what Paul is saying, you were talking about the playability of the bunkers. You don't put as much sand typically on fairway bunkers. There's just a way that you go about doing stuff. If we said that that's the way that we wanted to do it, our fairway bunkers are going to be different colors and different sand, and consistency in between the fairway bunkers and the greens. We could make all of the greens one way, and make the fairway bunkers another way. We could do that as well.

Mr. Dale: It's on the tail end. It's not something that we have to decide right now.

Mr. Melloh: No. Well, we do have to have a major conversation about it. Jim and I are preparing for that conversation down the road, because there's many different ways to do this.

Mr. Dale: Let me ask, though bluntly, and I'm not going to hold you to this one. But let's say I'm just trying to get a rough idea. The reason I'm trying to get a rough idea, I'm trying to figure out of the bond money that we have left, how much are we going to have if we're spending

Mr. Dale: But you see where I'm going with all of this. All of this ties into the tee box, the improvement that we want to do on the club house.

Mr. Melloh: But when we were looking at the roof of the building, the comment was made that this is a \$90,000 roof. That makes sense because Jason looked it up prior to the meeting and it was done in 2008, which is 14 years ago, and it was 57,000? So yeah, it's a \$90,000 roof well, like I said, we were 238 minus 50 that's 178 minus whatever we did in the bathroom. So we maybe down to 160 left in that area. So I understand then just using it as a plan, if we have to spend, I don't know because we want to do some stuff with the golf shop and what have you? You need \$500,000, then you're going to have to take away from some of the other. As I said if we have a new vision and a new priority list, then we need to sit down and take a look at what our priorities are because this is the only thing that I've been using as a priority list. One of the things on here is rebuild number 7 green, \$65,000. Well, you know what? That's because number 7 green is very severe, especially this time of the year, especially the right-hand side, there's too much slope. It was never meant to be groomed for grass that grows as fast as we have. Well, it would be nice to rebuild that ring. Is it 100% necessary? No, not at all. So if you wanted to take that \$65,000 and roll it into something else. But that just depends on the priority of the Board. There was a priority for it previously, it may not be a priority now. That's all I'm saying. We just have to figure out what we want to do. I was trying to say about getting a quote for the driving range tee is that it needs to be larger, it needs to be nicer. The grass that we're going to put on it as a brand-new kind of a grass. It's more rugged, more durable. In other words, there'd be nothing like it in this area. People will love hitting off this grass and people love being on the grass driving range. That's why we're starting to gain a lot of people out there.

Mr. Dale: Let me ask you, is it as important as improvements on the clubhouse and the cart path extensions?

Mr. Melloh: If want to continue to talk about the cart path extensions, well the cart path extensions aren't going to cure what happened today. What happened today was probably six inches of rain, tomorrow there's not going to be anybody going to play golf. So cart path extensions aren't going to help that out. We did the main goal out there already on number 2 and I would have to say it's more than paid for itself. The fact that we've been able to keep that nine open because of that part. But are there a lot more like those little silver bullets out there like that? No,

Mr. Melloh: Yes, that may be part of the discussion as to whether you green over a few of them.

Mr. Carnesale: That's what I'm saying. I'm just saying for those same ones that you are talking about that are not being used a lot. Basically, we're talking about the cost factor. If we're thinking about putting in cheaper sand, it's because we're not using them a lot. Well, if we're not going to use them a lot, why don't just get rid of it totally and not have the expense of the upkeep?

Mr. Melloh: There is an answer to that question. I'm not going to go into all the details on that. That's a good question to ask, but there are answers to that question.

Mr. Dale: Here's my question to you. If you're talking about efficiencies of scale, using the vendor while they're there. If we we're able to hold off a couple of months, we're going to have a much better picture as to what the clubhouse is going to cost us. We're going to have a much better picture as to the expense on, maybe not much better, but a better picture with the expense on irrigation, because a lot of the materials will at least be purchased.

Mr. Showe: Well, they've already ordered them according to what they told me, so that part should be done. There is a possibility again of change of orders where they can request additional for certain things.

Mr. Dale: But that's what I'm getting at.

Mr. Carnesale: But initially, when they said if they had it ordered, once it was on order, that was the price.

Mr. Showe: The materials I think were settled on, but what has started to concern me now is the price of oil and fuel and possible employees. We've got a contract with them that should help stabilize a lot of those costs and there won't be any increases that you won't be aware of should they be presented.

Mr. Carnesale: The only thing that I can think of whether you'd be having an increase there, would be, if it cost them a lot more in transportation, because of the change. Then you're talking about a cause factor that he couldn't calculate. Even though he's buying the items and he's getting them for that price, getting them here could cost more.

Mr. Dale: My feeling is I'm concerned that we're biting off a lot immediately.

Mr. Melloh: No, I understand and it's not like I have to go back to them tomorrow and say yes. The question with them would be, you have to have about eight to nine weeks for that to

Mr. McCarthy: You're thinking there's not enough money in here in the clubhouse, you want to change the 238? I'm looking at what's on this sheet.

Mr. Dale: I have no problem, I'm looking, I've walked around that facility, I mean, the paint, the rotting fascia, there's a lot of work to be done on that thing.

Mr. McCarthy: You are saying we might have to make money from other things.

Mr. Dale: There's a lot of work on that clubhouse.

Mr. Showe: That's a linchpin on everything that's left is what the clubhouse cost is going to be.

Mr. Melloh: We had Joe get out there and he is going to give us a quote on all that stuff. Including renovating the inside of the golf shop, there's carpeting and slab wall and new fixtures, what have you. But the 238 is the 238 if just going to use this as an earmark because we have already spent money on beer coolers and rack machine.

Mr. Dale: I understand but we still only have a finite pool though ultimately.

Mr. Melloh: You do that's why I'm saying we need to redo this. I'm just saying that let's just say the estimate to do what we want to do at the clubhouse comes in at \$500,000. Well, that is significantly more than what we have earmarked for. Then we have to you go in there, it's just like what we did with the irrigation system. It came in about, call it roughly \$300,000 more. We got to come in and say, effectively let's reduce down the bunker renovation to 728 or 738, and then that's the earmark for that. Again, I think like you said, the idea is what needs to be done at the clubhouse. Paul, I will walk you around the clubhouse, there is rotting fascia just falling off.

Mr. McCarthy: Tim we used to have a lot of money for the clubhouse till we got sued.

Mr. Melloh: I understand.

Mr. McCarthy: Now we're talking about doing a clubhouse.

Mr. Dale: But we're not talking about building a whole new building.

Mr. McCarthy: I know.

Mr. Carnesale: Let's get a price first.

Mr. Melloh: I understand. Because with the clubhouse, if you don't do it now then when do you do it?

Mr. Carnesale: It's a piece of junk.

Mr. Melloh: That's the whole thing. I mean again, I guess things like cart path extensions. The good thing about cart path extensions is we can do one at a time.

Mr. Melloh: Yeah, I just want to point out the rounds on revenue, and I'll explain it really quick. We've never done a \$9,000 day until last month when we did two \$10,000 days. Well, we produced four \$9,000 days in a row and one of them was a Monday. Absolutely incredible. Through nine days, we're running \$1,700 a day over what the budget is. We're just having a great month, but unfortunately the rain here is going to knock that down quite a bit. But hopefully this is it and the rest of the month there will be perfect weather and we'll gain all that back. But we're still showing good numbers.

Mr. Dale: Thank you Tim. I know you we've through a lot at you there, but it was a discussion that needed to happen I think in terms of building. Paul, you asked for some time.

Mr. McCarthy: Would you pass that down to the rest of the table? Tim take one for a Steve please, and Jason, will you give the three ladies one. I don't know if anyone is aware that there was an article in the Florida Today regarding Viera and what's going on and so forth. I'm not going to read this to you, but I just want to highlight a few things. Back in 1992, construction crews started the home sites in Hammock Lakes, that was the 1st neighborhood. Measuring eight miles from north to south, along 195's Viera's population has leaped from 19,193 residents in 2010, to more than 30,250 residents today. That's a 58% jump. Housing demands are so high and lotteries are being conducted to buy lots and build homes in the different areas, different subdivisions. This was done by Rick Neil and it's with the president of the Viera Corporation, Todd Pokrywa. He's saying, "We see tremendous job growth in defense contracting, commercial space, high-tech industries. The latest example of being Terran Orbital, more than 2,000 jobs, announced that the company with an average salary of about \$85,000. Other companies, Northrop Grumman, they were big in Long Island in California, and they move most of their resources to this area. Boeing, SpaceX, Lockheed Martin, all very secure jobs, government is a big part of it, a good employment place. The newest one I guess is Blue Origin, the Aerospace." The president of the company says they're building a \$60 million, 245 apartment project off Lake Andrew Drive, which will open in November. The area has about 10,630 workers and are employed by 850 businesses. I always use the expression, 'I got a better chance of seeing a neurosurgeon than I do having a plumber come to my house.' By 2050, the Viera company projects workforce will increase by more than 25,000 employees, and more than 1,000 businesses with a total of 70,000 residents. The Viera company has been right on target all the way through. It's a wonderful place to live, it's an absolutely fantastic community. I love being

dog park, the kids park, that and the south end you've nailed it. That parking lot is full every day. That adds value to the homes in that part of the neighborhood and to the whole community. As long as we keep the core self-sustaining and the taxes which we have done, that's always been the big rub on this side, and I've heard it from a number of people. That's part of the reason why I'm on the board now and why we had the business community support us so heavily is the taxes were too high on this side. But with those taxes now coming down and we've got bonds that are going to be paid off and that's going to be part of next year's budgeting discussion and everything, one way or the other, I have no doubt that the taxes will continue to come down on this side. That just makes things with all of these amenities, believe me, they're noticing the amenities that we're adding. They're noticing the fact that we were elected through, which magazine is it? Space Coast Living. The best golf course in Brevard County. It's getting noticed.

Mr. McCarthy: The other bond is being paid off in 2026.

Mr. Dale: Correct, that's the next one. We're ahead of the game, and I would not be surprised to see our property values increase at an even higher rate than some of the other parts of the Viera based on the things that we're doing.

Mr. McCarthy: Well, we're lucky we have a growing community.

Mr. Dale: Yes.

Mr. McCarthy: I talked to Tim, and this is something you ought to relate to. I firmly believe there's going to be a recession in this country with inflation and price against me. Has it ever not affected the golf industry? No. We will be affected by that. I don't know how much. Because we're offset by two factors. One, a growing community, and the uniqueness of the businesses here at the community, which is companies billing the government. They are going to lay off people like if this was a General Motors town.

Mr. Dale: Right. We have much more diversity than what we had in 2008.

Mr. McCarthy: But we're not going to escape a recession. Now let's talk about if a recession comes, does it affect the golf industry?

Mr. Melloh: I will tell you my experiences, when I was in Tallahassee and the great recession hit, we lost like \$8,000 every day. But so did everybody in the golf industry.

Mr. McCarthy: Well, whenever there's recession, they lay off a bunch of government workers.

Mr. Dale: Yeah, it's a concern.

restaurant. Again, that's a vision thing. Are we a golf course that has a restaurant, or are we a restaurant that's at a golf course? We need to grow beyond that because the last time we had a closed day, we only did \$74. I was talking to Jason before about some software that if you post something it will post to all eight areas at one time. Instead of having to log in to every single site to post the message. That's something that Eddie or Chris could do from the golf course. I think that we have to allow people to know that the golf course may be closed. We're not closing the restaurant at the same time.

Mr. Dale: I think the other component too, and I don't want to get into the weeds on this and I agree with you, but do you have access to the emails for the course? Do you have the capability to send out mass emails? You've gotten the passwords to be able to do all of that. Because I think that was another component of it. Yes, Facebook is nice. I'm on the same sheet of music as Dave on this one, but Facebook is at the end-all.

Mr. Melloh: Facebook is the one we're having trouble getting the credentials of, but you can still post on there.

Ms. Webb: Yeah.

Mr. McCarthy: Well, if you look up Very CDD, I'm following it. Wherever you call it. There are 758 people following. I couldn't find our Hook and Eagle tab.

Ms. Webb: Hook and Eagle has a separate one.

Mr. McCarthy: Yeah, I know.

Ms. Webb: Jenn governs Hook and Eagle.

Mr. McCarthy: Do you track if the 758 followers, they see something, like I do and I share it. I share to maybe 10 of my friends, who then share it and they can spread.

Mr. Dale: Yes. Where that comes from is when we post it initially on the primary CDD page, it will tell you ultimately how many times that was shared.

Mr. McCarthy: Okay. Because I don't have that number.

Ms. Webb: When I get into reports, a lot of that is following or how much the people are, that's how much conversation has went off of that website in a 30-day period. If you've got 29,000 people, whatever, that posted will come off on those sites based on what we've either boosted or just posted on general. Boosting definitely makes it better, but you are charged for boosting. That comes out of the budget for that as well.

later in the afternoons in like 2:00, 3:00. That's dinner market, so I'm not going to make the determination until tomorrow whether or not we should cancel it. Most of my vendors are not wanting me to cancel it. We have nine new vendors coming. Right now we're about, still, at 40 vendors with the parks though, some type of thing going on. They're still some of our bigger vendors. We actually got a golf cart vendor coming and he wants to display his golf car. Golf now is doing a way better job now. She started posting regularly on the sight. I send her e-mails on every time I get stuff that makes sure that she gets that. We're having a lot better communication, so we see more stuff going on throughout the Golf now. The newsletter should go out March 15th. I also have a video to support the waterway area, which I did with Pete, so they understand the shelf that's being done, as well as what happened at Baytree. Now all I'm going to need is the newsletter. The Brevard Zoo April 9th is going to introduce a bug house and a mud kitchen to our playground. They're going to actually do a whole setup, and we want to set up a regular once a month relationship with them at the park as well. We did Eddie's bio, is that going out through email or just on the Facebook?

Mr. Dale: Well, the first thing, initial thing, we wanted to do is put it out on the website, we have a list off all the staff, but it's not there yet because Eddie was going to send it back or something. But then we can mail out.

Mr. Carnesale: I do have a request as the husband of the marketer that when we do get things that she has to prepare, they could perhaps type it out and not write it on the back of a napkin and mail it to her.

Ms. Webb: I don't know who sent that.

Mr. Carnesale: Well, Eddie wrote that down.

Mr. Carnesale: When it's written on the back of a napkin, she cannot do that.

Mr. Dale: The intention was not to send it to you and just say, here's what we got. What do you think? It needed to be word smithed.

Ms. Webb: Okay. We're also going to start trivia night at Hook and Eagle in April. We're looking at starting April 13th, Wednesday night. We're not sure if we're going to do it once a month or what we will start doing. Then also we are hosting an Easter egg hunt on April 16th at the park. We have been putting up stuff for that. I have four different meetings with different marketing. I have a radio station, he has some type of program that he does for non-profits and will try to squeeze us into that. I'm trying to see if I can get some real advertising for us in the

Ms. Webb: That's all I've got right now.

SIXTH ORDER OF BUSINESS

Supervisor's Requests

Mr. Dale: Let's move on to Supervisor requests. Pete?

Mr. Carnesale: Okay. Basically, one thing would be very simple, and that's paper signs. The hours of the Hook and Eagle should be placed on their doors. Especially since they don't have the same hours every day.

Mr. Dale: My understanding it is on the front. They do have their hours, don't they? They did at one point in time.

Mr. McCarthy: When Chris is there, it opens at nine. When it's Shawn, she came in at ten. We can't have that.

Mr. Dale: But I'm just saying that we got hours posted on our website.

Mr. McCarthy: What are those hours? It's nine, isn't it?

Mr. Melloh: No, it's ten. I think when Chris comes in, she opens up early, she does do some business. I mean, I think it should be nine, but again, it's hard to dictate.

Mr. Carnesale: But if you have it at 10 and somebody comes in early, you don't get a negative report. If you have it listed at nine and nobody is there at nine-thirty to open it up you get negative comments.

Mr. Dale: Tim will you get with what you need Jeff and having put together something that's posted on the front door, please, and the backdoor. All doors.

Mr. McCarthy: All I know is I've been there the last couple of days and it wasn't there.

Mr. Carnesale: I already talked to Tim about... We already know that we've been requested to remove the rocks that are holding down our blue lake in the park.

Mr. Dale: No the insurance company recommended that, which I'm not in complete agreement with because once you do that there it goes to the blue lake because that's what's holding the carpeting down.

Mr. Carnesale: I've talked to Tim and asked him to check to see if he could get the same pieces, the brass items that you used to hold down the black surrounding pieces in a shorter version to just place around the lake to hold it down. They have flat bottoms and then rounded tops. They wouldn't have to be quite as long. If we can get a hold of those, we fix the problem. The rocks disappear. We'd get a rounded the top. So you no longer have the sharp edges.

we need to seriously talk about keeping some for reserve. It looks like they did a pretty good job. The only thing they're off on they assumed we were buying all the equipment. We lease some. But these are 2009 numbers and they recommend contributions that go from high \$400,000 then to \$500,000, then \$600,000, \$800,000, which means we can't produce that out of the golf course. My suggestion would be we have can come back and redo this again. I don't how knowledgeable the people will be.

Mr. Dale: Again, when I say self-sustaining, what I mean by that is the golf course should be able to take care of itself. That doesn't mean it has to take care of the entire community. That's not what it's designed to do.

Mr. Bedwell: When you get up to \$800,000, they came pretty close to estimating what the bulkheads would cost. You can look how many years on the roof and all this stuff. This is a way bigger number than what the golf course can produce. We have got to come up with some other way.

Mr. Dale: Did you, did you say \$360? I've looked at the number. I'm not as fresh on it. It was like six months ago that I looked at all the numbers. But you're talking about with the reduction, \$364. I'm going purely off memory from months ago, so forgive me a little bit, and this is going to be up for discussion and everything but my first initial take was somewhere in the neighborhood of around a \$100.

Mr. Bedwell: We came up with a \$100 because the \$100 we get is \$400,000 years plus what the golf course can do.

Mr. Dale: Would cover and not leave the community at the point where we're having to issue bonds for stuff in the future. So I think we're going to be pretty much on the same sheet of music on that.

Mr. Bedwell: I'll give this back to Tim, but it's interesting if you want. It's a very good company. Jason said they do a lot of this. Anyway. It's a big number.

Mr. Dale: I agree with you. We're going to be looking at having to retain some of that. I think homeowners will be fine if you just explain to them, Look, you're still going to get a cut. But the reason why we need to hold on to this portion is so you're not exposed to bonds in the future.

Mr. Bedwell: They will still come here and be angry, but not as angry if you do it in a year where you have to raise the assessment.

Ms. Web: Just to tell you, yes, and I know that is a contract. I could totally charge you guys for hour fee and above and beyond because it is a contract but I am also live in this community. I don't want a lot of money being put in there but I also know that when we had a lifestyle coordinator position, and then now it's marketing. Now it's whatever you give me out of your good faith. There's a mixture. You're not going to go out and hire anybody to do what I do for you guys.

Mr. Bedwell: I know.

Ms. Webb: There is different things.

Mr. Bedwell: I'm just upset you haven't charged us for what you said in the contract.

Ms. Webb: Right.

Mr. Bedwell: I mean, you should have charged us.

Ms. Webb: If I actually don't do the charging of the hours I put into the farmer's market, it would cost you more than what I bid you out, and I didn't want to do that.

Mr. Bedwell: The people are angry, and I can't explain it. They think you're going to do the same thing with this price increase.

Ms. Webb: What they don't understand is that I give you guys 28+ hours on an 8 hour contract. We are getting busier.

Mr. Bedwell: Anyway that's all I have.

Ms. Webb: I know they don't understand. It is hard, it's my community too. I don't want you guys spending an enormous amount of money. Because I know it would cost you guys over \$60,000 hiring a marketer to do what I do. I try to come in and do it as much as I could without being outrageous and I think a lot of people don't understand the meetings. Trying to get the rates, trying to get donations, and trying to look at it in advance for you guys because now we have a nature park. You guys want to hire a full-time person for the park to maintain it. That takes time. People might be mad because maybe they don't understand what I'm doing, but I don't know how to explain it to them. It's not because I am his wife but I think that is of the issue. I'm doing it because I live in this community. I didn't charge them because I don't want it to be a huge expense. I spent about average probably 15 hours on the farmers market because it's constant. There are constantly people coming in, not coming in, coming in. I had to check background to make sure they're not just getting in the kitchen and coming up with baked goods. I want to protect you guys.

Mr. McCarthy: It's not the time to talk about it. I'm trying to take care of him.

Mr. Dale: I didn't think we were going to start getting into it.

Mr. McCarthy: I know, it's the wrong time to talk about it.

Mr. Dale: That's why I wanted to shut it down there.

Mr. McCarthy: We should actually leave it. Jason, if the board is agreeable, could you publish that entire article that goes on the site?

Mr. Showe: Sure.

Mr. McCarthy: That would be a good thing to do to get that information out. Then lastly, Mr. Melloh, enjoy your vacation, have a great time with you and your family. You deserve that. We appreciate the work that you've done here.

Mr. Melloh: Thank you. I'll be out of the country.

Mr. McCarthy: Tim, let's hope you can get back into this country.

Mr. Dale: I only have one issue I'm going to keep it short, but most of it I'm going to get with you after the meeting sometime Tim. Basically, I see this as a good brainstorming session for two young pros. But you guys probably know him. I don't know him, but I received the most constructive email I've ever received from a gentleman named Joel Dodds. It was interesting because he threw out a bunch of ideas for slow play. I haven't had a chance to write him back yet, but it was some very constructive stuff. He was talking about utilizing incentives and those kinds of things. I thought it was very constructive. I don't claim to have all the answers on it, but I did think that this might be a nice project for two young pros to put their heads together and maybe come up with some incentives to help groups finish under four hours. They can make an incentive-bases, the gist of what the emails were. We'll talk about it.

Mr. Bedwell: Rob let me give you my quick with all my ears. Slow play. VEMA, this two-week tournament we're playing the two man team, you and I are playing, We're playing, if we win we win \$70. That's all you have to know. There is slow play.

Mr. Melloh: Did you say \$70,000?

Mr. Bedwell: Seventy dollars. Tim, you know what I'm talking about.

Mr. Dale: Seven thousand pennies, is that what they're going to win?

Mr. Bedwell: Just the time goes.

Mr. Carnesale: I got you. Well, the other piece is that when you're talking about slow play, all you need is one slow play. The next one is slow play. The next one is slow play. You

can't really penalize the fifth slow play. Because the one in front of them, they're waiting for them to move.

Mr. Bedwell: You can solve it by saying, "Hey, why don't you guys just go play for fun?"

Mr. Showe: But the thing that was nice about it though is it was a very constructive email and it was nice pinning the constructive one. Maybe they put their heads together to come up with some ideas, but it was just nice getting something constructive. I'll leave it at that. Tim, anything else?

Mr. Melloh: No. I have nothing else.

Mr. Dale: Alright, motion to adjourn?

SEVENTH ORDER OF BUSINESS

Adjournment

On MOTION by Mr. Carnesale seconded by Mr. McCarthy with all in favor the meeting was adjourned.
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Secretary/Assistant Secretary



Chairman/Vice Chairman