

**MINUTES OF MEETING  
VIERA EAST  
COMMUNITY DEVELOPMENT DISTRICT**

The regular meeting of the Board of Supervisors of the Viera East Community Development District was held on **Thursday, August 22, 2024** at 7:00 p.m. at Faith Lutheran Church, 5550 Faith Drive, Viera, Florida.

Present and constituting a quorum were:

Rob Dale  
Jennifer DeVries  
Ron Rysztogi  
Bill Macheras *via phone*  
Denise Yelvington

Chairman  
Vice Chairman  
Assistant Secretary  
Assistant Secretary  
Assistant Secretary

Also present were:

Jason Showe  
Jeremy LeBrun  
Jim Moller  
Michelle Webb  
Dave Owen  
Mary Ann Ferrara  
Residents

District Manager  
GMS  
Golf Maintenance Superintendent  
Lifestyle/Marketing Director  
Golf Course Pro  
Resident

**FIRST ORDER OF BUSINESS**

**Roll Call**

Mr. Showe called the meeting to order at 7:00 p.m. Mr. Dale, Ms. DeVries, Mr. Rysztogi and Ms. Yelvington were present in person and Mr. Macheras was present by phone.

**SECOND ORDER OF BUSINESS**

**Pledge of Allegiance**

The Pledge of Allegiance was recited.

**THIRD ORDER OF BUSINESS**

**Public Comment Period**

Mr. Showe: The next item on the agenda is a Public Comment Period. We will ask that anyone who would like to make a public comment, to please state your name and address and keep your comments to three minutes. We will note for purposes of tonight's meeting, we have a special public hearing later in the agenda for the rules and rates and the budget. So, if your comments relate to those items, you can hold those until that time. Other than that, I will note that this is not a necessarily a question-and-answer session from the Board. The Board may not choose to answer your questions directly, but certainly we can take your comments. Again, we will open it up for a Public Comment Period. Just raise your hand.

Resident (Patrick French, 6978 Hammock Trace): I lived in the community for 23 years. I forgot the last names of the three individuals that ran four years ago, but if you could give their initials.

Mr. Dale: CDD for the CDD. We have the D. The D is still on the Board.

Resident (Patrick French, 6978 Hammock Trace): The golf course runs itself, saving us millions of dollars and I appreciate what you guys do.

Mr. Dale: Patrick, we very much appreciate you showing up this evening.

Ms. DeVries: Yes, we really do.

Resident (Patrick French, 6978 Hammock Trace): Appreciate it. That's all I have.

Mr. Dale: Awesome.

Mr. Showe: Are there any other public comments at this time? Hearing none, we will return it back to the agenda.

**FOURTH ORDER OF BUSINESS**

**Approval of Minutes of the June 27<sup>th</sup> and July 25<sup>th</sup> Board of Supervisors Meeting**

Mr. Showe: We have the approval of the minutes of the June 27<sup>th</sup> and July 25<sup>th</sup> meetings. We can take any questions or comments or suggested changes to those or a motion to approve. I will note that Denise gave me a clarifying change on her attendance, so we'll get that changed.

Mr. Dale: Wonderful.

Ms. Yelvington: There was one thing in the June 27<sup>th</sup> minutes. Let me find it.

Mr. Dale: If you don't have it exactly marked, Denise, maybe you could just paraphrase and then what we could do is caveat whatever you want changed.

Ms. Yelvington: It was during a conversation with Michelle about Music on the Patio. I think the reference was \$150,000 to \$200,000 and I didn't know if I was understanding the context of that conversation in the minutes or if that was meant to be \$150 to \$200.

Ms. Webb: It should be \$150 to \$200.

Ms. Yelvington: Okay, so I think you may want to fix that in the minutes, because we're not talking that big of a number

Mr. Dale: Yeah.

Ms. Yelvington: Let's get that corrected.

Mr. Dale: That's kind of substantive. Alright. Did we have any other issues with the minutes that we wanted to bring up at this point?

Mr. Rysztogi: I'm fine.

Mr. Dale: Alright. Then what I would suggest, Jason, if you could craft the language, but essentially approving the minutes with the caveat.

Mr. Showe: Approve the minutes as amended, as described by the Board.

On MOTION by Mr. Rysztogi seconded by Ms. Yelvington with all in favor the Minutes of the June 27 and July 25, 2024 Board of Supervisors Meetings were approved as amended.

## **FIFTH ORDER OF BUSINESS**

### **Public Hearing**

#### **A. Rules and Rates Hearing**

- i. Consideration of Amendments to Attachment A Chapter IV of the Rules and Procedures**
- ii. Consideration of Golf Course Rates for Fiscal Year 2025**

Mr. Showe: At this time, we will proceed to the public hearing. The first item is a motion to open the public hearing.

On MOTION by Ms. DeVries seconded by Mr. Rysztogi with all in favor the public hearings for the rules and rates and the Fiscal Year 2025 budget were open.

Mr. Showe: The first part of the public hearing str the rules and rates. For purposes of our audience, the Board spent the last three months or so going over both the budget as well as the

rules and rates. We believe they're presented today in final form. So, we'll let Jim go through the rules and rates and then we can take any public comments.

Mr. Moller: Okay. Basically, there are no major changes to the rules and rates, as far as Attachment A. Do you want to do policies and procedures or is that later?

Mr. Showe: It's all of it.

Mr. Moller: Okay. So, for the policies and procedures, pretty much nothing's really changed. I just kind of went through and changed some of the older verbiage that was in there. We changed the title from, "*Golf Club*" to "*Golf Course*," to note the change in the name of the golf facility. Any references to memberships, was changed.

Ms. DeVries: I still see change on Page 1, which is the title of "*Section III, MEMBERSHIP REFUNDS.*"

Mr. Moller: It's big letters, which is probably why I missed it. We can get that fixed.

Mr. Showe: You can approve it subject of that change?

Ms. DeVries: Yes.

Mr. Moller: Other than that, I did add an extra rule in Section XI, under GENERAL RULES AND REGULATIONS, Subsection N, "*All range balls and range ball containers are the property of the Viera East Golf Course. Taking these items may result in player to be asked to leave without entitlement to a refund and or banishment of the facility.*"

Mr. Dale: Thank you.

Mr. Moller: Other than that, I'll go to the annual passes. We raised all annual passes 7%, over last year. We did make an adjustment to the non-CDD resident rate, because there was such a gap in between the CDD resident rates and non-CDD resident rates. So, basically what we did, is we just increased the non-resident rate to \$600 more than the resident rate, to coincide with the ballpark of what they pay in assessments. I know it's not that much, but that's the new rate for the season passes. It really didn't change the range or anything at all. Both Dave and I thought those prices were fair for range balls and whatnot. As far as our daily rates, I did make some adjustments to the rates. We did increase rates by 7% overall. Peak season in the morning, will be at \$87.10 before tax.

Mr. Dale: On weekends?

Mr. Moller: Weekend mornings; Friday, Saturday and Sundays. We also adjusted the price difference between afternoons and weekdays. I thought all of our fees were too close



together and there were no discounts or breaks, playing on a weekday versus the weekend or playing in the afternoon versus the morning. So, I just came up with a midday rate of 20% of the cost of the morning and afternoons were 40% of the cost.

Mr. Dale: I will add, just to make it sound like you didn't just come up, this was after a lot of research and what other golf courses were doing.

Mr. Moller: I looked at some other golf courses in the area and how their rates were structured and they were the same. The only other thing in talking with Dave, we did add in our Summer season, a twilight rate, after 4:00 p.m., because we used to have nine hole and 18-hole rates. It just got to be too much to keep extra staff to police the golf course to make sure the nine holders were playing nine and so forth and so on. So, after 4:00 p.m. in the Summer, it's basically it's a flat rate. So, it's all you can play after 4:00 p.m. in the Summer.

Mr. Dale: A free for all.

Mr. Moller: Yeah. So, this way we don't have to keep the extra manpower to make sure people are following the rules. Other than that, are there any questions?

Mr. Dale: If you would just spend 30 seconds going into a little bit of a description as to how you came up with some of the rates versus, let's be blunt, our chief competitor, Duran. We have other golf courses that are of lesser caliber and we're not trying to match their pricing, we're going for the law of diminishing returns and trying to get that maximum profit out of it.

Mr. Moller: Right. Overall, I think in our area, Brevard County, we have a maximum. I know in Orlando people can get \$125, \$150 and \$200 for a round of golf. You're not going to get that in Brevard County. In talking to other guys in our industry, we're kind of around that \$90 amount, but depending on the facility, you probably can get \$100. I think \$90 is our sweet spot. I know a lot of golf courses in the area went up anywhere from 5% to 10%.

Mr. Dale: What do you think our chief competitor is going to be doing over the course of the next year or two? I don't need an exact number.

Mr. Moller: Somewhere in the low to mid \$90s, about \$5 cheaper.

Mr. Dale: We are competitively priced below our chief competitor.

Mr. Moller: It's going to depend on the season. We might be a little bit more in the Spring Season. We'll probably be a little bit cheaper in the peak season, probably about the same in the Summer and things like that.

Mr. Dale: Right. Well, I'm very pleased and I'm very appreciative of all the work that you and Dave have put into coming up with these numbers, because we didn't just come up with this overnight. This has been a six-month project that is finally coming to fruition here. I appreciate that.

Mr. Showe: I think it's also important just for the residents and the Board's sake, for you to approve this range of rates. So, that gives flexibility to set any rates within that range. So again, if there are other profits to be made or some other opportunities to be made, Jim has the flexibility in your rules and those range of rates to make adjustments.

Mr. Dale: Right.

Mr. Moller: I had a late conversation. Can we make a change tonight or wait till next fiscal year? It's not that pending.

Mr. Showe: If you're going to make a change, you should make it right now.

Mr. Moller: Do you want to add \$5 to the league rate?

Ms. DeVries: For 18 holes.

Mr. Moller: Yeah. Because right now it's max at \$25, for league play.

Mr. Showe: We can change that right now. Would you rather change it now?

Mr. Moller: Yes, because right now, it's at \$25. We would like to take it to \$30.

Mr. Dale: Okay. Are you going to take it there or you want the flexibility to take it there?

Mr. Moller: We want the flexibility to take it there, if we need to.

Mr. Dale: Okay. Right. So, in other words, you're not planning on correcting the rate immediately.

Mr. Moller: Right.

Mr. Dale: You would just do it over the course of the year, because things are so turbulent in the economy, that you have flexibility to do that. I got you.

Mr. Showe: I'll make that change.

Mr. Dale: I asked that question for Miss Betty, who's sitting in the back of the room.

Mr. Showe: Is that all you had?

Mr. Moller: Yeah, that's all I had.

Mr. Showe: We'll open it up at this point for any members of the public who would like to provide comments on the rules and the rates as proposed. We can take those comments now. Again, please state your name and address and keep your comments to three minutes. We'll let

the record reflect that we have no public comments, so we'll return it back to the Board for discussion and consideration of the rules and rates.

Mr. Dale: Wonderful. At this time, we can entertain a motion or if anyone has anything to add.

Mr. Macheras: I just have a couple quick comments. I just want to let Jim know a couple of things. A couple of weeks ago, I was at the Hook & Eagle and there was a group of three or four guys that had played at a golf course in Brevard County, that's comparable to ours. They raved about not only how much better our golf course was, but also the people in the pro shop. Again, it's not to talk bad about another golf course. It's just to kind of reiterate what Jim said. Just from talking to people that don't even live in Viera, how competitive and how well what they felt was getting a bang for their buck. We talked about Orlando golf courses. I follow a couple of golf sites on Facebook. They would talk about the Lake Buena Vista Golf Course in Orlando, which was \$130 and just how terrible it was. I like the idea of the 4:00 p.m. rate. There are several golf courses in the county that do the same. One is even at 2:00 p.m., because they figure, if you want to play more than nine holes in 90-degree weather, best of luck to you. I just think that's a good move. Like Jim said, there are a couple positives for us and I think for golfers at my age, I might get out there and play 12 holes and I'm done at 5:00 p.m. or 5:30 p.m., with that heat. So again, I'm just to throw in a couple little tidbits to reinforce what Jim said, I agree with the presentation that he made.

Mr. Dale: Wonderful. Thank you, sir. Do we have any other comments? Ron?

Mr. Rysztogi: No, I was going to make a motion.

Mr. Dale: Okay.

Mr. Dale: I just want to make one last comment that I think is important to get across. We've hammering it at home, but we have a couple of members of the community that are from the southern part of the State that aren't affiliated with the golf course. The thing that I want to stress for the minutes is, again, for the past three years, this golf course is self-sufficient. None of your tax dollars go to that golf course now. In fact, the golf course is very quickly getting to the point where I think it's going to be a net contributor to the community, hopefully, once we get reserves built to the point that we want to see them built to. By the way, three years ago we took over and our reserves were at what, Jason, roughly about \$100,000?

Mr. Showe: Yeah, right around there.

Mr. Dale: Right around \$100,000. Now we're close to a couple million dollars and if we're not there, we will be after October, when we get to throw in this year's numbers. But right now, I believe we're on pace.

Mr. Showe: Your budget is \$1.6 million at the end of this year.

Mr. Dale: Yeah. Not to steal any of Jim's thunder, but we are on pace. It all depends on what September does. But we're on pace to at least match last year's numbers. Considering the fact that we effectively got rained out in January and February, which probably cost us a \$150,000 to \$200,000, I think that is a tremendous accomplishment and I'm very appreciative of what you and Dave have done.

Ms. DeVries: All of the staff.

Mr. Dale: All the staff. I don't mean to just single you guys out. Michelle, as part of that, is the marketer, but everybody else in the pro shop and the hard work that's been put forward. But considering the fact that we're producing at about a 15% rate of budget in terms of profit, I think that is a phenomenal achievement for this year and I'm glad that we've done that. The striking number for me and I believe I'm correct on this one, if you were to take even our worst year of the past four years, that number is greater than the sum of the previous 30, prior to 2020, which is just stunning and means the golf course is firing on all cylinders right now. I'm really looking forward to next year.

Ms. DeVries: I would just make the point too, as kind of part of the CDD team several years ago, our goal is to be able to put money in those reserves so we never need a bond again and we can start doing these maintenance projects 10, 15, 20 years down the road, as we have the money in the capital reserves to be able to do that.

Mr. Dale: Yes and along that line we, we have commission a study, which is due to happen sometime in the next month or so. We have a team that's going to come and put together a Reserve Study for us and we'll know exactly how much we need in the bank for a new irrigation system 25 years from now, for new roofs and for all of that kind of stuff. So, it's been very fiscally responsible. Jim, some of the things that you've done, I mean, boy, with inventories and other fiscal issues, we really appreciate that. So, with that said, I'm off my soapbox, Ron, if you want to make that motion.

Mr. Rysztogi MOVED to adopt the Amendments to Attachment A to Chapter IV of the Rules of Procedure and the Golf Course Rates for Fiscal Year 2024, as presented and Ms. DeVries seconded the motion.

Mr. Dale: Is there any discussion? Hearing none.

On VOICE VOTE with all in favor the Amendments to Attachment A to Chapter IV of the Rules of Procedure and the Golf Course Rates for Fiscal Year 2024, as presented were adopted.

**B. Budget Hearing**

**i. Consideration of Resolution 2024-06 Adopting the Fiscal Year 2025 Proposed Budget and Relating to the Annual Appropriations**

Mr. Showe: The next part of your public hearing relates to your annual budget. Again, for the purposes of the audience, we've been working this since, I believe April was the first time we presented a Proposed Budget. So, the first resolution really just approves that Proposed Budget. We've attached the end results of all the workshops on there as a Proposed Budget. A couple important notes for the residents and the Board. There is no proposed assessment increase in here. We've also captured all of the potential expenses that we have anticipated and made some adjustments based on Board discussion over those workshops. Pages 1 and 2 is for your General Fund. Starting on Page 3, we have your line-item description. We try to provide as much detail to those line items as possible, so its transparent for you and your residents on how we come up with some of these numbers. In cases where we have contracts, we try to be as detailed as we can, to show you the monthly amounts and how that all relates back to your budget. On Page 12 is your Capital Reserve Fund, where we are projecting about \$1.6 million at the end of this year. We also made the change that Jim talked about at the last meeting, adding the vehicle purchase. So, that's captured in here. We also just have a line that is just generic Capital Outlay. Again, we just want to project something so you can have a realistic view of what you likely could expect. But again, there is over \$1.6 million in that Capital Project Fund. Following that on Page 13, is your Debt Service Fund. The Board doesn't have a whole lot of flexibility in that fund at all, because those were issued by the bonds. I will note that the Series 2020 bond, goes away in 2038. So, we're, you know, we're clipping through that pretty quick. Then we have budgets for

Hook & Eagle as well as the golf course. Finally, for the Golf Course Budget, we have the same type of item description. Then when you get to the end of that, there's also another Amortization Table for your Recreation Fund. It's important to note in your Recreation Fund, you only have two years of that left, including the upcoming year. So that goes away. After next year, it will be the last time that goes away, too. So, that assessment will then fall off of the residents as well.

Mr. Dale: I'd like to think people's taxes, at that point, will be going down also.

Mr. Showe: They will be, I mean, yeah, because of the \$504 that we assess, that's \$130 of it, that will come off at that point. So, with that, we can again open it up for any members of the audience who'd like to make any comments on the budget as proposed.

Mr. Dale: Okay.

Mr. Rysztogi: Okay.

Mr. Showe: Hearing none, we'll return it back to the Board for any discussion or consideration of that resolution.

Mr. Dale: The only thing that I do want to do is, again, is draw a special distinction to what you said and it's based on things over the year that I've seen on social media, as I think some residents aren't aware of the distinction between the HOA and the CDD budget. I want to draw a special distinction that this is part of the non-ad valorem section, your Tax Bill. Actually, those just got mailed out last week and it is under Viera East CDD. It is not an HOA assessment that you get. The reason I bring that up is we've had several people say, "*Oh, well, they raised your taxes*" and we couldn't figure out what they were talking about. It came out that they effectively were talking about their HOA fees and I just want to draw special attention to the fact that, over the past four years, CDD fees have never gone up. In fact, they are 25% less than they were four years ago.

Mr. Showe: Yes.

Ms. DeVries: There is \$120 left or something like that.

Mr. Dale: Yeah.

Ms. DeVries: Its less than they used to be.

Mr. Rysztogi: Was that on the tax forms that I just got yesterday.

Mr. Dale: It should be on that. Yes.

Mr. Rysztogi: I know it's down where the sanitation taxes are, but I didn't see that on mine.

Mr. Showe: I was going to note that for Rob. There are some counties that do not list all of the CDD assessments. They do not list all of the non-ad valorem assessments, which is where the CDD falls. Certain counties list it, but certain counties don't. It's really up to the county on how they send that out. But it will be on your final Tax Bill.

Mr. Rysztogi: I haven't received my final Tax Bill.

Mr. Showe: What you received is a trim notice. That's just for all of our taxes in the Proposed Budget.

Mr. Rysztogi: Okay.

Mr. Dale: Right.

Mr. Rysztogi: That's what I thought.

Mr. Showe: Again, certain counties put the CDDs on it, but some don't, for the trim notice. We are a Special Districts and they don't necessarily view us the same as some of the other entities.

Mr. Dale: I see that sometimes when I call the county. Alright, so what do you need?

Mr. Showe: We would just need a motion to approve the resolution as presented.

Ms. DeVries MOVED to adopt Resolution 2024-06 Adopting the Fiscal Year 2025 Budget and Ms. Yelvington seconded the motion.

Mr. Dale: Is there any further discussion? Hearing none,

On VOICE VOTE with all in favor Resolution 2024-06 Adopting the Fiscal Year 2025 Budget was adopted.

**ii. Consideration of Resolution 2024-07 Imposing Fiscal Year 2025 Special Assessments and Certifying an Assessment Roll**

Mr. Showe: The second part of your hearing tonight is Resolution 2024-07, which is the mechanism for actually levying those assessments on you Tax Bill. Attached to this resolution, is the budget that you just approved, in adopted form and a large Excel spreadsheet that is 50 pages long, which lists every single property in the District, as well as the equivalent assessments that go with that property. We can take public comments on just the imposition of those special assessments. Hearing none, we'll return it back to the Board for any questions or consideration.

Mr. Dale: I think perhaps, actually, could we add three pages of biography on each individual on the Board?

Mr. Showe: We don't get that.

Mr. Dale: Those were some long pages.

Mr. Showe: Well, that's the work that happens in the background that you guys don't see. That's the spreadsheet that then gets transmitted to the Tax Collector and how your assessments get mechanically placed on your Tax Bill.

Mr. Showe: I did those personally for several years. It's a lot of work. So, we would take a motion to approve Resolution 2024-07.

Ms. DeVries MOVED to adopt Resolution 2024-07 Imposing Special Assessments for Fiscal Year 2025 and Certifying an Assessment Roll and Mr. Rysztogi seconded the motion.

Mr. Dale: Is there any discussion? Hearing none,

On VOICE VOTE with all in favor Resolution 2024-07 Imposing Special Assessments for Fiscal Year 2025 and Certifying an Assessment Roll was adopted.

Mr. Showe: Then we would look for a motion to close the public hearing.

Mr. Macheras MOVED to close the public hearings for the rules and rates and the Fiscal Year 2025 budget and Ms. Yelvington seconded the motion.

Mr. Dale: Is there any discussion? Hearing none,

On VOICE VOTE with all in favor the public hearings for the rules and rates and the Fiscal Year 2025 budget were closed.

## **SIXTH ORDER OF BUSINESS**

### **New Business**

#### **A. Consideration of 2024/2025 Aquatic Management Renewal**

Mr. Showe: I can quickly go through your next item. This is your renewal of the ECOR contract. Some of the segments do have some small increases in them over the prior year. Again,



it's nothing that we're not seeing in the industry. All of the chemicals, again, cost a little more. It's just a translation of the chemical costs needed to treat those facilities. We will note that we did adjust that line item in your budget. So, your budget has this amount already in it and there's no impact to your budget based on this. I don't know if Jim has any comments on ECOR. I don't think we would recommend changing vendors at this point.

Mr. Moller: No.

Mr. Showe: I wouldn't either, but I just want to make sure I'm not missing anything. So, it would be our recommendation to just go ahead and approve that agreement renewal with ECOR.

Mr. Dale: It's probably not the perfect place to insert this, but since we're talking about ECOR, I know we had the issue in Hammock. Is it all copacetic with getting them out to that lake?

Mr. Moller: I know they went out there. I haven't heard anything.

Mr. Showe: For the record, we did get a notice about just some algae buildup on one of the lakes. The process is that ECOR goes out to treat it. By Federal Law, they have to wait two weeks. So, they have to treat it, see what happens and they have to wait two weeks based on the type of chemicals. We let people know that.

Mr. Dale: Right.

Mr. Showe: Typically, you'll see in a few days, especially with the rain, we're hopefully going to get between the chemicals and the rain, that should knock it out pretty quick.

Mr. Dale: Half of it today probably got washed away.

Mr. Showe: Yeah.

Mr. Moller: We've received 3 inches in the last two days.

Mr. Dale: We needed it.

Mr. Moller: Yes.

Ms. DeVries: Yes, we did.

Mr. Showe: So, we look for a motion to approve the renewal with ECOR.

Mr. Rysztogi MOVED to approve the Aquatic Weed Control Agreement with ECOR for the period October 1, 2024 through September 30, 2025 and Ms. DeVries seconded the motion.
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Mr. Dale: Is there any discussion? Hearing none,

On VOICE VOTE with all in favor the Aquatic Weed Control Agreement with ECOR for the period October 1, 2024 through September 30, 2025 was approved.

Mr. Showe: We originally had your habitat management and your environmentalists on there, but we're still waiting to get that agreement from them. So, we're hoping to have that for the next meeting.

Mr. Dale: Okay.

**SEVENTH ORDER OF BUSINESS**

**Old Business**

**A. Action Items List**

Mr. Showe: Behind that, we have your Action Items List. Do we have the signs up on the driving range?

Mr. Moller: We're getting them.

Mr. Showe: So, that's in process. As far as the Water Management District, I just heard from the Viera East Golf District Association yesterday, that they would at least like to give a ballpark of what it's going to cost for them to contribute, should they be able to use those. So, I'm going to start with just getting them a number from our professionals. The intent would be, that if the Board is inclined to give them an agreement to allow them to use those, they need to pay for all of the work, since it's really to their benefit, so that it's not borne on the residents of the CDD to pay for that.

Mr. Dale: Right.

Mr. Showe: So, we'll get that number to them.

Mr. Dale: Among the chief concerns is the environmental impact.

Mr. Showe: The environmental impact of the withdrawal. We need to know, at what level should we cease withdrawing, as well as whether it has any engineering impact on the other ponds that we maintain and the impact of the overall system. Also, the attorneys to draft up the language.

Mr. Dale: Protecting the wildlife too.

Mr. Showe: That's really all that I have for my action items.

**EIGHTH ORDER OF BUSINESS**

**Old Business**

**A. General Manager's Report**

**i. Weekend Music Revenue**

Mr. Showe: And we can go to Jim's report.

Mr. Moller: Alright. I'll start with the CDD maintenance guys. Right now, they're in the conservation wetland areas treating exotics. They are also going around the community working on turning back vegetation encroaching sidewalks. We received requests from some residents on some areas. One area was by Heron's Landing, so we trimmed those back and we received some other requests that the guys are investigating, some pine trees that might be encroaching onto properties that might be a danger to the buildings and stuff like that. Ed and I are going over to next year's fire line schedule, trying to change some dates, to make sure all the scrub jay habitats are disbursed, just in case we run into any wet weather again, things like that. Then we'll identify any areas that the Fecon cannot get to, that we might need to subcontract out and do by hand, just to make sure the entire District is being serviced with fire lines or at least some sort of fire protection.

Mr. Dale: Right.

Mr. Moller: The fountain is currently in permitting. Last week we just did the Notice of Commencement.

Resident (Mary Ann Ferrara, Fawn Ridge): I came late, because I didn't want to bring it up.

Mr. Dale: So, we're in permitting?

Mr. Moller: Yes. The permits for the pool were finalized and they'll start the installation. They guys have been working on the dog park. There were some small areas of the fence that dogs have broken their way through. So, they secured the fence with some better ties. We also added sand to level off the large and the dog small parks.

Mr. Dale: We also had a truckload of sand.

Mr. Moller: Sand to level those areas out.

Mr. Dale: I was wondering what we were going to do with it. By the way, kudos on the tree trimmers that you got down there with the rest of the park.

Mr. Moller: They did a good job.

Mr. Dale: It's looking really good and we appreciate that.

Mr. Moller: In talking to one of the residents in the meeting tonight, I'm going to look into getting some signs for the large field. My understanding is a lot of people just go out there with their dogs and they let their dogs off leash and not under control. So, we'll just put some signs out there just to inform the residents to keep their dogs on a leash and under control outside of the dog park.

Mr. Dale: Right. All of the county rules still apply.

Mr. Moller: Yeah.

Mr. Moller: Moving to golf course maintenance, this week we aerated the greens. We verticut, double verticut, top dressed and then we dethatched the tees and fairways, which I think will definitely help the ball roll and play on our fairways.

Mr. Dale: How do you dethatch, just out of curiosity, because I was out there on Saturday?

Mr. Moller: Well, we did a poor man's version. It's a big, expensive project to bring in power verticutters. Basically, you're pulling up a lot of thatch. You have a lot of stuff to get rid of. A buddy of mine found a uni-rake, kind of like an old field plow that has spring loader fingers. We just pull it behind a tractor and it basically just digs in. It's almost like raking your lawn.

Mr. Dale: Right.

Mr. Moller: Just on a larger scale. So, it basically just pulls up some thatch and it stands the grass up, so when we mow, it gives it a nice, tight, clean cut.

Mr. Dale: Right. Because I noticed that some of the thatch areas were yellow and I didn't know why.

Mr. Moller: Yeah. So that's basically from some of the times where when the machine was going into the grain, as opposed to with the grain.

Mr. Dale: Okay.

Mr. Moller: So, it kind of got in a little bit more aggressive, which will help make everything more uniform, because sometimes as a player, if you're hitting an iron shot out of a fairway and you get into a thick patch, it could grab the club and cause an air shot, which is probably what happens to me all the time.

Mr. Dale: Yeah, that's what happens to me with every shot was the patch.

Mr. Moller: Other than that, the bunker project is quickly approaching. I talked to Landirr this morning. They're finishing up their current project and they're probably going to start moving up here next week. I don't know if they're going to start later next week or probably the first week of September. We are start on Hole 1 and then just work our way forward. The owner also said, if we had any tournaments on weekends, he would be glad to give his guys a day off. We have a couple tournaments coming up, so we should be fine there. With that, we're going to cancel our last September aerification date, because with everything going on, we were able to fully verify the golf course. We aerified the greens three times. I can always rent that Air2G2 machine, if I need to and the guys can just hit a couple greens in the morning and golfers won't even know the difference, if we need to do an additional aerification, which I probably will because you can't aerify them enough. Regarding the financials, as of yesterday, golf round revenue is sitting at \$94,000. Last August, we finished the month at \$100,000. Anticipating us using averages, we should finish this month around \$140,000. As of yesterday, we are ahead of last August by over \$20,000. Food and beverage, as of yesterday is sitting at \$50,000. Last August, they finished at \$55,000. Same thing, using averages, food and beverage should finish revenue about \$70,000. They're running ahead of last August by \$12,000. In July, we finished up net profit, \$30,000 better than last July. Food and beverage finished about \$670 better than last July. I'm really pleased of our profit track this summer, as golf finished \$40,000 better than May than last May, June finished 23,000 better than last June and July finished \$30,000 better. So, it's a total \$93,000 better over the summer months than we did last Summer, which definitely made up for the crappy January/February.

Ms. DeVries: That's great.

Mr. Moller: August is showing no signs of slowing down. So, we should definitely finish off this fiscal year very well. Food and beverage, in May, we were \$2,000 to the negative. We made up \$17,000 in June and about \$1,000 in July. So, we did about \$15,000 better in food and beverage from May through July compared to last year.

Mr. Dale: So again, for golf, we are sitting at roughly, \$370,000?

Mr. Moller: I think we are at \$369,000.

Mr. Dale: In terms of net.

Mr. Moller: Yeah, net profit as of July 31<sup>st</sup>.

Mr. Dale: Okay. One thing, in the July numbers, we had a malfunction in the restaurant, with one of the outside freezers. We lost approximately \$3,000 of product.

Ms. DeVries: When is a new one coming?

Mr. Moller: It's on order. They have a deposit check.

Ms. DeVries: That's what we were trying to avoid.

Mr. Moller: Again, all those outside coolers and freezers, they're restaurant grade, but they're not meant to be in the elements.

Mr. Dale: They weren't designed to do what we are doing with them.

Mr. Moller: Yeah. So, we get the outdoor rated walk-in cooler and freezer combo, it's going to condense all of our inventory, so it's not in 20 different coolers and freezers. It will just make life easier.

Ms. DeVries: We'll have less loss.

Mr. Rysztogi: You don't have any anticipated dated delivery?

Mr. Moller: Not yet. It's probably going to be 6 to 8 weeks before he gets it. It's like everything else nowadays.

Mr. Dale: We're victims of our own success right now.

Mr. Moller: Yeah. The additional storage that we've talked about for months now, that's planned to be installed on Monday.

Ms. DeVries: Good.

Mr. Moller: That was supposed to be delivered, I think, mid-July. So, we're running about a month behind there. I talked about the walk-in. Stacy is currently building new menus with all of the information given to her by Jen and Jamie. We're hoping to launch the new menus on October 1<sup>st</sup>. We are trying a couple things today, so we can take some pictures for the menu. They are pretty good.

Ms. DeVries: Okay.

Mr. Moller: The street signs for Golf Vista Boulevard, has been ordered. Other than that, I do have some other information, but they're mostly just for answers, for questions. But that's the end of my report.

Mr. Dale: Would any Board members like to add anything or question anything?

Mr. Rysztogi: Good job.

Ms. Yelvington: I was going to say nice job.

Mr. Moller: Thank you.

Mr. Dale: Yeah. The fact that we're currently \$50,000 ahead of last year, I understand it's not over until somebody's singing, but we need get there.

Mr. Rysztogi: The last two days didn't help.

Mr. Moller: Actually, I'd much rather take the rainfall than the revenue, to be honest with you.

Mr. Rysztogi: Okay.

Mr. Moller: I did forget to mention, I know we've made some dramatic improvements in inventory. We did purchase a module through Toast, which is called "*Extra Chef*." It's going to take a lot of data input for onboarding and mapping, but it has the capabilities of getting invoices directly from Cheney Brothers, Cisco, most of the vendors that we use, where they automatically send the invoice to the system and it puts it in there. We review it and then we basically drop it in its category, whether it's produce, wine, liquor. Once we get everything up and running, we will have a daily inventory. So, this way, let's say Jen goes to the back and she's like, "*Okay, I should have four bottles of Pinot Grigio and there's only three,*" there had better be one on the broken bottle chart or something.

Mr. Rysztogi: When did you say that new storage for the liquor is going to be in that hallway?

Mr. Moller: They're installing it on Monday.

Mr. Rysztogi: Oh, that's fast.

Mr. Moller: Yeah. So now all of our liquor will be in one place.

Ms. DeVries: So, who's doing all the data input?

Mr. Moller: Lacey and I.

Ms. DeVries: Okay.

Mr. Dale: It helps us with what I think was our number one shortcoming, which for a couple years, was the thing that Jim jumped on, inventory control. It's not as if anything was happening. I think we had a couple years of, like, just on the one loss, \$3,000 worth of food. Well, you do that over a couple years and it adds up.

Ms. DeVries: Yeah.

Mr. Moller: I hope to get to the point where this system can actually give us a true cost of goods number. This way, we don't have to create it.

Mr. Dale: Follow up question to this, because I know Michelle has been talking about a new module in Toast that's about marketing and all of that kind of stuff. Is there any benefit to combining it all together and do we get a discount because we're buying more modules?

Mr. Moller: I'm sure, because I kind of drug my feet a little bit on this one and then they knocked \$75 off, because it was running \$275 a month.

Mr. Dale: Right.

Mr. Moller: Then they had \$1,000 in onboarding. They waived the onboarding and they gave it to us for \$209 a month.

Mr. Dale: Well, then the two of you at least coordinate.

Mr. Moller: They will probably do a package deal.

Mr. Dale: Right.

Mr. Macheras: If I just interject real quick.

Mr. Dale: Yes.

Mr. Macheras: Last weekend, I played at a charity golf tournament up in North Carolina. So. I took the time to talk to the General Manager there and talked a little bit about the restaurant, told him who I was and what we were trying to accomplish. Just like Jim said, his biggest thing for the restaurant was inventory control. He said that's the number one thing that that's going to make or break you. So again, hats off to Jim and to the Board, because I know we held a special meeting a few months ago to address that. We're still finding some things, to just get to that starting point, clean up some things. We took some hits, but you have to do that to get it right. I just want to commend them for doing that, because, again, talking with another General Manager, that's the number one thing we have to control and I think for probably the first time ever, this Board is moving in that direction and I appreciate that.

Mr. Dale: Thank you, Bill. He did just jog my memory of. I believe that might have been part of the public meeting, but we had talked on the phone or via email, regarding the meeting schedule, adding the two dates.

Mr. Showe: Yeah, that's on the meeting schedule.

Mr. Dale: Okay. I didn't see that it had gotten on there. I just wanted to make sure that it got on there.

Mr. Showe: Yeah, we'll put it out there.

Mr. Dale: Okay, good.



Mr. Moller: The last thing I just want to finish up, I had a request for marketing and for a Board Member who asked. I took numbers from Saturdays last year and numbers from Saturdays this year with music.

Ms. Webb: We did music last year, two times.

Mr. Moller: So, that's the only caveat. I didn't have a schedule. It also included any live music from last year. So, you can definitely see the numbers are definitely much higher. It's actually a 115% increase with music versus without.

Mr. Dale: Wow and that's with some of the music from the previous year.

Mr. Moller: Correct.

Mr. Dale: Okay.

Mr. Moller: So, there is not any doubt that offering live music in a restaurant, is definitely beneficial.

Ms. Webb: Yes.

Mr. Dale: 115%. Now you have a number.

Ms. Webb: I know.

Mr. Dale: It's not important right now, but let's run it. Please get the dates to Jim, of the non-music dates last year. So that means that 115% is probably much higher.

Ms. Webb: July 8<sup>th</sup> and July 22<sup>nd</sup> is Music on the Patio.

Mr. Dale: Yeah. Let's coordinate that off meeting. But that's just a percentage increase that I would like to see.

Mr. Moller: There were a couple days that were higher than normal, but I just added them anyway.

Mr. Dale: Okay. Thank you, though.

Mr. Moller: I also had who was playing that night, too. I don't have in front of me.

Ms. Webb: Yeah, I know.

Mr. Moller: Yeah.

Ms. Webb: I know. The week of July 1<sup>st</sup> to July 8<sup>th</sup>, that week was a very slow period, because it's the holiday weekend. But I can tell you that we had Music on the Patio on July 6<sup>th</sup> and it was a \$4,200 day. But I've also marketed it more. I can tell you the inconsistency of us having it twice a month. People are like, "*Are you having music this weekend, are you not having*

*music this weekend, is it this weekend, Oh, I thought it was next weekend.*” So, when we started making it just every weekend, we've actually made more money.

Mr. Dale: The consistency.

Ms. Webb: It costs a little bit more, but we almost doubled in some of our figures.

Mr. Dale: Well, and that's one area I do want to give kudos to a couple of our Board Members; Denise and Jen and Ron, I have to be honest, I was questionable as to whether or not doing that was worth the risk. You guys, in the last restaurant meeting that we had five months ago or whatever it was, you guys stuck to your guns and you explained that you wanted that as an amenity for the community and you felt that if we showed some consistency, that would result in improving numbers and that's exactly what happened.

Mr. Rysztogi: It was a gamble, but I think consistency is what we needed.

Mr. Dale: Yes.

Mr. Rysztogi: Gotta be, then people get used to it.

Mr. Dale: Yep.

Mr. Rysztogi: Okay.

Mr. Dale: It worked out.

Ms. Webb: We have some people. I mean, they don't come and always eat, but they will have a glass of wine, sit on the patio and they listen to music. That's kind of what it's there for. We have some people that said, I've never been here before. That's what we wanted here, too.

Mr. Dale: Yeah, we wound up with a group of teachers from where?

Ms. Webb: From Sherwood Elementary.

Mr. Dale: Well, Sherwood and where else did we have them on Friday, I think it was this past Friday?

Ms. Webb: They came from Ralph Williams Elementary. Our Partners in Education (PIE) partner.

Ms. Webb: Yeah, our PIE partner.

Mr. Dale: The teachers are starting to migrate now from Ralph Williams to come to the restaurant, because of that and the pricing. They came Friday.

Ms. Webb: It was called, *“Relationships and Connections.”*

Mr. Dale: Yep. It's nice.

Mr. Moller: A couple terms that were thrown around in that conversation is, I think, what's going to make next year very beneficial and profitable for the restaurant, is consistency. We basically had three different restaurants in three years.

Mr. Dale: Yep. We've had this one, essentially, for one year. The gross revenues are off the charts and we have some things that we're working out of the system from past years, but as we head into next year, I'm very optimistic about the direction that that is going.

Mr. Rysztogi: Was that a renovation?

Ms. DeVries: No, the lost food and the inventory that we lost.

Mr. Dale: We had inventory lost. Then we also had the former restaurant manager's salary, that we had to include in for three months at \$5,000 each, so that hurt. We entered the year in the red.

Mr. Moller: By \$65,000.

Mr. Dale: Yep.

## **B. General Manager's Report**

Mr. Showe: We'll go through District Manager's Report. While we have some residents here, I just want to give a general reminder. Obviously, with social media, there are a lot of places where people can get information about the CDD. That doesn't mean it is official information. We always want to direct people, if you have questions, if you really want to make sure you're getting proper, correct information, either talk to Jim or myself or the Viera East CDD website is probably your best resource or if a Board Member. Those are probably the best places. Sometimes social media is not the best place to get information on things.

### **i. Adoption of Goals & Objectives**

Mr. Showe: I know we talked about at the last workshop about the goals and objectives. We just included the same thing again. I know we talked about at your workshop, but we just need a motion to approve those goals and standards. Certainly, over the next year, if you choose to want to make those a little more specific for your District, the next year would be the time.

Mr. Dale: Where does that come from, the goals and standards requirement?

Mr. Showe: That comes from House Bill 7013, I think. That was just passed in July. It requires all Districts by October 1<sup>st</sup>, to set performance goals and standards. There are no penalties if you don't achieve them. There are actually no penalties if you don't do it at all. But

we do like our Districts to be in compliance. So, this is the form that we've recommending all of our Districts approve for now, given that it was a really short turnaround. Most of these are things we're already doing anyway. So, it's not a huge issue for the District.

Mr. Dale: Right.

Mr. Showe: Again, it's our recommendation to approve these in the form that they are right now and next year, if you choose early in the year, we'll bring this back up. If you want to make them more specific, you can. I don't know that there's any real benefit to that, other than just posting the report on your website. Again, no one from the State is checking this. It just goes on your website.

Mr. Dale: We'll entertain a motion to adopt the performance.

Ms. DeVries MOVED to approve goals and objectives as presented and Mr. Macheras seconded the motion.

Mr. Dale: Is there any discussion? Hearing none,

On VOICE VOTE with all in favor the goals and objectives as presented were approved.

**ii. Approval of Fiscal Year 2025 Meeting Schedule**

Mr. Showe: The other housekeeping item, is your Fiscal Year 2025 meeting schedule, which is at 6:30 p.m. on the fourth Thursday of each month, per the direction of the Board and workshops on the second Thursday of each month, with the exception of two in January and two in May, to discuss the restaurant. The intent would be that if the Tuesday meeting was held, the Thursday meeting would likely be cancelled. The same with the one in May. We felt it would just be better to advertise them both and that way you're covered. Again, this, this does not require you to meet all of these times. You can certainly cancel meetings as the Board would like. We are required to advertise an annual meeting schedule under the Florida Statute and this just gets that compliance.

Ms. Yelvington: Those dates were January 7<sup>th</sup> and May 6<sup>th</sup>?

Mr. Showe: Yes, those are Tuesdays.

Ms. Webb: Okay.

Mr. Dale: The reason for it is mainly because of Burger Night.

Ms. DeVries: We have to do this now. I guess it's fine.

Mr. Dale: Yes, because it has to be advertised.

Mr. Showe: It's a fiscal year meeting schedule, so by October 1<sup>st</sup>, you have to have a full meeting schedule advertised for the entire year.

Ms. DeVries: Okay.

Mr. Showe: You're not locked into these dates. If we can change them, we can make other dates, we can add other dates.

Ms. DeVries: That's fine.

Mr. Dale: We have to post it and it costs a few hundred dollars to post it.

Mr. Showe: So, we try to do one meeting schedule, so there's one advertisement.

Mr. Dale: Speaking of which, where are we at with that county posting that they're trying to come up? Still nothing yet?

Mr. Showe: That's so far Statewide.

Mr. Dale: Yeah, that's what I figured.

Mr. Showe: The other thing with that, is counties are starting to figure out that there's nothing that prevents them from charging for that service. So, it may be a little less convenient that we had initially done.

Mr. Dale: Uh huh. Okay. So, you are done with your report, right?

Mr. Showe: We would need a motion for that meeting schedule.

Mr. Rysztogi MOVED to approve the Fiscal Year 2025 meeting schedule as presented and Ms. DeVries seconded the motion.

Mr. Dale: Is there any discussion? Hearing none,

On VOICE VOTE with all in favor the Fiscal Year 2025 meeting schedule as presented was approved.

- **General Manager's Report (Con't)**

Mr. Dale: I do just want to put it in reverse just for a second, because our golf course pro, Mr. Dave Owen, is here this evening. One of the things that I wanted to draw special attention to,

is the difference in the numbers for the pro shop over the past year. I believe it's roughly about \$30,000 on the financials, give or take a little bit. But the other component of it that you don't see translated in the financials, is the fact that we had, again, going to the sins of the past left over from the previous pro, we had about \$15,000 of expenses that Dave has had to absorb into the pro shop for this year. So, in actuality, the difference between this year and last year, is about \$45,000. I am very impressed. Then on top of that, you look at the numbers for lessons and things that you do and we get a chunk of that money. I won't go into what chunk it is, because I don't remember what it is, but I do know it's a substantial chunk that the District gets of every lesson that you do, which is a big net positive to the District. On top of that, the level of professionalism is something that I talk about a lot and we see that reflected in Google, Facebook and Golf Now reviews. What we see now, is when you compare that to what we used to get a couple years ago, it's night and day. That is part of the reason why this golf course is so popular and it is making the money that it is. Dave, I just wanted to tip my hat to you and give you a special recognition on that during the meeting.

Mr. Owen: Thank you. I appreciate it.

**C. Lifestyle/Marketing Report**

**D. Restaurant Report**

Mr. Dale: So, let's move on to the Lifestyle/Marketing Report.

Ms. Webb: Congratulations! We did win the best golf course in the State of Florida, along with Sawgrass and four other elite ones. We got out of the regional and moved to the best.

Mr. Dave: For which?

Ms. Webb: The Best of Florida Traveler Guide. We're getting a brand-new plaque. Actually, they welcomed us to do articles in their distribution to all of the rest stops. We'll have an article in there for being one of the best golf courses. So, we're kind of getting out of Brevard and we're now getting Statewide. I was very happy for that. So, whoever has been voting for us, thank you very much. That kind of put us out on the map.

Mr. Dale: I tell you what, that was three days straight of me pounding on those keys on the phone.

Ms. Webb: It's not like the other ones where you vote 25 times a day. It's actually more of an elite one.

Mr. Dale: Right.

Ms. Webb: It's a little harder and you have to actually write an article about yourself to be put out there for them to vote on it. So, it's not just like, "*Get all your buddies to vote.*" It's a little bit different. So, anyways, they liked the pictures that we sent of the golf course. We have to write an article about us.

Mr. Dale: You could send a drone video.

Ms. Webb: So, that's one thing I wanted to really share and be all happy about, because that was great. We also just got done and we got to commend Dave, because normally our Sassy Saturday's have been like 20 women and then I decided to advertise it in the Viera Voice and it went from 22 a week before, to all of a sudden 44 and we're like, "*Wow, we're okay.*" So, it's the biggest one we've had. They had a lot of fun. He's been wonderful. He did this whole little putting course thing, which they had fun with. We did a scavenger hunt on the golf course and hid ducks and balls. We had fun. Ducks were given back to me, because they weren't following the directions.

Mr. Owen: The biggest thing I noticed, is a lot of the same people are coming.

Ms. Webb: Yeah. Because a lot of the women, you know, especially when they come out they're like, "*Oh, can I get lessons?*" or "*I need to get lessons*" and he's giving out his card. Then we ran into two of the husbands that were with women that were in our group, golfing on the other side. So, it's bringing them all in. I'm glad that he's been great with it and he's there having a good time. I was tired after Saturday. I can imagine what he was.

Mr. Dale: Dave, what is it like on the non-sassy Saturday afternoons? Are they a little slower?

Mr. Owen: This time of year, the 1:00 p.m. to 4:00 p.m. range, is not super busy.

Mr. Dale: It's not the same. This is bringing people in and filling the course on Saturday.

Mr. Owen: When the days are shorter, everybody is trying to get off of the first tee by 2:00 p.m., so they can get in before dark. It depends on the time of year.

Mr. Dale: Good.

Ms. Webb: These women are ranging from 20, all the way to some of our Wednesday Women's League.

Resident (Mary Ann Ferrara, Fawn Ridge): I heard about it.

Ms. Webb: They were having so much fun. I love it.

Resident (Mary Ann Ferrara, Fawn Ridge): That's what they said. They had a blast.

Resident (Patrick French, 6978 Hammock Trace): My wife golfs nine holes once a week with some of the ladies from Sassy Saturdays.

Ms. Webb: Good. We're probably the only golf course that has fun that way. It's not like a league, but it is a league. It's becoming a league.

Resident (Mary Ann Ferrara, Fawn Ridge): I thought it was beginner golf.

Ms. Webb: It is. But we mix them all up, which helps the ones that are beginners. The women like to just chit chat and have fun and laugh. So, it was a fun thing. Last night, I was very happy that we had trivia, because there probably wouldn't have been a soul in the restaurant, due to the storm. Rob and I did not think anyone would be there and everybody was there. There were 36 people playing trivia in groups. So, we had another fun night with that. People liked it. I got this duck thing going recently, where I have been hiding ducks on the golf course and the girls like the ducks.

Mr. Dale: Oh, you and your ducks.

Ms. Webb: I know.

Mr. Dale: She bought jewelry and hats and little inner tubes for the ducks.

Ms. Webb: They were so cute.

Mr. Showe: Do you want them in your house right now?

Mr. Dale: They are. They're all over.

Ms. Webb: I give them to the team. We don't call them the losing team. We give them a lucky duck. Every time I give a team the lucky ducks, they go up. We had one team that was in last place out of seven teams and they won second place, after they got the ducks. So, my ducks are lucky. Hook & Eagle has 3,200 followers right now, which is really good. The golf course went up 200 more followers. So, I'm happy with that. It's probably most of the women.

Mr. Dale: 200 since when?

Ms. Webb: In the last two months.

Mr. Dale: Okay.

Ms. Webb: They've been kind of gradually going up.

Mr. Dale: Nice.

Ms. Webb: The Farmers Market had 2,600 followers. It bypassed the golf course. Our Farmers Market will be going back to its normal size in September. Most of our people will come back. I know that Jen comes up to the Farmers Market, but the last one we had, you know,



I don't know how they do it because it's hot out there. When I was walking into the last one, they said, *"You know what, we appreciate you guys, because most of the markets closed down in June, July and August, because of the heat"* and we've allowed them to continue marketing their things. Most of them do still sell out at our market. The hummus guy is not doing any of the other markets except for ours, because now he's in a truck. He said he always sells out his product there. So, I know it's not been like the big thing lately, because there's so many markets out there right now. We did lose the egg lady, but we're trying to get another one.

Ms. DeVries: The meat lady had eggs.

Ms. Webb: She had fresh eggs and was bringing honey and peanut butter and some other stuff, but unfortunately, their marriage wasn't working out.

Ms. Yelvington: I went to the last Farmers Market and I was so impressed with the vendors that were there. I spent a ton of money. It was really great.

Ms. Webb: We had Prince of Peace Church there with their prayer booth. I told her, *"You know, Delilah, if you weren't here, we wouldn't be doing so well,"* because I think it's just the energy of people just being kind. There are people setting up their tents and other people are hauling tents and they're coming over and offering to help them set it up. Sometimes on Saturday when I'm having to roll out of bed at 7:30 a.m. to go up there, I'm like, *"Oh."* Then I get up there and everybody's just so nice. So, it's just a good little community and they have their followers. When I hit that Facebook page, at first I'm going, *"Okay, I don't think anybody's coming"* and all of a sudden everybody's there.

Mr. Dale: I'm going to share something with you. I haven't even told you this one. I was at the eye doctor today at Costco and the Optometrist was in and somehow we got on the issue of Viera East. The Optometrist used to live in Fawn Ridge and she started talking about the Farmers Market that's over there and I was cracking up. I said, *"Yeah, Michelle from the District runs that."*

Ms. Webb: So, we have about 20 to 22 in the Summer, but a lot of it is because it's too hot. The candle people tried to come out there last month and the candles started melting. As much as I try to give them the shade area, it's still just warm. We only charge him \$15 in June, July and August, instead of \$25, because the amount of people is half. I looked at the numbers for trivia and this July, for two days, we made \$7,549. Last year, when we had five days of trivia, the three days that we did not have trivia, they made \$6,600 in the restaurant. The two days we

had trivia, we made \$7,500. We give them prices from Hook & Eagle, but they just feed it back into the trivia. This last trivia, people came over from Viera West. I can't remember the name of the subdivision, but it was a 55 and older subdivision over there. Anyway, we are doing our thing. So, that tells you that all of the things we are doing, is bringing in more money. I really am not advertising anymore. I don't spend more in the advertising factor, than I have for the last year and a half. It's just that it's getting out there more and people are sharing it. I'm making a list of all the sites that I advertise on, which will tell you how many people we meet in just hitting those sites. So, every time I post, it goes to about 23 other sites. So, it's getting busier.

Mr. Dale: Michelle, without getting into the weeds, what is your budget for this upcoming year as compared to last year?

Ms. Webb: Well, I did go down about \$2,000, from what I asked for, for last year, because Sassy Saturdays, was taking over International Women's Day. I still asked for the gentleman to sponsor a little bit of that, so we give them a little bit more for that. But I'm not really going to make that a big thing, so I kind of cut down some of that budget. Local marketing, I'm still doing the same places that I do on, an average. Public relations didn't really change much there, except that it's not coming out of the Hook & Eagle promotions, because that money is generally either going to the pie, the teachers. I try to do that, if we're going to give out gift cards for an event that we have there for Hook & Eagle, things like that. The same thing with the promotional for the golf course, when we give out things for events or we give rounds of free golf or a package somewhere. I did add The Best of Florida, because now that we're part of that, I would like to stay part of that, because that's going to get statewide recognition. I did add t-shirts. I've given the t-shirts out for International Women's Day and a lot of them are wearing them. Vicki said that she wore one, one time and somebody asked her about Hook & Eagle Tavern and she said, "*Oh, it's at the golf course.*" I said, "*Oh, that is at the golf course, which is a private club*" And she's like, "*No, it's not.*" So, even though that's still out there, people do recognize t-shirts and so we thought, if we do t-shirts and then we try to sell some of them, then that way we'll have people marketing for us. So, I did get the final print sent to me and I showed it to Rob. It has a nice big Hook & Eagle in the back with the Hook & Eagle and the phone number and then Hook & Eagle on the front. The reason it took longer, because I know we were talking about it, is we never had the original cut of the Hook & Eagle logo. So, instead of me paying \$4,500 to get it vetted, I re-designed it for \$25. So, she redesigned the whole thing. We

have a vetted Hook & Eagle that is ours. It took a little longer, but she re-designed it for. So, the t-shirts will be ready on Friday. We'll start selling them for \$29.99. There will be women's and men's shirts. So, if you want to buy them, you can get with Jen at the Hook & Eagle. So, that's where I put those things. For Woodside Park, again, we have Partners in the Park. We're getting banners to put up. If you notice, we've got a change of banners. I didn't want to continue, but then we added new one. Then we also have the Farmers Market income. So, that should still be coming. I'm hoping that we'll get about \$3,000 for t-shirt sales, which will pay off pretty much the budget for that anyway. So, with adding everything up, including salaries, the total budget amount was for \$117,670, which went down a little bit, but I added some things.

Mr. Dale: Okay.

Ms. DeVries: That's good.

Mr. Dale: All right. Do you have anything else? Are there any questions from the Board Members?

Mr. Rysztogi: What do you have coming for live entertainment?

Ms. Webb: For September, we have Lacey on the 7<sup>th</sup>. Al, an international singer, who is really good, is coming on 14<sup>th</sup>. Ms. Denise Turner is coming on the 21<sup>st</sup>. I don't know if you've heard her, but she's really good and we also have Mr. Martin Gallagher, an international singer, who sings a variance of fifties all the way to the nineties. I have two new ones coming for October.

Mr. Dale: Actually, Martin does a little past the 1990s. He was doing Mr. Ed Sheeran.

Ms. Webb: Yeah. He's really good. We always have our saxophone guy. I try to get him in every two months, because he's really good. I have two new ones that we're going to try out. I haven't heard them yet.

Mr. Dale: We'll see.

Ms. Webb: They have been recommended by people. My biggest thing is, I'm trying to stay within that \$150 to \$200 budget.

Mr. Dale: Can you talk about the scarecrow real quick.

Ms. Webb: So, Viera Voice every year, have a scarecrow contest, where you go around and you judge the scarecrows. We did one last year, but we're not making one this year. It was fun, but we're done on that. But she asked to host it at the park. So, now all of the scarecrows

will be put up in the park and there will be tents up, so people can stroll. We're going to call it The Scarecrow Stroll.

Ms. Yelvington: Oh, I like that.

Ms. Webb: When they can come and see it, they can buy it. Hopefully, maybe we'll have a bounce house out there for them.

Mr. Dale: That is going to be the third Saturday of October.

Ms. Webb: The third Saturday of October. The Farmers Markets is on the second Saturday. They hosted it at The Avenue last year and The Avenue didn't want them taking up the parking lot or whatever the deal was.

Ms. Webb: Yeah. So, that Saturday of October, the third Saturday, he had a 140 tournament in the morning and then we had Sassy Saturday.

Mr. Dale: If you were going to say you had 140 at Sassy Saturday..

Ms. Webb: We don't know what's going come, because that's October. We don't know how many people are going to be there and then we have the event at the park.

Mr. Dale: Wow.

Ms. Webb: I said, *"We're not going to make that one really big."*

Resident (Not Identified): They're going to come.

Ms. Webb: I know that they are going to come. The next one, we were going to call it, *"Something on the Fairway."*

Mr. Owen: Fairway Finders.

Mr. Dale: With any luck, we'll have our new fountain installed by them.

Ms. Webb: So, every Sassy Saturday has a theme and a special drink that we gave out, which is all included in the price that they pay. So, that's what's coming up. We have a lot of big things to plan. On the 27<sup>th</sup>, I'll be going to a PIE Meeting at the Melbourne Auditorium.

Ms. DeVries: You are the perfect person to go.

Mr. Dale: Sell the Hook & Eagle.

## **NINTH ORDER OF BUSINESS**

### **Treasurer's Report**

#### **A. Approval of Check Register**

Mr. Showe: We have the Check Register for July 19, 2024 through August 13, 2024. In the General Fund, we have Checks #5136 through #5160 and golf course Checks #31851

through #31898, for a grand total of \$97,171.42. A Summary of Invoices follows that. We can take any questions or comments or a motion to approve.

Mr. Rysztogi MOVED to approve the Check Register for July 19, 2024 through August 13, 2024 in the amount of \$97,171.42 and Ms. Yelvington seconded the motion.

Mr. Dale: Is there any discussion? Hearing none,

On VOICE VOTE with all in favor the Check Register for July 19, 2024 through August 13, 2024 in the amount of \$97,171.42 was approved.

**B. Balance Sheet and Income Statements**

Mr. Showe: You have your Balance Sheet and Income Statement for July 31, 2024. No action is required by the Board. We are doing pretty well, better than budget to actuals and you are 101% collected on your assessments. That's all we have.

**TENTH ORDER OF BUSINESS**

**Supervisor's Requests**

Mr. Showe: We can go to Supervisor's Requests.

Mr. Dale: Ron, why don't you kick us off?

Mr. Rysztogi: Actually, I got everything taken care of before the meeting.

Mr. Dale: Nice. Denise?

Ms. Yelvington: No Supervisor's Requests from me. I just want to commend the team that is in this building and also throughout the Viera East Golf Course, because I think a lot of the success in numbers that we're seeing, is due to you guys. So, I think you are all doing a fantastic job.

Mr. Dale: Jen?

Ms. DeVries: Mine have been taken care of during the meeting, so I'm all good.

Mr. Dale: We wish you well in your healing with your arm.

Ms. DeVries: Thank you. I appreciate that.

Mr. Dale: Bill, do you have anything that you'd like to share?

Mr. Macheras: Just a couple quick notes that I wrote down during the meeting. First, I hope I wrote his name down correctly. I want to thank Mr. French. All five of us are community members before being Board Members and I think sometimes, society takes a lot for granted, so when good things happen, there's no need to show appreciation. So, as a resident, as much as a Board Member, I just want to thank him for making that comment. I've been in retail for 20 years and education for 20 years and I think one of the biggest things is communication. I think in the year that I've been on the Board, I've seen five emails come from Jason or Jim, as far as resident questions or concerns and I just want to commend how quickly, like Jen said, that responses are answered. I was talking to a resident a few weeks ago, who asked me about some of the things that were coming up and some of the things that he would like to see happen. He was appreciative that as Jim and Jason always come to the table, we have reasons why we do things, whether it's financial or not and 99% of our residents, that's all they ask, "*Are you doing this and if not, why?*" I think that reflects, just like everybody said earlier, the people that we have in place. One key thing I want to say, too, getting to Michelle, when I look at the agenda, she's also in charge of lifestyle. A lot of the things that we do is for the service of our community, a lot of these events that we're putting on. A couple things that pop, I remember when we had the bad weather, six to eight months ago or a year ago, when we had to cancel the Farmers Market, Michelle had to call all of the vendors and we had a couple of vendors that sell bread and if they don't sell it, it goes bad. She went down there and those vendors went there and sold their bread. I went down there a couple of months ago and an eight- or nine-year-old young lady, was selling these shells that she makes into people or faces and stuff like that, which I bought and gave them to my grandkids. So, you know, we've got great numbers. We talk about profits. We talked about the turnaround in the last four years. But again, it's also the resources that we offer the community and I think that's a big part of what Michelle does and the team at Hook & Eagle and the pro shop and Dave. We offer a lifestyle that makes people want to move to Viera East. I grew up in Brevard County and when I moved back in 2001, I said, "*This is where I want to live.*" I see where it's at and what it's going to be. So, I just want to say, it's not just a numbers game and as five people that live in the community, we hope that we're doing and we want to continue to do things that just offer a lifestyle, an opportunity for our community members to enjoy what we have here at Viera East. That's it.

Mr. Rysztogi: Very well said.

Ms. DeVries: Well said.

Mr. Dale: Thank you, Bill. Very well said. I concur 100%. The only thing I just want to add again, this meeting is our annual meeting and it is a culmination of months of work. It's great. You bring a rate sheet and everybody thinks, "*Well, how hard is that to print up?*" Well, it's not the printing of the rate sheet, it's all the discussion and how we get to that point and everything that's behind it. Jim and Dave and everybody in the pro shop and at the Hook & Eagle that have put all of their sweat and tears into it. We're appreciative of that and I'm glad we are at where we are at right now. So, with that said, with nothing further to add, I will entertain a motion to adjourn.

**ELEVENTH ORDER OF BUSINESS**

**Adjournment**

On MOTION by Ms. DeVries seconded by Mr. Rysztogi with all in favor the meeting was adjourned.
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Secretary/Assistant Secretary  
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Chairman/Vice Chairman

