

**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, December 19, 2024** at 6:30 p.m. at Faith Lutheran Church, 5550 Faith Drive, Viera, Florida.

Present and constituting a quorum were:

Jennifer DeVries	Chairperson
Rob Dale	Vice Chairman
Bill Macheras	Treasurer
Ron Rysztogi	Assistant Secretary
Denise Yelvington	Assistant Secretary

Also present were:

Jason Showe	District Manager
Jeremy LeBrun	GMS
Jim Moller	Golf Maintenance Superintendent
Michelle Webb	Lifestyle/Marketing Director

FIRST ORDER OF BUSINESS

Roll Call

Mr. Showe called the meeting to order at 6:31 p.m. All Supervisors were present.

SECOND ORDER OF BUSINESS

Pledge of Allegiance

The Pledge of Allegiance was recited.

THIRD ORDER OF BUSINESS

Public Comment Period

Mr. Showe: I will note, for purposes of our recording, we only have members of the Board and CDD staff present.

FOURTH ORDER OF BUSINESS

Approval of Minutes of the November 21, 2024 Board of Supervisors Meeting

Mr. Showe: We have approval of the minutes of the November 21, 2024 meeting, which were included with your agenda package. We can take any corrections or changes at this time or a motion to approve.

Ms. DeVries: I had one on the bottom of Page 30. There was a quote that was attributed to me, that I'm guessing was Denise.

Mr. Showe: Yeah, I think it was regarding the golf cart.

Ms. DeVries: Yeah. That's all I had.

On MOTION by Mr. Dale seconded by Mr. Macheras with all in favor the Minutes of the November 21, 2024 Board of Supervisors Meeting were approved as amended.

FIFTH ORDER OF BUSINESS

New Business

There being no comments, the next item followed.

SIXTH ORDER OF BUSINESS

Old Business

A. Action Items List

Mr. Showe: I'll go through the Action Items list quickly. As far as the withdrawal with the Viera East Golf District Association, we provided them with the cost estimate for us to even consider their request, in terms of what our staff time would need to be to investigate it and they are considering that. They said, *"We'll have an answer hopefully next month."*

Ms. DeVries: Okay.

Mr. Showe: I think Jim and Michelle are still working on some of the park improvements. That's all I have.

SEVENTH ORDER OF BUSINESS

Staff Reports

A. General Manager's Report

Ms. DeVries: Okay, Staff Reports.

Mr. Moller: Alright, we'll start with the fountain. It was supposed to go in last Friday. I finally got a hold of a Field Engineer who is, *"In charge of our project."* He basically knew just about nothing. He said everything is checked off and he's going to look in to see when the meter

is going to be installed, but that's basically all that they're doing. So, I guess they're just waiting for someone to hand deliver the meter and plug it in.

Ms. DeVries: Okay, so at the last meeting, you thought the meter was going to be installed, but instead a guy came.

Mr. Moller: I don't even think anybody came.

Ms. DeVries: Oh, okay. Instead, you got told.

Mr. Moller: I keep playing phone tag with this guy. He's supposed to call me back. It's been two days since I spoke to him, so I'm going to call him again tomorrow, to see if he has any updates, but that's where I'm at. The bench has been ordered. Bill had emailed a suggestion, but it was basically the vision of Ms. Mary Ann Ferrara. This view shares her vision.

Mr. Macheras: Yeah.

Mr. Moller: It was pretty much the same amount, around \$1,000. The bunker project is done. Me, Wes and Landirr did a ride through. Everything looks good. We received three and a half inches of rain within 24 hours over the last couple days. We had some minor washouts, but there was nothing out of the ordinary. The bumpers held up very, very, very well.

Ms. DeVries: The Viera East Ladies Golf Association (VELGA)-9 was canceled. Was it because of the golf course being closed?

Mr. Moller: It was because of the excessive rain.

Ms. DeVries: Okay.

Mr. Moller: We closed a little early yesterday, because we had two and a half inches that night and received another inch and a quarter.

Ms. DeVries: I can understand. I was out that night. It was horrible.

Mr. Moller: Today we reopened all 18 holes with no problem. The golf course sucked it up.

Ms. DeVries: Okay.

Mr. Moller: We just had cart restrictions today, but it was a good day. I do have a quote from Landirr, to raise the cart path by the 16 green, 17 tees, which had a tendency to get flooded out, when the lake on Golf Vista Boulevard and the wetlands merge. It encompasses that lake. The cost of that is \$48,540, to remove 400 linear feet of cart path and import 160 cubic yards of fill dirt to raise the cart path. We're going to put some little drain culverts in there, so the lake and the wetland can still equalize and merge, but it just won't restrict the path. They will regrade

it, install 7200 square feet of Bahia sod and then form and pour 3,200 square feet of concrete path 4 inches thick.

Ms. DeVries: Okay.

Mr. Macheras: So, it will be after 16 green and the tee off at 17.

Mr. Moller: It is right by 16th green, where it gets a little low. We're going to raise that up a little bit.

Mr. Macheras: Then when you get to the water cooler, where it dips down, we're going to raise that up. Then basically from the back tees on 17 to where it curves, always gets flooded out.

Mr. Macheras: I'm trying to think of where 400 feet comes into play. It doesn't seem like 400 feet.

Mr. Moller: Yeah. There is some by the 16th green, some right behind 17 and then the rest, the rest of the way.

Mr. Macheras: The price, whenever we did this sidewalk up here for VECA, it was not too much more than that. It was \$100,000. So, that doesn't sound too bad and that was seven years ago.

Ms. DeVries: Okay, good to know.

Mr. Macheras: I was just trying to think of where that 400 feet was. So, you're starting almost where you park your car to go up to putt from about right there to the left of the green around to the curb

Mr. Moller: Correct.

Ms. DeVries: Is Landirr the only ones that can do this or is this something that we could get multiple bids for.

Mr. Moller: We can get multiple bids.

Ms. DeVries: Okay.

Mr. Moller: I don't know if it's going to come close to this price, but I can reach out.

Ms. DeVries: Okay. The other thing that I would suggest and I'm open for discussion here, but you know, maybe this is something like a longer-term project, maybe more in the summer months or towards the summer months.

Mr. Moller: I have the quote now. Logistically right now, is probably not the best time to do it.

Ms. DeVries: Right.

Mr. Moller: I was kind of wanting to do it with our first verification of next summer, so we have the back nine closed for two days. We can at least get most of the bulk work out, while that back nine is already closed.

Ms. DeVries: So, this is something to table for later discussion, but its good information.

Mr. Moller: I know we've talked about it before and I got the quote.

Ms. DeVries: Good, thank you. It is good information. The other thing that I would ask, do we earn more revenue, because the golf course is closed less and what does this do for our bottom line?

Mr. Moller: Basically, it was due to this past hurricane and it happens a lot in the Spring. This past hurricane was the most recent one in memory. We could have opened all 18 holes right from the jump. It's just that we could not get cart paths through that water. The water was way too deep for carts to go through.

Ms. DeVries: Right. So, do they just skip that hole and the golf course is still open?

Mr. Moller: No, we have to close the entire golf course.

Ms. DeVries: Because you can't get to the other holes.

Mr. Moller: Yeah.

Ms. DeVries: Okay. So, we do miss out on revenue because of this issue.

Mr. Macheras: Yeah. There's no other way to get around it, unfortunately.

Mr. Moller: If it was anywhere else on the golf course, we could probably redirect and go around, but because of where it's at, there's no way around it.

Ms. DeVries: Okay, it sounds like an important project to consider then, if it's the one thing that's causing us to close or stay closed.

Mr. Moller: Yeah, it's one of others, but yeah.

Ms. DeVries: Okay.

Mr. Dale: Is this going to connect to the tee boxes?

Mr. Moller: No. It's basically just taking the existing cart path and raising it about 12 inches.

Mr. Dale: You see why I'm asking that? If it raises the existing cart path and the tee boxes for 17 are a little ways off, our golfers are going to have to walk through a lake to get to the tee boxes.

Mr. Moller: No, that part doesn't flood.

Mr. Dale: Not the boxes, but the space between the path and the tee boxes, is what I'm talking about.

Mr. Moller: Right. That whole area is elevated. If you look at the topography of that area, you have the 17th tee and you have the car path. Once you leave that 17th tee area, that's where the wetland and the lake merge. So, that area is high enough that it doesn't flood, so even if we raise that, it's not going to divert to water there.

Mr. Dale: Alright.

Ms. DeVries: Can I suggest that we revisit this in March? When would be a good time to revisit this?

Ms. Yelvington: How far out are they looking to work?

Mr. Moller: This one's pretty quick and easy.

Ms. Yelvington: Okay.

Mr. Moller: They could probably just send a small crew for a week. So, this one shouldn't be that hard. I'll probably say that we can revisit this in March or April.

Ms. DeVries: Okay. Can we put it under Old Business in March?

Mr. Showe: Yeah..

Mr. Dale: Golfers will be able to drive around while they're building, correct?

Mr. Moller: Right. If we do this in June, it's not going to affect play. If we have the back nine closed already for aerification, they can get all of the demolition work done.

Mr. Dale: Right.

Mr. Moller: Then we can just divert carts around. It's going to be harder for them to divert traffic around them while they're doing a demo part.

Ms. DeVries: I would like to get at least one more quote.

Mr. Moller: Okay.

Ms. DeVries: To make sure that we are paying a fair price and doing our due diligence.

Mr. Moller: Alright.

Ms. DeVries: Moving on. Yeah, that's it.

Mr. Moller: So, financials, as of yesterday, golf revenue was at \$92,000, which is \$12,000 ahead of last December. Food and beverage was at \$45,000, which is \$12,000 ahead of last December as well. Last December finished at \$60,000. At the last meeting, I reported anticipated revenue for golf and food and beverage. I undershot golf and I overshot food and

beverage. One of the reasons why food and beverage was overshoot so much, was a little malfunction in our new xtraCHEF module. It my fault for not catching it.

Ms. DeVries: What is the xtraCHEF module?

Mr. Moller: It's the new inventory tracking that we got through our Toast system.

Ms. DeVries: Oh, okay.

Mr. Moller: So, while we were getting everything implemented, our people from Toast was telling to scan an invoice because xtraCHEF has the capabilities of a lot of our food vendors, to automatically upload a copy of the invoice to the xtraCHEF and then it puts it into the system. So, we had to physically scan the copies in and then once we get duplication errors, that's when we know that XYZ company is now online. So, we did one with Cheney Brothers. We got a duplicate error, so we stopped scanning it. Cheney brothers stopped sending it.

Ms. DeVries: Oh, no.

Mr. Moller: So, when I did my anticipated cost of goods, I didn't have any invoices from November 14th on. GMS did not have any..

Ms. DeVries: Yeah.

Mr. Moller: So, that's why I undershot our numbers, mostly for the food.

Ms. DeVries: Okay.

Mr. Moller: However, our food cost of goods was way higher than I needed to be anyway.

Mr. Dale: Yeah, we were running about 60%.

Ms. DeVries: I noticed that.

Mr. Moller: It was 64%. Once I got the xtraCHEF updated the other day, I looked at it. It's still running at 59%, which is still almost 20 points higher than I wanted to, anyway. I had a brief conversation with Jamie about that today. After the new year, we're going to really figure out more effective ways for cost of goods, especially now that we have this xtraCHEF module more up and running. We now have the walk-ins and can simplify our inventory procedures.

Ms. DeVries: So, is the number that's in our packet going to adjust?

Mr. Showe: The number in your packet is correct. We've been working through it. So, what is in there is correct. The one that was sent out, is the latest version and the correct version, based on what Jim said at the last meeting. So, that's why we spent a lot of time with him and the

accountants going back and forth and making sure that whatever we put out, you felt comfortable with.

Mr. Moller: I still think it's a little off, in my conversations with Alex.

Mr. Showe: Okay.

Mr. Moller: Because what she's doing also, which I don't agree with, is she noting an invoice as paid, when it hits that month, but that's really not proper cost of goods. Because if we receive a shipment on November 25th and we paid a bill on December 5th, now that's going into December's numbers.

Ms. DeVries: Okay.

Mr. Moller: Even though the inventory is on hand and probably used up by the end of the month, but it's realized in December. It it makes November look better and December look worse. So, you can't really get a good month of month that way.

Ms. DeVries: I'm looking at Denise because this is cash versus accrual.

Ms. Yelvington: We're a government entity.

Ms. DeVries: I don't know how that works in a government entity, cash versus accrual, but she's doing a cash method.

Ms. Yelvington: Yeah, exactly

Ms. DeVries: What you want is an accrual method.

Mr. Showe: Right.

Ms. DeVries: But I don't know if that's even possible.

Ms. Yelvington: Can they scan a purchase order? Is there something on the front end when they're placing the order that they can use instead of the invoice being paid or is it all the same thing?

Mr. Moller: Just the invoice date, because the invoice date is the date it's delivered, especially like with Cheney Brothers. So, if Cheney Brothers has a December 15th invoice date, we received that priority product on December 15th.

Ms. Yelvington: Yeah, but when it was ordered, what kind of confirmation do you get when the order is placed? Is there anything that they can use?

Mr. Moller: They actually drop off a copy of the invoice with the delivery itself, if that's what you're asking.

Ms. Yelvington: That's not quite what I'm asking.

Mr. Moller: So, if Jamie orders it on the 10th and it's delivered on the 12th, that invoice will have the 12th as the invoice date.

Ms. Yelvington: Right, but on the 10th, when he places the orders and he's saying, "*I need 10 of this, 5 of this and 4 of that.*" So, where is that information and can they use that, instead of waiting until the invoice shows up and is paid?

Mr. Moller: The invoice is here way before it's paid. So, we can just use the physical invoice on the day we receive it, which would be the 12th and it might not get paid until two weeks later.

Ms. Yelvington: So, the time between ordering and getting it delivered, is just a couple days.

Mr. Moller: It could be the next day.

Mr. Showe: I think the only challenge I would say is, do you always get everything you order or sometimes what they deliver is less than what you order?

Mr. Moller: If it is something that is back ordered.

Mr. Showe: That's what I mean. You can use what you ordered.

Mr. Moller: It will say it on the invoice, if order 10 pounds of chicken and they only had five and five was delivered and five was backordered, you only got charged for five.

Mr. Showe: Okay.

Ms. Yelvington: They could just do a true up at the point that it's been delivered, I guess.

Mr. Moller: Yeah.

Mr. Macheras: I have a couple of questions, as I'm not familiar with the government stuff. We're going to order stuff and everything is just going to keep going like this, but now you want it to go like this. If we don't pay it a week later, we're paying stuff at the beginning of the month from the previous month. It's kind of like when we do our bills. I don't do my budget until I pay my credit card bill the next month, unless this is something in the government that we have to do. But I'm just hearing a lot of confusion of, "*Let's put this number here,*" instead of just doing it when it happens.

Mr. Moller: That's the way it should be done.

Mr. Macheras: Okay. That's what I was wondering.

Mr. Moller: So, like, if we do an inventory on November 1st, that's our beginning inventory and then anything from the 1st to the 30th that we receive on hand, as far as what the

invoice says, should be the purchases for that month. Then we do our ending inventory on December 1st.

Mr. Macheras: Right.

Mr. Moller: So, if a bill is paid on the December 2nd or December 3rd, it doesn't matter. That is still in November. It shouldn't count for December.

Mr. Macheras: The inventory thing I get. I'm just talking about the numbers, though. We want to put that bill that we haven't paid yet on that month.

Mr. Moller: Yes. Because that's when the inventory was received.

Ms. Yelvington: Well, no, because it's an accurate representation of the cost for that month, even though the bill hasn't been paid yet.

Mr. Moller: Yes.

Mr. Macheras: Okay.

Ms. Yelvington: So, that's what he's getting at. It is just trying to be able to capture, November's purchases in November, even though the bill isn't getting paid until December.

Mr. Macheras: Yeah. I understand. I'm just saying, unless it's an off-season thing, everything is going to keep going like this.

Ms. DeVries: Right. I don't know if it's ever going to match.

Mr. Macheras: We have people that keep up with all of that.

Ms. DeVries: No, it's never going to match.

Mr. Macheras: No, it's never going to match.

Ms. DeVries: No. If you try to match it up when you buy the food and when customers buy the food, it's just never, going to match up with the sales.

Mr. Moller: But that's where the cost of goods comes in. So, let's say, even if you have so much inventory, when you do your ending inventory, that makes that adjustment. So, if something you bought on the 20th doesn't sell until the 1st, it doesn't matter, because you still had that in the inventory here.

Ms. DeVries: It's true, you did. Okay. I was thinking of the cost of goods sold.

Ms. Yelvington: I mean across a whole year; it won't really matter because it will flow.

Mr. Macheras: Right.

Ms. Yelvington: But if you wanted to stop the clock and look at month to month, if you had a really busy month and you had purchased a whole bunch of supply and then the next

Ms. Yelvington: But if you wanted to stop the clock and look at month to month, if you had a really busy month and you had purchased a whole bunch of supply and then the next month is a slower month and now you have last month's numbers, it throws off everything. So, I get what you're saying, but I don't know what the right solution is.

Mr. Moller: That is one of the reasons why I got this module from, from Toast, to try to help capture that. It's just working out all of the bugs.

Mr. Macheras: So, let's talk about inventory. Is the cost of goods, because the cost is higher or are we ordering too much? I'm trying to get a feel of why, because it could be a couple things. Either the cost increased and we can't control it or we order too much food and we're throwing it out because it's lasting too long or we're ordering napkins and disposables that we're just stacking up because we don't realize we have something. So, what is the discussion? Where, where does that fall into what we're trying to correct?

Mr. Moller: That's what we're trying to correct. We're trying to figure out if we ordered too much and they go bad and we lost it or did we have a freezer go out and we lost stuff? I do know that we did lose some product when we switched from our stand-up freezers to the walk-in, because in the old stand-up freezers, everything was stacked on top of each other. There was no airflow in between the boxes, so boxes in the middle and the bottom weren't ever totally frozen. That goes back to just rotating stock.

Mr. Macheras: Right.

Mr. Moller: It's mostly food.

Mr. Macheras: Mostly food. Okay.

Mr. Dale: So, what kind of a dollar amount would you attribute to waste for November, not the whole year?

Mr. Moller: I'd have to get back with Jamie on that.

Mr. Dale: Are we talking hundreds or thousands of dollars?

Mr. Moller: I think about \$1,500, I guess.

Mr. Dale: How does our performance year-to-date for October and November, compare to 2023?

Mr. Moller: We are basically on par. I think we're like \$600 to \$700 under last year. Golf is running ahead of last year, by \$7,500. Both operations together lumped in, is \$19,000 better this year than last year, as of November 30th.

Ms. DeVries: But the restaurant is on par, pretty much.

Mr. Moller: Yeah.

Mr. Dale: It is on par with last year. What is most concerning to me though, is the cost of goods sold, the 64% ratio. Something is hinky there.

Ms. DeVries: Right. My concern was the losses. We understood October, because of the hurricanes and everything and then I saw November and I'm like, "*Okay, what's going on there?*" You know.

Mr. Moller: Like I said, I got with Jen and Jamie and after the holidays, after the New Year, we're going to have some cost of goods training and try to get to the bottom of why. We've used excuses before of everything coming up and down, but now that we have proper inventories, why are we not getting better?

Mr. Dale: And proper storage.

Ms. DeVries: Proper storage, right.

Mr. Moller: Right.

Mr. Dale: Could it also be our pricing?

Mr. Moller: Our pricing is not going to get us the low end, but we priced it community friendly, versus trying to make a profit.

Mr. Dale: But that leaves us smaller margins, smaller wiggle room.

Mr. Moller: That's why instead of being at the \$30,000 to \$35,000 range, we're at the \$40,000 to \$45,000 range which is where I think we should be.

Mr. Dale: Right.

Mr. Moller: Not at the 60% range.

Mr. Dale: If we get it in the \$40,000 range...

Mr. Moller: That's where we need to be.

Ms. DeVries: Yeah, agreed. You're working on it.

Mr. Dale: It could just be, when Jamie was doing inventory, maybe he missed a box of steaks or a box of chicken. It was human error. I don't know, but that's what I want to get to the bottom of it.

Mr. Moller: I understand?

Ms. DeVries: Okay.

- **Restaurant Report** (*Item 7D*)

Mr. Moller: Regarding the restaurant, on December 3rd, with the last two events, from 6:00 p.m. to close, we generated \$500 in revenue and this past Tuesday night on the 17th, from 6:00 p.m. to close, we made \$350 in revenue. I'll keep tracking and then we can figure out where we want to go.

Ms. Webb: There were a lot of people there.

Mr. Moller: There's a lot of people there. But.

Ms. Webb: When I came in at 8:00 p.m. last night, I ordered several drinks. The people next to me ordered several drinks. Grace ordered several drinks, but it only shows that we made \$30 after 8:00 p.m. and my bill alone was \$30. It just didn't add up right.

Mr. Moller: Yeah.

Ms. DeVries: I was there until 7:45 p.m. I just missed you.

Mr. Dale: Maybe a good thing to do, is to fast forward through the video to see how many drinks were being made, if you get my drift.

Mr. Macheras: I guess if my District Manager walked in and I had these stories for him, he wouldn't be happy. I'm just being honest. So, I'll be the bad guy. That stuff just needs to get fixed. I was there on Saturday, playing golf. We had a great day of golf. There wasn't anybody in the restaurant. I don't want to get to what hours we close and what hours we open, but like what she just mentioned, somebody needs to audit that tomorrow and pull the tapes from the register. I'm just saying, we're running a business and it's an odd way that we're doing it, because we're running it, but we're not there. Those things need to be tightened up. That inventory stuff, I'm just going to say, there are no excuses after a couple months. After 20 years in retail, I'm just saying, if I had to give those stories to my District Manager, he's leaving with a piece of my rear end when he goes. So, if you have a plan, they need to understand that stacking stuff, has to be right. People are responsible, people are accountable and we just need to make sure that they understand, maybe Johnny stacked it, but his supervisor is the one accountable for that. But I would certainly pull those register tapes. I don't know what the term is now, but anyway, we're at a point now where we've done a lot of things the past year. We put a lot of money into that. These things, we don't want and I don't want to hear it anyone.

Ms. Yelvington: We just gave somebody a raise over there, didn't we? So, this is not okay.

Ms. DeVries: Yeah.

Mr. Dale: Just to add on that, it's not really in the cost of goods sold category, but it is in terms of labor. I know we discussed this at the restaurant meeting in March and we have got another one coming up in January, but I want you to be prepared to discuss an 11:00 a.m. opening, versus when we're opening right now. Really what it boils down to, is what we were saying back then: A. There's not a golf course out there, from what I see, in my online searching, that opens the restaurant before 11:00 a.m. I'm not talking about selling six packs to golfers. We can have a server there for \$10 an hour to hand out six packs. But having Jen and Jamie there from 8:00 a.m. until 11:00 a.m., I guess there's food prep, so maybe, they need to be there at 10:00 a.m. or whatever. But having them there from 8:00 a.m., that's a couple hours every day, seven days a week, 14 hours a week, times 51 or 52 weeks per year, depending on if you're including holidays. Where I'm going with that, is those are hours that could be allocated to our busier times. Then we wouldn't have as much of a staff requirement in other times. That probably translates to between \$5,000 and \$10,000 a year from a manpower perspective. So, that's going to be one of the things that I think I want to go back and revisit, that 11:00 a.m. opening. I know we were trying to be generous. I do appreciate what you just did, with looking at Mondays and Tuesdays, bringing that back down an hour. We were effectively dead at those times. The numbers that I heard coming out of Monday evening, are just atrocious. So, let's not beat our head against the wall, as we have a year's worth of numbers now, to see what's going on with it.

Mr. Moller: Yeah.

Mr. Dale: Let's go back.

Mr. Moller: The last 12 months of our numbers is basically from 11:00 a.m. to 5:00 p.m. and once you get after 6:00 p.m., it drops off.

Mr. Dale: That's what I'm saying. Nobody's there before 11:00 a.m. They're not buying anything. We're selling a couple six packs.

Mr. Moller: The restaurant isn't open until 11:00 a.m. anyway, the food portion of it.

Mr. Dale: Right. They will show up at 9:00 a.m.

Mr. Dale: But that's my point. We have probably three or four people showing up at 8:00 a.m. or 9:00 a.m., for a couple of hours. I get we need to do food prep and everything, but I don't

know that that requires the head chef manager being there at that time. Let's, let's just be prepared to talk about all of that in January is kind of where I'm going with it.

Mr. Moller: Actually, the next time we meet is at the restaurant.

Ms. Yelvington: Are they open earlier on the weekends or is it still 11:00 a.m.? What are the hours on the weekend?

Mr. Moller: The food service starts at 11:00 a.m. and the bar opens at 9:00 a.m. Then I just have a recap on the 30th anniversary. Everything went well, from what I heard. We had some long drive winners and some putting winners. I think we sold eight loyalty programs.

Mr. Macheras: Good.

Mr. Moller: Ms. Ellen Reinstein won the drawing for the loyalty program.

Mr. Dale: Nice.

Mr. Moller: Dave emailed her today. Revenue for golf, just because we had \$30 greens fees, it was still a \$6,000 day and the restaurant made \$3,500.

Mr. Macheras: Everything was going smooth. I think you said all the tee times were pretty much sold out.

Mr. Dale: Well, those were \$30 tee times and we still made that much money.

Mr. Macheras: Yeah, I know. The pace of play was fine, everything moved, people were all friendly. I thought it went great for the five hours that we were there. Then we ate. It went really well.

Mr. Dale: Going back to November, we focused a lot on the bad with the restaurant and stuff.

Ms. DeVries: Golf was good.

Mr. Dale: Has the golf course ever made money in November?

Mr. Moller: Actually, yes. Last year, the golf course lost money. The average revenue, for the last six revenue, the net profit was \$14,000 and the golf course made \$23,500.

Ms. DeVries: Golf was good.

Mr. Moller: Yeah, golf was good. The whole operation as a whole, was good. The issue was with the food and beverage. I know I always have reasons or excuses of why, but if you were to poll every golf course, if they can close it tomorrow, they would. I'm not saying we are, but it's the bane of the golf course's existence.

Mr. Dale: Right.

Ms. DeVries: The biggest challenge we have is making that. My goal has always been, break even or better. I'm not asking it to be, like, wildly profitable, but just break even or better.

Mr. Moller: Break even. That's all I have.

B. District Manager's Report

Mr. Showe: I don't have anything other than just another reminder. If you haven't done your four hours of ethics training, you still have 12 more days to go.

Ms. Yelvington: Its riveting.

Mr. Showe: Yeah, I know, it's thrilling.

Mr. Macheras: The second one was horrible. There was not even a picture to look at.

Mr. Dale: I have to send my \$10 in.

Mr. Showe: You need to pay your \$10, too. That's a separate issue.

Ms. DeVries: I looked at some of those videos and I was like, "*You know, I could do better.*"

Mr. Dale: Yeah.

Mr. Showe: Well, as I told Denise, there are paid versions out there that you can pay for, that are more entertaining classes, but the links we provided, are for free ones.

Ms. DeVries: Okay. Alright. I guess free is okay.

Mr. Showe: That's all I had.

C. Lifestyle/Marketing Report

D. Restaurant Report

Ms. DeVries: I guess we're at the Lifestyle/Marketing Report.

Ms. Webb: We have a review Board coming for my other job. I'm excited. I'm doing it this way for them, to show them how we do things, but I'm here for you guys too. I only did Hook & Eagle, because it takes a little bit of time to put together. The first paper that I'm giving you, shows the followers on our sites. The charts that I attached to them, show the hits on that site from November to December. I can pull it for a whole year, if you want me to. The first one that I gave to you says, "*Social media sites at Hook & Eagle,*" which is the long one. We are members of all of these groups or I purchased membership for them to accept Hook & Eagle stuff. So, I monitored over a three- or four-month period of time, if what I'm posting stays up or gets taken down. Because a lot of times it shows it will go up, but then an administrator has to

come in and take it down. So, what I did, was the X marks will show you the ones that I've posted continually on those sites and they've stayed up so that they've been marketable. If they didn't have any X marks, they haven't posted any of our stuff or it went up and got taken down. What this tells me is how many people we are actually hitting. So, on the bottom it shows that 265,737 people were hitting in social media, when we put up stuff on their sites. Then there are times that I went in under my personal account and posted Hook & Eagle stuff. It will show you that they wouldn't accept it from Hook & Eagle, but they would accept it from me. So, there are still sites that are still accepting Hook & Eagle stuff. It's through a personal page. They just don't accept business stuff. That was another 75,841 people. So, in total, everything that I post for Hook & Eagle, we're reaching about 341,570 people. Now some of the sites I can only post once a week and that's what you'll see sometimes. I'm sure you guys have seen it, but some sites like Urban Prime, they post two or three times a day on their site. It's overwhelming. So, sites will start saying, "No, we're not doing restaurants anymore," because they're inundated. I'm going to start doing it for the rest of the golf course as well, because it's important for us to know who's accepting us and who's not. I will tell you, doing it for the golf course is a little bit harder, because when I'm posting, especially around here, there are seven other golf courses and certain members of certain groups, don't want me posting where Duran is. Now a lot of the reasons I picked these sites around here, is because they are business oriented. They do luncheons. Some of the Brevard Social come out and do some of the event stuff. So, I tried to make sure when I was searching the Internet or the Facebook pages for certain types of things to accept this on, it wasn't just a random search. I was looking at who will take us. I'm going to be doing the same thing with the golf course, because once they know that we're a public, not a private golf course, that will be the way I drive that on those pages. That might help open up more doors. A few of them have done it, but they've taken it down. So. I keep trying. The other page that I gave you, is where you guys have to tell me what you want. Because when I started giving data to the Board when I first started, no one really told me what they wanted to see. Then I started putting some things into written form, like how much the Farmers Market brought in, etc., it just all got put into miscellaneous. So, there's no real way of tracking everything but in the miscellaneous category, because the sponsors at the dog park also got put into the miscellaneous category. Miscellaneous will never match what I give you for figures and now most it is what is going through PayPal.

Ms. DeVries: So, this top one, Michelle, where it says, "*Performance*," I think the title is missing from that. What is that?

Ms. Yelvington: That's underneath.

Ms. DeVries: Oh, so Viera East Golf Course is the first one.

Ms. Webb: Right.

Ms. DeVries: Okay. Then Pieloch Dog Park is the second one. I wanted to see how many views we're getting.

Ms. Webb: Right. So, what I was trying to do, this is only from November 15th to December 15th or 16th. It on whatever I posted during that last month, how many people are seeing it, how many views I'm getting, how many people have reached me and how many people may have taken it from their site and moved it to somewhere else.

Mr. Dale: What dates again?

Ms. Webb: November 15th through December 15th.

Mr. Dale: Okay.

Ms. DeVries: So, this is one month, this past month.

Ms. Webb: Yes. Now you'll notice for the golf course, certain ones I'm on more than others. Of course, the golf course gives a lot more hits. For views, it's up to 9.1. Recently, it was 9.4. For interactions, we had 23% more clicks, like if they went from our Facebook page to the golf course page. That's what the links are. It tells you about how many people. We have 12,800 people, so we are getting it out there, on just our site alone. It's not us sharing anything. This is our data coming from our site, going out into the world of social media. Then for Pieloch Dog Park, it was 1.9. When I ran this report today, it might not match the front page, because when I did the front page, it was on the 15th. So, this might show that we have extra people on there, because they joined the page since I ran this report. It shows that the Viera East Golf Course has 1.9 followers now, but ran the original report, it was 1.8. So, several more people were added and joined from our Facebook page. On the Pieloch Dog Park page, we just basically posted little holiday things with dogs. It's not really a social action page. We just post on there if it's going to be closed or if there's a dog issue, things like that. It's not really interactive, but it does stay busy. There is also a page for Woodside Park. You don't have a lot of people on there. I'm not really running anything on there, unless we need something at the park or the park is going to be closed.

Mr. Dale: Why did you create that page again?

Ms. Webb: Because we were going to start doing more things there, but I haven't pushed it.

Mr. Dale: Well, I thought I remembered you saying something about grants.

Ms. Webb: Yeah, well, the grants too. That's what we started, because we wanted to show the number of people who joined it and how we would be marketing it. Of course, our grants didn't go anywhere. Then for the Farmers Market at Woodside Park, we had 2.8 followers. That's always busy.

Ms. DeVries: That's great.

Ms. Webb: Everybody has some questions, so it's a very active and busy page. You will notice that there are 20,917 active hits on there, versus 12,000 for the golf course.

Ms. DeVries: Yeah, I noticed that. I was actually going to make a comment about how when we started this thing, our slogan was, "*Viera CDD is more than just a golf course.*" When you look at this, you see the engagement with some of the other parts of our community.

Mr. Dale: It's six times the amount of views for the restaurant versus the golf course.

Ms. Webb: Oh, yeah. This is what I tracked. So, if I post something out there, I try to see how it reacts, what's busy, what's going on and I can tell what was more motivating for people. That's kind of what drives me to make decisions for events. So, I was like, "*Okay, the music person had a lot more events and then we go there to watch Music on the Patio and it's busy.*" So, it's like, "*Alright, she's who I am going to bring back.*" So, when you're looking at the data, the content, the views, the reaches, it kind of gives me a little bit of an idea of what didn't work out well. I don't really push burger night or wing night any more, because it's fizzled out. The concept of that, even though I changed the ad and sent it out there, before when it first came out, we had 20 likes or 23 likes. So, it tells me that my pushing an ad or paying for an ad on Facebook for that, isn't going to generate anything more.

Ms. Yelvington: Is it still a popular thing at the restaurant?

Ms. Webb: People come in for wing night, but it's not popular. Burger night is popular. But the wings and whiskey night, has fizzled out. Every week I post it. If you look at the week of December 6th, the 6th, 7th, 8th and 9th, was really slow. There was also Music on the Patio, but it wasn't something that was popular, as it was Mr. Al James. I'm not going to ask him back again, because nobody is interested. So that's how I kind of look at it. That was the time, it was very

weak and low there. I see more on the page because I can click into that. It gives me more data. I don't know how much data you guys want to see.

Ms. Yelvington: That's great.

Ms. DeVries: No, this is great. I wanted to see was the traffic on our sites.

Ms. Webb: Yeah. So, on the Viera East CDD site, we haven't been actively putting a lot of stuff on that, because I've been really busy on the Viera East golf page, the Viera East Farmers Market and Hook & Eagle. So, a lot of that engagement is down. But what I found, even though I'm posting stuff on these sites for Hook & Eagle, there's not a lot of engagement. They're wanting more of maybe the Waterways stuff or the information of the Viera East CDD and not so much the ads.

Ms. DeVries: Okay.

Ms. Webb: I kind of give you two views. One view is the up and down and this is the other way that you can see it. So, I wanted to show you both ways. I don't know which one you prefer to see, versus if you like it with bar graphs or just visual content, where it breaks it down a little bit more. It shows you more of that stuff.

Ms. Yelvington: Where is that?

Ms. Webb: It is on the Viera East CDD page.

Ms. Yelvington: Okay.

Ms. Webb: I didn't give you the graph one.

Ms. Yelvington: Oh, I see.

Ms. Webb: I gave you just more of the content of whether you reached a thousand people in that area, the number of followers and how many people viewed it, as well as non-followers. You might need those types of people.

Ms. Yelvington: So, you're the one actively posting content on all of these?

Ms. Webb: Yes.

Ms. Yelvington: There are a lot of pages to manage, Michelle.

Ms. Webb: I know. That's what I'm saying. Plus do the events.

Ms. Yelvington: And you are part-time.

Mr. Rysztogi: How do you gauge the advertisements, like running an ad in a certain place. How do you know what's successful and what's not as successful?

Ms. Webb: I can only do it on our page.

Mr. Rysztozi: How can you tell if an ad is successful?

Ms. Webb: Based on the hits.

Mr. Rysztozi: Like if you're in The Viera Voice

Ms. Webb: I can't look at their page. All I can do is post on it.

Mr. Macheras: So, what you're saying is if we post an ad for Music on the Patio, what do we get out of it?

Mr. Dale: Are you talking a print ad or a digital ad?

Ms. DeVries: He's talking about a print ad.

Ms. Webb: A print ad.

Mr. Rysztozi: With print ads, there's no barometer to tell.

Ms. Webb: No.

Mr. Rysztozi: You're just taking a gamble that it's driving business.

Ms. Webb: Right.

Mr. Rysztozi: That makes sense.

Ms. Webb: So, unless you bring it in for a free cocktail or a free beer, that's the only way you're going to get that output.

Mr. Rysztozi: I was always wondering; how do you choose in advertising what is successful with print ads?

Ms. Webb: Sometimes when Space Coast Living magazine comes out, I'll go watch this for that week and see if I get new viewers.

Mr. Rysztozi: Right?

Ms. Webb: Because when we won the Space Coast Living the first time, When Hook & Eagle won it and the golf course won it, our site doubled in followers. So that's kind of what I try to do, when the magazines are out in the shelves at the Viera East golf course. Then I start watching to see how many more people are visiting our page. That's the only way I can really monitor that type of thing. When those ads come out, I just try to watch the page, to see how active people open it up and join it. I can also do the website, too. I just haven't figured out how to get that page out, because I have to go into one to the other to the other to the other, to get all my analyses. So, I'm still trying to figure that out. But, but so when I see those things, I'll go out and Rob will tell you, I'll be sitting there with my computer in my lap, and he's like, "*What are you doing?*" Sometimes it is just going in and watching it, watching your count and how many

hits you get on your site. I can tell when that ad went out in The Viera East Voice and then see that I had 25 or so more hits that time and it wasn't because of my ads running.

Mr. Rysztogi: I'm always curious how, you know, how you can tell that the advertising is working.

Ms. Webb: It's more watching the sites and people coming on it. You watch your website, to see how amount of people visited your website. You watch your Facebook site, to see how many people joined or visited, because you can't see how many people visited. So, you just watch those numbers. We do have a little bit more activity when those magazines and newspapers come out then normal.

Mr. Rysztogi: Then you know it's working.

Ms. Webb: Once the magazine hits the stand that first week, it gets a little bit busier and then it kind of goes down, because those people who look at it, will look you up and say, "*Oh, well, there's Hook & Eagle, let me go there.*" That's why I try to make sure that whenever I'm advertising, I can advertise Music on the Patio. That is on our webpage as well, because I do manage your webpage. So, every time we were running a new singer, I put him on the webpage. There's a calendar on the web page and I watch that too. I had one lady, she now knows who I am, who was in there and she said, "*Michelle, where is the calendar on the website? It was supposed to be up there. I looked yesterday and November was still up there*" and I said, "*Look, yesterday was November 31st.*"

Ms. Yelvington: The 30th.

Ms. Webb: I don't put it on until December 1st. She said, "*Well, I look at it*" and I said, "*It's always there by the first day.*" So, they know where to go to get that calendar now. Actually, I didn't use to put it on the website. I just post edit on our Facebook page, but a couple ladies said, "*I don't do Facebook. Can you put it on the website?*" So, that's why we put it on the website. You just have to watch the statistics of the site, see the change of if it works or not. There are some ads that I ran and there wasn't no activity. It was the same activity that we always have.

Mr. Macheras: To answer your question, he's the one that's going to answer your question on how well that advertisement went, determines what our sales are.

Mr. Rysztogi: Right. If you advertise burger night and we're packed.

Mr. Macheras: Yeah. So let me ask you this. This is good because it's free. So, the question speaks to anything that we have to pay for advertising. If he comes in, just like running an ad, that's how you tell. Is the difference this, which is free or is it something that we're paying for? It's kind of easy to tell.

Ms. Webb: I've only kept two recently, because I do try to ask both of them at the golf course and Hook & Eagle, "*What do y'all want me to run?*" Most of the time, Dave is good about saying, "*Run the pro shop or run this.*" I don't deal with a lot of that from the restaurant. I really wish they could give me more, but it's the same stuff.

Mr. Macheras: Is that social media or something you have to pay for?

Ms. Webb: The Viera Voice you pay for.

Mr. Macheras: Okay, so that's what I was saying. Are we seeing bang for our buck on that or are we seeing more on this that's free. That's really the question, the advertising that we pay for now, because there's so much social media. I don't know that answer, but I think just, based on some numbers and stuff, do we need to pay for advertising? I don't know.

Ms. Webb: Right. You'll notice, because I didn't run any advertising. They also have on here, where when I do run an ad, I can boost an ad. I do a typical Facebook thing and I think, "*Okay, I want to reach outside of our area,*" because that's how you boost it. The people that aren't following the page, you have to boost it and it goes on everybody else's sites and you pay for it. Then that comes back on you, of how many people viewed it. So, I can see how many people paid attention to it.

Mr. Macheras: Right.

Ms. Webb: Is it tied into how he sees it as numbers?

Mr. Macheras: If it was me running my sports page and I want people to see, I'm not getting anything monetarily out of it. Just like people that have TikTok or something, they just get excited for the hits. The hits are great, but they're not hitting that, you know, do you know what I'm saying? You know, that's the question is with these views and hits and stuff, what are we getting out of it, if I'm running something on my page and 30 people like my story? That's the question.

Ms. Yelvington: Maybe the only way to answer that then is to run something in The Viera Voice and offering a discount, by having them bring a coupon in and then we track that to see if it's converting to dollars.

Mr. Macheras: Or have them mention this ad, one of those type of things. Because if we're getting the same thing for free, we can still run something on our page and say, "*Hey, mention this Facebook page or print it out.*" The graphs are great and these are good numbers, but as a business, I like the likes.

Mr. Dale: To my knowledge, there's only two forms of media that you pay for ads, The Viera Voice and Space Coast Living. Correct?

Ms. Webb: Yeah. Florida Today is very expensive and just it's to a larger audience that we're trying to get away from. I also do Instagram, but they don't really give me this type of data. It's more of a page. It doesn't give us a great outlook. But anything we post on the golf course page, automatic automatically goes to our Instagram page and that's where we get a lot more of the younger group. That's what they're doing. So that's easy. Now I will say, Space Coast Living magazine, because they send it out to all brand-new residents, I think it's something that's something we should do and that's why we still pay for those ads, because every, every month they send it out to everybody.

Mr. Macheras: So, there are two.

Ms. Webb: In Brevard County.

Mr. Dale: There's The Viera Voice and Space Coast Living.

Mr. Macheras: No, but the other little magazine that always has a family on the front.

Mr. Dale: Oh, that's The Viera East Living, that never has anybody from Viera East in it.

Mr. Macheras: I just moved here. I'm just saying. I just want to make sure. So, that magazine has got a little bit more oomph to it.

Ms. Webb: Yeah. I just spoke to Stephanie from The Viera Voice. They put out the magazine for Viera, but they always have Duran in there. She said she would put us in there, but she had a small window to get it in there and I didn't have enough time. It's something that I wanted to do, put it that way, but I don't want to create an ad that doesn't look professional, just to get into it. So, I will hit her in May, to try to get in. But I feel like I push you guys out enough in Viera. So, do I put another ad in another Viera magazine?

Ms. Yelvington: Right.

Ms. Webb: I want to start looking at putting stuff in golf magazines outside of Florida.

Mr. Dale: Alright. I have four comments. A, one of the pages that you post onto isn't listed on here, Viera Vibes. You didn't include that.

Ms. Webb: I don't manage that.

Mr. Dale: But you still post onto it. You don't manage these other ones either, but that is another page. I don't want to get into the weeds on that one. You mentioned that cross post on Instagram, which is another entirely different medium. Is there any way to measure what Instagram does for us?

Ms. Webb: It doesn't have the same market.

Mr. Dale: Okay, alright, but it does go out to the people that utilize Instagram.

Ms. Webb: I can see how many people looked at it.

Mr. Dale: Right.

Ms. Yelvington: How many followers do we have on Instagram and Hook & Eagle? Do you know?

Ms. Webb: 325. I was going to put it on here, but I wanted to get the data for you guys.

Mr. Dale: Then you just hit on another issue. The number one social media app is X. Have we looked into advertising on X, because I see very few local ads on X?

Ms. Webb: No. It's hard to zone it on X. I don't know enough about the platform since it changed.

Mr. Dale: Alright.

Ms. Webb: I'll look at it.

Mr. Dale: I'm just saying it might be something that's worthwhile looking that nobody else is utilizing.

Ms. Webb: Honestly, I would say that TikTok is more than X probably, but with not knowing what's going to happen to TikTok, with the new presidency coming in, I don't want to put the time in to create that.

Mr. Dale: Right, because right now it's due to be taken down.

Ms. Webb: If they don't, then I would 100% do it.

Mr. Dale: Right.

Ms. Webb: Because that's a big thing.

Mr. Dale: Yeah, because I believe the vast majority of the readership on X is 45, which is the demographic that we're trying to hit into.

Ms. Webb: Our page is hit on different sites. So, the one thing with our blogs, because they're like articles that we do about Viera, we put them on golf pages that are out there and blogs. There are sites we can pay to post on there, but I just don't know if I want to go there yet.

Mr. Dale: Yeah. My last comment is, I get maybe why you don't include it to where you have the listing of all the social media sites. But given that Hook & Eagle has 3,300 members and the golf course has X amount of members, those are posts that you are putting on those pages also. Do you know what I'm saying?

Ms. Webb: That's why I gave you these.

Mr. Dale: I get it. That measures it on this.

Ms. Webb: This is what I post other places and those are the followers.

Ms. DeVries: I got it.

Ms. Webb: My thing is I want to track, just like Salsa Night. Salsa Night might not be bringing a lot in, but they're bringing people from Titusville, Palm Bay, Beachside, people that have never been to Hook & Eagle before. I gave people calendars for Thursday night, which is Burger Night. At Music on the Patio, Grace was there dancing and giving out her cards. There was one this Saturday on the 4th. So, even though they might be quiet a lot, I can talk to Hans. Tuesday night was a horrible night.

Ms. DeVries: It was horrible. The weather was horrible.

Ms. Webb: It was a monsoon. I figured that I was going to show up there and no one was going to be there.

Ms. DeVries: I was worried about that too.

Ms. Webb: It was packed.

Ms. DeVries: Yeah, but it wasn't packed until 7:30 p.m.

Ms. Webb: Yeah.

Ms. DeVries: I was there like right before the 6:30 p.m. dance lessons started and there were maybe 15 to 20 people there for the dance lesson. Then as soon as the dance lesson was over, hordes of people came in for dancing. They knew how to dance and they were dancing. What I was concerned with, is that they weren't eating or drinking. They were just dancing.

Ms. Webb: That is probably why we made more money the first time. When you start getting hot, you need to start ordering drinks and it wasn't hot in there. I don't know if it was because of the air or the outside.

Ms. DeVries: It wasn't hot in there.

Mr. Dale: How were the floors?

Ms. Webb: The floors were fine.

Ms. DeVries: They were fine.

Ms. Webb: We do it 6:30 p.m. to 9:30 p.m. and I did tell Hans that this is going to be a test drive. I know that all these people were like, "*We love it, it's great.*" But I'm going to say to them, "*The reason why restaurants won't want you guys in there, is that they're not making money and provide staff to serve you.*"

Mr. Macheras: Right.

Ms. Webb: Now, I will say we had more staff there this Tuesday, that we didn't need, because they were not ordering any food. We had three people.

Mr. Dale: Maybe we do a cover charge.

Ms. DeVries: That's actually one of the things I was thinking about.

Ms. Webb: I was thinking the same.

Ms. DeVries: Have a cover charge and provide them with a drink ticket.

Ms. Yelvington: They're not paying for the lesson?

Ms. DeVries: No.

Ms. Yelvington: You could charge for the lesson.

Ms. DeVries: We could charge for the lesson, but way more people came after the lesson.

Ms. Yelvington: Right.

Ms. DeVries: There were actually more drinks served before the lesson, I think.

Mr. Dale: Yeah. We might have to start charging a cover on that.

Ms. Webb: I see its bringing a lot of people in, but if they're not ordering, I can't just keep staff here too.

Mr. Macheras: Right.

Mr. Dale: It's a cost to us.

Ms. Webb: They provide them with water all night long.

Mr. Macheras: Right.

Ms. Webb: Then it becomes a rental. They're going to need to rent it and you can charge them a fee rent it.

Mr. Dale: Right.

Ms. Yelvington: Are we paying Hans?

Ms. Webb: Yes.

Mr. Macheras: You mentioned X and Instagram, so I'm thinking what do we use, personally? I don't use Instagram much. I use Facebook. I think younger folks don't use Facebook, so what does our clientele use? What about just searching? If I was going to search golf course in Brevard, how does that all work?

Ms. Webb: So, there is what they call a search engine option or SEO, which is how you market. So, I go in there when I'm going to get something and any put in any words pertaining to golf. Right?

Mr. Macheras: What do you attach to it?

Ms. Webb: Yes. Shoes, golf, T shirts, golf. You can you open up your little window and anything else, your search engine, if somebody searches it, your name is going to come up. Same thing with Hook & Eagle, if I put wings, beer, craft beer. You load it up with anything that you're selling.

Mr. Macheras: Okay.

Ms. Webb: So, when somebody is searching that for them, your name is going pop up. Now, I know a lot of times people say we pop up two or three times. That is what you want to do. You want to get on that front page.

Mr. Macheras: Correct.

Ms. Webb: You don't want to be on the 15th page.

Mr. Macheras: Right.

Ms. Webb: If you ever see a hashtag, that adds to your search engine, because now you're going to their hashtag sites. You know, sometimes when people like, "*There's no post.*" Well, no, the hashtags that I put underneath, are search engines that I find, that one could go to. Now, mind you, that could be people in Virginia, people that moved to Italy, those type of things.

Mr. Macheras: Right.

Ms. Webb: Because you can search your Facebook page, to see how many people from your area looked at it. Some of them are from Puerto Rico and I'm like, "*How did they get on there?*"

Mr. Macheras: Well, that would be the thing, if somebody was visiting, let's say they're on a cruise ship and are here for three days and they put in, "*Top golf courses in Brevard,*"

where do we pop up. Because to me, it is almost as important as, *“Best gardeners in Brevard.”* I’m just saying.

Ms. DeVries: Somebody who's visiting would probably put in Port Canaveral.

Mr. Macheras: Or even people that live here. We're all surprised that someone doesn't know where something is and there have been here for 20 years. I don't know, a lot of places in Beachside. I don't go over to Beachside much. So, where's the best place for wings in Beachside.

Ms. Webb: There's always a search option of codes you put in. There are so many of them. There are times where I'm like, “Oh, yeah, Let me add this.” Because you don't think of everything when you're sitting there adding search options. I think we have 236 search option connections on one page and I just keep finding things. Because I'll see it somewhere else and I'm like, *“Oh, yeah, I can add that.”* Because I can add karaoke. I can add all of the activities that we do too. I want them to see us.

Mr. Macheras: Right.

Ms. Webb: Because they can come here for that. So, there's a lot of that type of things.

Mr. Dale: It's interesting that you said that, because I Googled it as soon as you said that and three golf courses come up: Duran, Viera East and Baytree.

Mr. Macheras: Okay.

Mr. Dale: The highest rated course in terms of reviews, is Viera East with a 4.4. Duran gets a 4.1 and Baytree gets a 4.0. We have basically the highest amount of. I'm not doing the math, but about double the amount of comments and reviews that Duran has.

Mr. Macheras: And that's probably as important.

Ms. Webb: It is.

Mr. Dale: It is more important.

Ms. Webb: It is. So, the more people we can get to join your Facebook join.

Mr. Macheras: That pushes that.

Mr. Dale: Positive reviews on Google, pushes it.

Mr. Macheras: So, what about sites? I'm just thinking when I go somewhere, I use Tripadvisor, because I want to stay at a hotel that is highly rated. So, what about those kind of sites?

Ms. Webb: We're on Tripadvisor.

Mr. Macheras: All of those. Okay.

Mr. Moller: For golf, it's GolfNow.

Mr. Macheras: Yeah, because even if I'm here locally, I go to Tripadvisor, just to see what's the best rated place. Okay.

Ms. Webb: I joined DoorDash, just because I wanted to see how it works. I could even add Hook & Eagle on DoorDash.

Mr. Macheras: How about that.

Mr. Dale: Well, there was talk about that doing that a long time ago and a previous manager didn't want to be involved with it. I don't know.

Mr. Macheras: I don't think there's a place that I go now, where I don't see that. I mean, even like Tropical Smoothie. I went there a couple of weeks ago. They got them all lined up, one for pickup and one for those DoorDash or Uber. Everybody has it in my area.

Ms. Yelvington: I use DoorDash all the time.

Ms. Webb: We even talked doing a local delivery in the neighborhoods around us, where we could do our own little delivery service. So, there are other ways that we could go, but I don't want to make those decisions.

Mr. Macheras: Yeah, no.

Ms. Webb: So, that's kind of how my world works. It's just looking at the data, looking at the statistics. Everything that I put out there, I think about how many hits it gets. I have ads that I have to put out tonight to The Viera Voice. What are we doing in The Viera Voice, was a Sassy Saturday, as we went from 20 women to 40 women. Then I have to create Sassy Saturday, so I know what I'm putting in.

Mr. Macheras: I saw some of the costumes on a Saturday. So, getting back to the business world, you talk about, like, the music on Saturdays, you. Know better than us, but at what point do we sit back and either a say, A, Bill attracts nobody when he sings or maybe we don't need it every week. Because again, I do agree, and I've said this before, this community thing is very important to me. But also, at the end of the day, you know, if we're just seeing this, when do we look at either not this person or not every week? I don't know

Ms. Webb: Well, I can tell you, I look at the hits and the people. They're just not getting the revenue that the restaurant gets.

Mr. Macheras: Right.

Ms. Webb: I can tell you when we were only doing it once a month or twice a month, it is too hard for people to go, "*Oh, I don't know if they have it right.*" It's like it's not consistent. You'll notice that even some of the restaurants, like Long Doggers, now are adding music on the patio.

Mr. Macheras: I was at Beef O'Brady's a few weeks ago and they have it.

Ms. Webb: Beef O'Brady's doing it. Right?

Mr. Macheras: Right.

Ms. Webb: Because they're trying to hit their slow nights.

Mr. Macheras: Right.

Ms. Webb: People, if they're going to go out, they're going to go out to start somewhere and then they go out.

Mr. Macheras: Right.

Ms. Webb: So, you want them to come and eat there. You want them to come and hear music, get them going and go out. Every time we've done it, except for now with Al, we had him three times, I think.

Mr. Dale: I think that's the only one.

Ms. Webb: And he doesn't. Martin might be another one. The first time he was there he did great, but the second time, it was like eh. So, he's coming back. Around Christmas time, I feel bad because people are going to be out of town, so maybe that's not why they're coming. I don't know.

Ms. DeVries: Sometimes it's weather. Sometimes it's seasonal.

Ms. Webb: Sometimes it's too cold. I'm trying to keep it under \$200. Some people are \$250 or \$300, like Johnny Danger.

Mr. Macheras: He's pretty good.

Ms. Webb: I hired a couple, but we didn't really get the same amount.

Mr. Macheras: Right.

Ms. Webb: So, are they bringing them or are they going to wait until they see them at the next one type of thing.

Mr. Macheras: Right.

Mr. Dale: He has an entourage though.

Mr. Macheras: Got you.

Mr. Dale: He's got a crew that comes for him.

Ms. Webb: We have to book him so far in advance.

Mr. Macheras: Right.

Ms. Webb: So, I have to advance him. Jim and I keep looking. When we compared Saturday nights without Music on the Patio to the nights that we had Music on the Patio, even paying the band to be there, we made more money.

Mr. Macheras: Because I know you go a lot, do you see the same people every week or more so, the same people when he comes and you see that crowd coming?

Ms. Webb: Well, there's a little crew that comes all the time. But the last few times we went, there were people we have never seen.

Mr. Macheras: Okay. That's good.

Ms. Webb: We went up on Sunday because Amy and her husband, are very good singers. They've never done it before, but they're very excited. They're premiering at Hook & Eagle.

Mr. Macheras: Good.

Ms. Webb: They came and practiced on Sunday and a group of women eating breakfast on the patio said, "*Oh, good, there's music on the patio for breakfast.*" They sang a couple songs and everybody clapped and they're like and they said, "*We'll be here tonight.*" One of the women said, "*I live in the subdivision and I heard about it and maybe I'll come up.*" So, it's just getting that word out. I'm like, "*Maybe if I test it at 1:00 p.m. on Sundays, we'll get more of a crowd.*" But they're going to be doing Christmas and things like that. They should be really good. But we've gone out and looked for people and noticed that this guy wants \$375 and this guy wants \$400. Where I see him at and there's not a huge bunch of people, I'm like, "*I'm not hiring you for \$350.*" But if we're going to just do it as a community that's bringing the people who have good voices that, maybe I'll do it all the time.

Mr. Rysztogi: Where do you get your list of entertainers?

Ms. Webb: I watch social media and the papers.

Mr. Rysztogi: That's it. There's not a site that you can go to?

Ms. Webb: There's a music page for Facebook of musical places. That's why we got the Viera Vibes going, because we want people to post on there when things are going on and where the music is. I know places that have happy music. So I'll go to Pineda Inn, to see who's singing, what they're doing. But I try to pick the little ones, especially down in Coco Village, which has a

lot of small on-stage people. You know, it's funny, we've started a couple people at Hook & Eagle, and now they're playing in other places.

Mr. Dale: Good. Our two most profitable performers came from karaoke night.

Ms. Yelvington: Really?

Mr. Dale: Jen and Grace.

Ms. Yelvington: Oh, right. Yeah.

Mr. Macheras: Because we have more of that, versus, like, Denise or somebody that plays instruments who really have more. One guy does a horn.

Ms. Webb: Yes.

Ms. Yelvington: It's a saxophone.

Mr. Macheras: Most of them are just singing.

Ms. Webb: We do have Sax on the Beach. We're going to try him out.

Mr. Macheras: Okay.

Ms. Webb: Because they're a little bit more popular out there. A lot of times I negotiate with them.

Mr. Macheras: Right.

Ms. Webb: I tell them that I need to stay in budget or something like that. Because I need to see what comes with them. So, if I'm going pay them \$200, they better have something coming with them. So, I try to stay in my budget and then I go out and watch them. We weren't there when Damian came, but my son said, "*Mommy he's really good*" and he brought in a younger crowd that night. But I wasn't there to see. So, it's like, what do we want? We don't want this heavy metal band and Jen would call me from her house saying, "*Why am I hearing this?*" We're putting together a murder mystery night for around February. It will actually be a staged event. We will sell tickets for them to come. They get food and we'll have a menu of what we'll be providing to them. So, we're trying to do some fun things to bring in revenue as well as utilize our facility. So, we'll see. Salsa Night won't be forever. Actually, my cousin Pete comes all the time. Hans works at one of the schools in Beachside as a custodian. We try everything a little bit and see how it works and to see all of these new faces. But somehow we'll have to figure out how this could be managed enough. The reason we start at 6:30 p.m. and go to 9:30 p.m., is because he doesn't get off until 5:00 p.m. He drives from Beachside to Palm Bay, change, get his stuff and get to us and by the time he gets to us, its 6:15 p.m.

Ms. Yelvington: Wow.

Ms. Webb: We're trying to manage his abilities too. If I had him on a Saturday night, that place would be rocking. So, is this what you guys want?

Ms. DeVries: Yes. You asked us which format we prefer and I'm kind of trying to compare them. The one thing that I see on the content post, is the second one with all of these bigger graphs.

Ms. Webb: Yes. The Viera East CDD one, gives you more of like net followers and more of those specific areas. It kind of just gives you an overall.

Ms. DeVries: Right. I don't know if I care about the graphs as much. I think that's more meaningful to you. I'm looking at yeah like followers up, how many posts there were. I don't know what everyone else thinks.

Mr. Macheras: I'm I like that Viera East CDD one. The only thing that I can't see, is like on the other ones you have followers, because I'm kind of comparing it on the front page, but I don't see followers, unless I'm missing it.

Ms. Webb: It doesn't give you that. It tells you that 1k is 4.4.

Mr. Macheras: I was trying to see if saw that 961 followers.

Ms. DeVries: Yeah, the VECDD only has four follows. That's new follows. Where are the number of followers?

Ms. Webb: Right. Yeah, they don't have as much of the views. It has the reaches, but it just gives you the reach for that period.

Ms. DeVries: Although you do have the followers in the table on the front.

Mr. Macheras: So that's okay.

Ms. Webb: That's why I said, I kind of put the followers up there. You just got to tell me what you want. This shows you the ad view, because all the things that you're seeing in here, comes from an ad or something that got posted. So, it's not just people just randomly coming from something and something we're checking on. I do post on the Woodside Park page. We put the Farmers Market on there. So, sometimes that gets busier.

Ms. DeVries: So, what view do you all prefer?

Mr. Macheras: I like that last one.

Ms. DeVries: As long as you put the followers on the chart in the front.

Mr. Macheras: Right.

Ms. DeVries: Because that's the only thing that one is missing.

Mr. Macheras: Right.

Ms. Webb: That's the hard part, because a lot of people are viewing it, but they won't come in. I'm glad we're hitting 71,000 people, but they need to follow us. I just want them to come in and eat. That's my thing.

Mr. Macheras: Right.

Ms. Webb: And sometimes I was like, *"Well, if we post, 'Bring the Facebook ad in and get 5% off your bill.'"*

Mr. Macheras: Yeah and that might be something to get with Jim. You said maybe in March about The Viera Voice? Maybe nothing extreme, but what is extra cart fee? Is it \$10, Jim?

Mr. Moller: If you're a rider or bringing your spouse.

Mr. Macheras: If we put something on an ad, especially the printed ad, because we're paying for that, it could offer a free soft drink or free hot dog at the turn or \$10 off a cart, so we can track who brings in those coupons. That's just something you all can decide, but it would be nice, like Ron was saying, just to see who's actually going to bring something in.

Mr. Dale: One of the side benefits we do get from The Viera Voice also, is their social media page is big.

Mr. Macheras: Right.

Mr. Dale: They frequently will repost on their social media.

Mr. Macheras: Okay.

Mr. Dale: They're very gracious to us.

Ms. Yelvington: They were out there at the Farmers Market.

Ms. Webb: They come to Farmers Market and post stuff all the time.

Ms. Yelvington: She was live going to every booth.

Ms. Webb: She's very good about that.

Mr. Dale: So, we get a lot of side benefit that we don't pay for.

Ms. Webb: If I call her and say, *"Hey, we got this event going on,"* she'll come. Like when we did a Trunk and Treat, Susie came out and did a little bit of thing on that. It wasn't that big, but I might have to pay this time.

Ms. DeVries: Sometimes the free things, then it's like there's no commitment.

Mr. Macheras: Yeah, exactly.

Ms. Webb: Just like you saw The Viera Voice, at the park, they had a scarecrow auction. There were a thousand people. A food truck showed up and left and we're like, "*Where did the food truck go?*" She's like, "*Well, I told him he could come for free, but either he ran out of food...*" We have no idea why he left, but she ended up having no food truck out there for that big event. I said, "*That happens quite a bit.*" So, the food trucks are kind of hit and miss.

Mr. Showe: Yeah. We use them at a lot of our Districts and a lot of times they won't even show up unless you pay them a minimum amount. A lot of people think we just call up food trucks and they'll show up and serve food, but it's not that easy.

Ms. Yelvington: We had a few at Harmony for their last event and one of the food trucks packed into somebody's car. They almost left, because the food truck vendor was pretty upset about it but she stayed and ended up selling out of everything. So hopefully that helps pay for fixing the car.

Ms. DeVries: Is that it?

Ms. Webb: That's it. We just got finished Sassy Saturday, the same day we had the grand opening. We had a lot going on that day.

Ms. Yelvington: It was a busy day. There was also the Farmer Market.

Ms. Webb: The Farmers Market, Sassy Saturday and Music on the Patio. It was a long, long day. We've been busy, of course, trying to get different things to come in. Like I said, we go out and look for things. Everybody says, "*You're so busy.*"

Ms. Yelvington: I think you drum up a lot of revenue for the District. I really do.

Ms. Webb: Well, we had probably 40 people there on Tuesday night. They may not have bought a lot, but they now know Hook & Eagle. Today we're busy.

Ms. DeVries: We will see.

EIGHTH ORDER OF BUSINESS

Treasurer's Report

A. Approval of Check Register

Ms. DeVries: So, we have the Treasurer's Report. Bill?

Mr. Showe: Yeah, we just have approval of the Check Register. In the General Fund, we have Checks #5257 through #5293 in the amount of \$54,815.31, Checks #199 through #202 from the Capital Reserve Fund in the amount of \$149,626.55 and Checks #32150 through #32211 from the Golf Course Fund in the amount of \$111,926.80, for a grand total of

\$316,368.66. Staff can answer any questions on those invoices or we can take a motion to approve.

Mr. Macheras: Jim mentioned about a new petty cash system, which I like. How does that work?

Mr. Moller: Lacey, Jen and I created a shared file, so the girls no longer tip themselves out at the end of the night.

Mr. Macheras: Okay.

Mr. Moller: They print out their sales report, put whatever they owe into the drawer and then Jen will take that report or Lacey or myself and then we'll figure out what a server is owed in tips. That goes into an envelope with their tip out sheet, which they sign, showing that they received their tip and then it goes on to the petty cash report.

Mr. Rysztogi: That is just basically for credit cards, right, for their cash tips.

Mr. Moller: Correct.

Mr. Macheras: We're going to get that money eventually. Okay. No, I like that.

Ms. DeVries: So, I have a question. Why on FPL, were we paying bills all the way back to June.

Mr. Moller: When we switched, somehow one bill went to E-Bill. It was going to Inez's old email.

Ms. DeVries: Oh.

Mr. Moller: All the other ones came on paper.

Ms. DeVries: So, we weren't paying our power bill for months?

Mr. Moller: Yes.

Ms. DeVries: Oh, my.

Mr. Moller: They are never any past due bills.

Mr. Macheras: That's the scary part.

Mr. Moller: So, now everything is E-billed to Lacey's email.

Ms. DeVries: Okay. Alright. I was just wondering. Are there any other questions on the Check Register?

Mr. Dale: I'm almost wondering if at some point though, we should get a centralized course email. I love Lacey and hope she's with us for 30 years, but if she gets hit by a bus...

Mr. Macheras: If she wins the lottery.

Mr. Dale: Do you see what I'm saying? If it's going to her, we need to be able to retrieve it.

Mr. Macheras: That's not a bad idea.

Mr. Showe: At GMS, we have a generic email and we can use that for all the invoices. That way if we switch accountants or people change.

Mr. Macheras: That's a good point.

Mr. Showe: All the invoices go to the same email.

Mr. Dale: That way, the Golf Course Manager and Lacey and everybody can access that.

Ms. DeVries: Anything else? Hearing none,

On MOTION by Mr. Macheras seconded by Mr. Rysztogi with all in favor the Check Register for November 15, 2024 through December 12, 2024 in the amount of \$316,368.66 was approved.

B. Balance Sheet and Income Statements

Mr. Showe: The Balance Sheet and Income Statement for November 30, 2024, are in your agenda package. No action is required by the Board. I think Jim's caught up with most of those. That's all that we have. Just a reminder, before we go to Supervisor's Requests, our next scheduled meeting is January 7th, which is a Tuesday. It will be at the restaurant. We actually have a workshop scheduled for the 9th, but likely we'll cancel that, if the Board's satisfied after the 7th.

Ms. DeVries: I have a question on the Income Statement. So, Michelle does all this work on the Farmers Market and the Farmers Market line item, was zero.

Ms. Yelvington: I noticed that too, because it's in budget, that there was going to be like \$3,300 of revenue and then the actual was zero. That can't be right.

Ms. DeVries: Where is the revenue from the Farmers Market going?

Mr. Showe: They pull that from PayPal.

Ms. Webb: It's in the PayPal account.

Mr. Showe: So, they pull that from PayPal. I'll make sure that they check in.

Ms. DeVries: Okay. Thank you.

Mr. Dale: When is our next Salsa Night?

Ms. Webb: January 7th.

Ms. Yelvington: Uh Oh. That's when our workshop is.

Ms. DeVries: That's our workshop night at Hook & Eagle. That doesn't work. Do we need to move our workshop to accommodate it. Is salsa advertised already?

Ms. Webb: No. I just booked it for Tuesday. He was just trying to have it on the 1st and 3rd.

Mr. Moller: We can keep staff to work Salsa Night and then Jen and Jamie can attend the meeting and we can have the meeting in my office.

Mr. Dale: In the pro shop.

Mr. Moller: In the pro shop. We can still do it.

Ms. Webb: We can bring a table in there.

Mr. Macheras: What time is it on the 7th? At 6:30 p.m.?

Mr. Showe: 6:30 p.m.

Mr. Dale: I would say let's just have it at pro shop, because we've already advertised for it.

Mr. Showe: Yeah, we've advertised it. We can make it work.

NINTH ORDER OF BUSINESS

Supervisor's Requests

Ms. DeVries: Supervisor's Requests. Bill?

Mr. Macheras: Merry Christmas and Happy New Year. That's about it.

Ms. DeVries: Okay. Denise?

Ms. Yelvington: I don't have anything other than that darn Oak tree.

Mr. Moller: We finally got ahold of a person in Brevard County. I talked to him today. We have been bumped up to ASAP status for that.

Ms. Yelvington: Amazing. Thank you. That makes me very happy.

Mr. Moller: Before we were told that we were put on the list.

Ms. Yelvington: Let's see who comes out when they say they will, FPL or Brevard County. Thanks.

Ms. DeVries: Rob?

Mr. Dale: Merry Christmas, Happy Holidays, Happy New Year, see you next year.

Ms. DeVries: Okay. Just one more question on the books. This is like a process question. So, there was entertainment on the Check Register for November and there was more

entertainment on the Check Register than there was on the books. So, when do the things on the Check Register get recorded in the books?

Mr. Macheras: Some stuff that we're paying for is in January, because I asked that question. Is that what you're talking about?

Ms. DeVries: Well, stuff that you just signed checks for.

Mr. Macheras: Right?

Mr. Moller: He signed for entertainment in January.

Mr. Showe: Yeah.

Ms. DeVries: Oh, that's right. Okay. Alright.

Mr. Macheras: Because I asked that same question because I check off every day, just to make sure that Rockstar wasn't paid twice.

Ms. DeVries: Thank you.

Mr. Macheras: Then they were saying that they wanted to get checks out over the holiday. I double checked those dates and I think even now you put the date on the check, which makes it a lot easier for me, too, because Rockstar might have five checks and I just want to make sure. We did pay some ahead of time.

Ms. DeVries: We just don't give them to them yet.

Mr. Moller: No.

Mr. Showe: That is one of the processes that we changed. We started printing those checks early and staff holds them until they actually perform. Then we provide them a check at that time.

Ms. DeVries: That makes sense. Ron, do you have any Supervisor's Requests?

Mr. Rysztocki: No, I'm fine.

Ms. DeVries: Okay. Well, the last thing is Merry Christmas, Happy New Year, see you next year. Thank you, everybody.

TENTH ORDER OF BUSINESS

Adjournment

On MOTION by Mr. Dale seconded by Ms. Yelvington with all in favor the meeting was adjourned.

December 19, 2024

Viera East CDD



Secretary/Assistant Secretary



Chairman/Vice Chairman

