

**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, November 6, 2025** at 6:30 p.m. at Faith Lutheran Church, 5550 Faith Drive, Viera, Florida.

Present and constituting a quorum were:

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

Also present were:

Jason Showe	District Manager
Jim Moller	Golf Maintenance Superintendent
Michelle Webb	Lifestyle/Marketing Director
Lacee Gelardo	Golf Operations Manager
Darrin Gaus	Pro Shop
Doug Bress	Florida East Coast Contractors
Camille Blackburn	Resident

FIRST ORDER OF BUSINESS

Roll Call

Mr. Showe called the meeting to order at 6:30 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: The next item is the public comment period. We'll open it up for any members of the audience who would like to provide comment. I think we just have members of staff present.

FOURTH ORDER OF BUSINESS**Approval of Minutes of the September 25,
2025 Board of Supervisors Meeting**

Mr. Showe: Next is the approval of minutes of the September 25, 2025 meeting. We did receive a comment from Jennifer, which will get corrected as far as the resident's name. Other than that, we can take any corrections or changes at this time or a motion to approve.

On MOTION by Ms. Yelvington seconded by Mr. Rysztogi with all in favor the Minutes of the September 25, 2025 Board of Supervisors Meeting were approved as amended.

FIFTH ORDER OF BUSINESS**New Business****A. Continued Discussion of Logos**

Mr. Showe: Under New Business is the continued discussion of the logo. We did email out newer designs and I know Jim is handing one out. I think Jim has some thoughts on the logos.

Mr. Moller: Yeah, a lot of the logos we've had, look decent. I wasn't 100% in love with most of them. I just went to that Toro Ambassador meeting, hung out with a lot of superintendents from prestigious clubs throughout the United States and a lot of their logos were very simplistic. I think out of all of them, one had any kind of inclination that they were a golf course. That's Caves Valley. They had a CV that looked more like landscape with the golf. Everyone else, just had letters, a tree or a bird. It was very simplistic. The other day, Darrin and I were sitting in my office, kicking around ideas. I was driving to work the other morning and there was a new development in Palm Bay, which was Heron Bay or something like that. They had a silhouette, brushstroke kind of bird feature. I liked it. So, we found it and then actually, this one here, we kind of doctored up more, so its original and we don't have to worry about copyright or anything like that. But this was kind of something that we came up with and we like, that represents our club, as we have herons and cranes all over the course. You can't go to the restaurant or the course without seeing a handful of sandhill cranes. So, I think that kind of really represents our club very well.

Ms. DeVries: I actually think we need to take a step back. The way that I see our CDD, is that I see that the Viera East CDD is the overall organization and that underneath it, are sub organizations. Like, the course is an organization. The Hook & Eagle is an organization. Logos like elements of the CDD. So, there's, Hook & Eagle. There's the course. There's the dog park.

There's Woodside Park. We have logos for some of those, but we don't have logos for all of those. We have an old logo for the Viera East CDD. We have the logo that we're discussing for the course. We have a Hook & Eagle logo that we like. The way that I think about this, is for example, the most recent example that's come up in the news, is Kenvue. Kenvue is the company. Kenvue has a logo. If you look at Kenvue, there's Kenvue at the top. There's a line and then there's all of the brands that Kenvue represents, like, Johnson and Johnson or Neutrogena. So, are we a major organization with sub logos underneath it? I guess that's my first question.

Mr. Moller: Yes.

Ms. DeVries: Yes. Okay. Then if we have those, should the logos all be similar or can they be unique?

Mr. Dale: No.

Ms. DeVries: No, they should not look similar.

Mr. Dale: No.

Ms. DeVries: We don't care if they look similar. I've seen Bill shaking his head no.

Mr. Macheras: No. I don't think anybody's going to go into our restaurant or course and have any clue, at least most of them, thinking about the Viera East CDD.

Ms. DeVries: No, probably not.

Mr. Macheras: Just like Brevard County's logos, not on every government entity that's in our county. It's just not a thought.

Ms. DeVries: They only think about it when they get their Tax Bill and they wonder what that is.

Mr. Macheras: Yeah. I don't see where there's anything that's been brought up to any of us, unless I'm unaware or anybody that works at the course, where there's some type of concern of one to the other. I just don't think they're related at all, especially since we don't use the CDD logo. I would probably say, up to a couple weeks ago, if you put that in front of me without the words, I wouldn't know what it was.

Mr. Dale: Yeah.

Mr. Macheras: Because I don't see it.

Ms. DeVries: Well, it is in all of our agendas. I think it's on our web. Is it on our website somewhere?

Mr. Showe: Somewhere probably.

Ms. DeVries: Somewhere on our website. The problem that we had with the CDD logo, is that until a week ago, we didn't have an electronic copy of it. We didn't have a decent copy of it. Frankly, it's a pretty ugly logo. I don't think it represents us well and I don't think it represents the Viera community, when I look at that logo, I don't know. You can look at it on the top of the agenda, right? No, it's not even there anymore, is it? Okay, it's not even there. Do we have a logo that we can use for the CDD, is my question? I'm still a little unclear on this, because we didn't have an electronic copy of it and now I hear that we do.

Mr. Dale: I think we're bouncing around a little.

Ms. DeVries: No, I think we're right on topic. High level, lower level. We need to talk about the CDD.

Mr. Dale: Well, here's kind of where I'm at. We've been talking about this for two years or longer. We talked about it exhaustively for the past year, where we adapted the Vs and put E's in.

Ms. DeVries: It was a couple of months.

Mr. Dale: No, it was a year that we were putting it together. That went on for a long time. The people that I think are most important, as part of this process, are the employees.

Ms. DeVries: I disagree.

Mr. Dale: The reason that I think they are the most important part of this process, is they are the ones that have to buy into the whole concept. They're the ones that are dealing with the public on a day-to-day basis. We're just the Board and they are the ones that are going to be promoting the brand. That is what the logo is all about, the brand. If they're not buying into it, we're not there on a daily basis, dealing with the public. That's why it really needs to be more of an employee input. I had my preferences in talking to staff. My understanding is this or a derivative of this. The reason I say derivative of it, is I do think we need to put our personal touches onto it, because I'm not feeling completely good about where this sourced from. I know it was online and I know it was from a free thing.

Mr. Moller: That's already been done in that drawing. There's been extra lines changed and moved. So, it is not the same. It looks the same, but it's not.

Mr. Dale: Okay.

Ms. DeVries: I want to take a step back. How do you guys feel about the CDD logo? I want to hear from someone other than Rob.

Mr. Macheras: I think for me, out of the things that we're going to talk about tonight, some of which are the ones that I brought up, that's really the least of my worries, because it just doesn't come up much. If we want to make it cleaner or make the font different.

Ms. DeVries: I want to make it a Viera V with text. I want to make it simple.

Mr. Macheras: Yeah. I don't know if we need to put any symbols on it, because it's really just using a professional manner, which is a letterhead or a website. We don't sell any hats or shirts that have that on it. So, I think to me, if we just wanted to dress it up a little bit color wise and font wise, that's as far as I'm willing to go.

Ms. DeVries: Okay.

Mr. Macheras: I don't think we need to do anything. I think the course for me is more of a concern, whether we change it or not. If we want to make it look more professional looking, I'm okay with that.

Mr. Showe: And I will say that just as from experience, very few of our CDD's actually have their own logo. It's literally just on letterhead script font or whatever.

Ms. DeVries: Right. So, what I asked Michelle to do, is to do that, but I'm not getting it. So, somebody's objecting. I want the Viera V with the Viera East Community Development District in a nice font. That's all I want. Nice and simple. None of this.

Mr. Dale: It sounds like your focus is on the CDD, which is a separate discussion.

Ms. DeVries: Well, no, what I'm saying is we need to discuss the high level. The high level before the low level. So, the high level, is the CDD. I want to talk about the CDD. So, Ron, what's your opinion about the CDD logo?

Mr. Rysztogi: I think I am wearing a hat with the incorrect logo, actually, we should have a CDD logo. So, if we all had like the same ball caps on or something, we had the same logo. I did like the one. I don't know if you can see the one I'm talking about, but this one here, the arrow was straightened so it would look like a bird. I liked that one.

Ms. DeVries: Okay.

Mr. Rysztogi: For the CDD.

Ms. DeVries: For the CDD.

Mr. Rysztogi: It wouldn't bother me, if the course logo identifies golf aesthetics. I don't care. So, if we went with this and changed the word underneath it and it says, "*Viera East Course*" or "*Viera East CDD*," or you go to the other one that we were discussing at length with

the flag and the bottom of the golf club. If you want to put that one for the course, that's fine with me. That's the one I like the best, with that correct arrow. This one here for the course. That's the one I like for the course and the other one is the one I like for the CDD, if you want two logos.

Ms. DeVries: If you want two logos. We all kind of agreed that they should be unique. That the CDD logo, the course logo and Hook & Eagle logo, could be unique. So, what you're saying is the CDD logo is this one and the course is another one.

Mr. Rysztogi: Correct, if we're going with two logos, two fresh new designs. If you don't like the old Viera Corporation logo and you want to get rid of that image, which is what started this whole thing, if you want to get rid of that, then go.

Ms. DeVries: Well, my question is, should we get rid of it entirely or should it be somewhere?

Mr. Rysztogi: Should we get rid of our logo?

Ms. DeVries: Should we get rid of the Viera V or should it be somewhere? Because what I was proposing, is that it should be in the CDD logo. That way we keep it somewhere within our branding.

Mr. Rysztogi: Are you talking about the one with the wreath?

Ms. DeVries: The Viera V.

Mr. Rysztogi: Viera V with the wreath.

Ms. DeVries: It doesn't have to have the wreath, but it should have the Viera V. I mean, we are Viera. That's in our name. So, shouldn't that V be somewhere? That's my thinking on it. Anyway, you're saying, yes, we should have a CDD logo?

Mr. Rysztogi: Yes. My opinion is we should have a CDD logo and if you want a course logo, too, that's fine. Whenever you guys decide, I'm like, to the point where they all start to look good, you know?

Ms. DeVries: Yeah. I'd like Denise to weigh in.

Ms. Yelvington: I like your idea of the Viera V and just the letters for the CDD. I love that. I think that could be great. I love this, because I think it will sell in the shop. It is true that you always see cranes over at the course and it's slick. I really like it. I feel like it would sell, even for tourists that come and just play our course once. They might like that. So, of all the logos we've seen, I like this the most.

Ms. DeVries: Okay, but you think we should have a new CDD logo?

Ms. Yelvington: Oh, I think that outdated one needs to go. Yeah.

Ms. DeVries: Okay. I think this is a holistic discussion, not just a course discussion. We have a collection of logos and as an organization.

Mr. Dale: But we've been talking about that for all this time and we planned on doing that, but they are two different logos.

Ms. DeVries: What I'm hearing now is, yes, we should have a new CDD logo. Do we all like the idea of using the Viera V and some nice, stylized text?

Ms. Yelvington: I think that sounds good.

Mr. Dale: I don't know what that means exactly.

Ms. DeVries: Well, it just means a nice font with the Viera East Community Development District.

Mr. Dale: So, you just want to write out Viera East Community Development District with the Viera V?

Ms. DeVries: Yeah.

Mr. Dale: That sounds good to me.

Ms. Yelvington: Yeah.

Ms. DeVries: Okay.

Mr. Macheras: Yeah. To be honest with you, I don't even agree with the term logo. It's just a business letter heading. I'm like you. I like the font. Put the V on there, because when I see the V, just like when you go in every neighborhood we live in, VECA bought all of those nice \$600 plaques. That V doesn't represent The Viera Company. It represents Viera. So, I think that V would keep it consistent, but for the V in that professionally looking, simple, I'm good with that.

Ms. DeVries: Okay. Alright. So, Jason, do we need any kind of a vote? We need to give Michelle direction on that.

Mr. Macheras: Go to Canva and find a nice V.

Ms. DeVries: No, no, no. It's the Viera V.

Mr. Dale MOVED to create a new Viera East CDD logo that incorporates some derivative of the Viera V and a stylized font that spells out the Viera East Community Development District and Ms. Yelvington seconded the motion.

Ms. DeVries: Do we have any discussion?

Mr. Macheras: Is that just for Viera East CDD and has nothing to do with the course?

Mr. Dale: Correct.

Mr. Macheras: Yeah, I'm good with that.

On VOICE VOTE with all in favor the creation of a new Viera East CDD logo that incorporates some derivative of the Viera V and a stylized font that spells out the Viera East Community Development District was approved.

Mr. Dale: Okay, now my second motion. Jim, again, I want to ask you. I want you and the staff on record, because it sounds like you guys have put a lot of thought into this and you guys have talked to the employees.

Mr. Moller: This is Darrin. He's our assistant golf pro and also our merchandiser for the course. I trust his input when it comes to merchandising and what we put on our shirts and our hats and things like that. Like I said earlier, I think this represents our club, our course, with our environmental impact.

Mr. Dale: How many employees did you talk to, Darrin?

Mr. Gaus: I would say 10 to 12.

Mr. Dale: A lot of them.

Mr. Gaus: Yeah.

Mr. Dale: This was the consensus pick?

Mr. Gaus: It is. They all came back with, "*We need some kind of change.*" We did palm trees and different wildlife. This was the one that everybody sort of unanimously said, "*That's it.*"

Mr. Moller: We also included the ones that we've had too.

Mr. Dale: Okay, I'm making a motion right now to use some derivative of the crane. I don't know how this goes in the motion, Jason, but I want to make sure that we do whatever we need to do to make sure it is separate and distinct from anything out there that may be copyrighted or trademarked. I want to cover our rears on that end, but beyond that, effectively the silhouette of the crane, would become our new logo.

Mr. Dale MOVED to use some derivative of the crane logo, after checking for copyright issues and Ms. Yelvington seconded the motion.

Ms. DeVries: I have some discussion. I think we need to think long and hard, before we get rid of that Viera V on our course. It has been there for 30 years. We have spent the past five years building that brand and building recognition for that brand. I could see where we might tailor that. I've been part of all of these logo discussions too and I actually like some of the logos that we've come up with. I don't like this one. I will not vote for this one, I'm sorry to say, because I don't like the whole concept of putting the wildlife on the logo and course and all of that. I think it's kind of old fashioned. But anyway, I think we need to think about the Viera V and whether we really should be getting away from a logo that we've had for so long, that we've worked so hard to build that brand. Everybody recognizes it, everybody knows it at this point. We have, I don't know, tens, if not hundreds of thousands of clients on the course. So, I just want you all to weigh in on that. Should we really get rid of that?

Mr. Macheras: I like one thing that Rob said, which is that part of the process is the input from the employees. So, my question would be then, which employee brought it up a couple years ago that we should change the logo?

Mr. Dale: That was part of the election in 2020 and the branding. I'm going to be kind of blunt. The reputation that we had out there, was this was the Viera East Geriatric Club and that we were a private club and the public was not welcome. Those were all of the perceptions that were out there. That is why the previous Board, prior to, I think pretty much everybody here being on the Board, voted to change the name to Viera East Golf Course, because it was very much a perception issue that was out there in the community. To this day, I won't say once a week anymore, but maybe once every two weeks in talking to people, I'll get the comment, *"Isn't that a private course or a private club?"* Then I have to explain, blah, blah, blah. Even after all of the advertising, merchandising, everything we've done for the past five years, people are still saying, *"Is that not a private club?"* What some of that is derived from, is the logo means something. The logo is representative of the course. It's the symbol of the course. That is what the Viera V, in the previous logo, became. Beyond that, there are a number of others. We've gone

through lawsuits with The Viera Company. I don't know if all of the Board Members are aware, but we've had a couple of lawsuits.

Ms. DeVries: We have.

Mr. Dale: We've got the current situation now, where the density over on the west side, is not what the citizen advisory panels that I sat on, recommended. We have people that are looking at the east side and there is a distinction between the east side and the west side. This is just my opinion on it. I'm not sure we want to get completely lumped in with that, by incorporating all of the things with the Viera V on it, because those symbols mean something. I'm going to be blunt. I'm with Ron. I liked the one that we had been developing for the past year. That was my favorite. That's my personal favorite. However, what's more important to me, is what the staff and the employees want and the buy in from them. If we don't have their buy in, we're not there every day dealing with the public.

Mr. Macheras: So, first of all, I appreciate what you said. It wasn't really that anybody sitting in here from the course said, "*Hey, we need it.*" In the five years since then, we've become the most successful we've ever been in the history of Viera East.

Ms. DeVries: We received all sorts of awards.

Mr. Macheras: With the same logo.

Ms. DeVries: Yeah, with the same logo.

Mr. Macheras: I talked to Jim at length a few weeks ago and that's what prompted me to send an email that I realized couldn't go out to everybody, about the logo. By the way, we do know that in Melbourne, there is a Crane Creek Course. I just want to make sure that we all know that it has a crane on there. So, I think we're getting their input and correct me if I'm wrong, we have asked for it, because we're going through this process and we've asked, "*Hey, what's your input?*" Not because they're, again, correct me if I'm wrong, they're clamoring that we're having an issue here with the public with this V and what it stands for. I never owned my own business, but as somebody said, you manage it like you own it. We are the most successful we've ever been in the history of our course and we want to change the logo. I could see maybe changing it five years ago, but what we've accomplished with the people sitting in here and those on the Board that represent the 10,000 residents that we have, it's not been an issue. I asked Jim, how many people come in or call to say, "*Can I golf there?*" Hardly any. I'm going to get into the club versus the course thing later. That's never going to go away. It's never going to go away.

We still have people I bet, that don't know the difference between the CDD and VECA. It's just not going to happen. But it's not an issue. If it was an issue, we wouldn't have 200 people coming in on a weekend golfing. So, to me, I think it's a bad business move, to change the logo, as successful as we have become in the last five years. Again, I think the only reason we're asking their input, is because we've decided it has to be a change, not because they came to us saying that they wanted one. I don't look at that V as thinking anything about the west or the central or The Viera Company. It represents Viera. I'm not for a change, to be honest with you, because I haven't really heard a good reason to change it.

Mr. Moller: I think most major companies do rebranding every five to ten years.

Ms. DeVries: Sometimes they do.

Ms. Yelvington: Sometimes you just need a refresh.

Mr. Macheras: So, let me just ask you why. Why do you think at this point as successful as we are?

Mr. Dale: Perception.

Mr. Macheras: From who?

Mr. Dale: The reason why we're all sitting here on this Board.

Mr. Moller: We're not the same course that we were five years ago. This is our course now.

Mr. Macheras: But we're a better course than we were five years ago or a better entity, a more successful entity.

Mr. Moller: We're better than we were five years ago.

Mr. Dale: We're working to change the perception.

Mr. Moller: I think the perception still lingers, partially because of the work of the staff. Our conditions are just as good as most private courses out there.

Mr. Macheras: Right.

Mr. Moller: Our staff interactions and our friendliness and our customer service, is rival to a lot of private clubs.

Ms. Yelvington: Yeah.

Mr. Macheras: I missed your point though. What are you saying?

Mr. Moller: You made the point that about five years ago, we were a different course. To me, this is kind of showing our evolution.

Mr. Macheras: That we've become successful and we need to change our logo.

Mr. Moller: Our new image.

Ms. Yelvington: Just a new image. Yeah.

Mr. Macheras: Okay.

Ms. Yelvington: How many of you are aware that Nike changed their business saying? Did you know that?

Ms. DeVries: It was, "*Just Do It.*"

Ms. Yelvington: It was, "*Just Do It*" and we all know that, right? We all know, "*Just Do It.*" They now are, "*Why Do It.*" It's not going to make us any less likely to buy Nike.

Mr. Macheras: Do you think that made more of a difference than if you change the check?

Ms. Yelvington: No, but my point is just that it doesn't change their success.

Ms. DeVries: Right.

Ms. Yelvington: This is not going to change our success. This is just a refresh. It'll even bring attention to us, I think, because I'd be like, "*Hey, look at them.*" I think it's time. We've had the same thing for a long time. I don't think it's going to hurt us at all.

Ms. DeVries: I want to hear from Ron.

Mr. Rysztoigi: I don't care either way, if we change the logo or not. I really don't. Whichever way the Board decides, that's fine. The only thing I am against, if you do change the logo, I am against the crane, I guess, because the two developments in the middle of Viera East down near me, is Crane Creek and Six Mile. Those are the two big developments that don't pay the CDD fees and I don't think we're associated with the crane. I don't think we are. If we were called Crane something or other, maybe I would go with this, but we're not. My opinion is, you can either go with the old logo and I'm fine with that or you can go with one of the newer logos and I'll probably agree to that. But that is the only thing that I won't agree with, as I don't like the crane.

Ms. DeVries: I'd like to hear from Michelle, because Michelle has been the one that has built this, with all of the awards and the changing of the perception of the course and all the things that she has done from a marketing perspective. She is also the one that is going to bear a lot of the burden of having to change the logo. So, I want to make sure that we hear her thoughts, as well as what she's going to have to do, if we do change the logo. What's that gonna take.

Ms. Webb: Well, honestly, the logo is the brand, right? Whatever Viera East wants to be, is what the logo needs to be. This is where it gets hard, is that some golfers don't want it changed. Some people want it to change. But I can tell you where I came in, when I started this marketing, it was a private course and they called it the Geriatric Club. I still hear that today.

Mr. Macheras: Do you think that is going to change? I mean, I'm just being honest. I'm not saying that's a good reason to change it or not, but to hear that people keep saying it.

Ms. Webb: It may not.

Mr. Macheras: Right.

Ms. Webb: What I see on the course, has changed. We have families there. We have younger generations. We have a lot more women. We have kids now that are coming out. We have families. So, it's not that image anymore. Changing the logo might not change that image, but if you look at all of the things that have changed, like Cracker Barrel tried to change their logo, right? And what happened? No one liked it. They spent a lot of money, spent two years developing it. They didn't get any buy in from their staff, from people. It was corporate that made the choice.

Ms. DeVries: Customers.

Ms. Webb: Nothing from customers. It was corporate who made all of the decisions. They changed the logo; they put it out there and got a ton of cupcake back. So, whatever you guys choose in the logo, the logo will matter to me. Because it's just a way you have to have a marketing plan with how you're doing the logo. So, whatever logo you guys choose, I've already started writing a marketing plan. So yeah, I have one. To use it, to change it or not to change it. Whether it's a club or a course, I've kind of already been putting together how the marketing plan would look. The biggest thing is, you have to have the buy in from the people that stand behind it, the kids, the people, the course, the employees, they hate the logo. You guys are going to be in the same boat as Cracker Barrel. No one is going to be talking about it. No one is going to be selling it. It's just a logo, right? But if there's a community balance and everybody shares the right thing and wants the same logo, you're going to get that excitement behind it, just like anything.

Ms. DeVries: Has anyone asked the customers?

Ms. Webb: Well, I actually submitted that. I said, "*Why can't we take two logos and put it up into the thing and have some voting rights?*" Why can't customers that are coming in to use

our course say, *"Oh, I love this one."* You might get the ones that say, *"I like the old one, leave it alone, don't touch it."*

Ms. DeVries: Why are you changing it?

Ms. Webb: But because the people that are part of the old generation, that's part of the older Geriatric Club, they're fine, because it was their club. They don't want that change, because it's what they know and what they've known for a long time. So that change is not important to them. The change would be, because we want the newer generation not to look at that. We want to take away that feeling of the course and change it to a different perspective, something brighter. Everybody's changing logos. I guarantee you there are going to be logo changes in a lot of different places. I see it all the time and I see a lot of people saying that something new is coming. Pepsi changed theirs. I don't know if you all noticed that, but in the last two years, they've changed theirs and people didn't notice, but they made a change. Nike made their change. They do it because of what they used to do and how they're changing it. It has changed and we've changed it.

Ms. DeVries: We went through this at IBM. IBM is a very recognizable logo.

Ms. Webb: Yes.

Ms. DeVries: I'm not always on the marketing team, but there was a lot of discussion within IBM, about whether we should change our logo, whether it was old, whether it was stodgy, whether it was like the old mainframe computers and whether it really represented the IT of today. At the end of the day, after all of these discussions, they decided that the logo was just too recognizable to, to basically, make that change. They were just going to update the brand with the advertising or how they talked about it. Yes, some change the logos and some don't change the logos. Right?

Ms. Webb: And as I said, it's about your marketing plan. But with Viera East, it comes with a past. Yes. But the past is based on what we branded it to be. There's your marketing plan behind whatever you choose, is what's going to drive it. *"Oh yeah, that's the new Viera East logo. Oh yeah, I like that one better."* Or you can get a buy in from the customers and put up this one and put up the one that you guys like and let them vote and let the people who are enjoying the course and part of the structure of our course, have some options here too. I mean there are tons of things that you could do. That would actually start really making people aware that this is going to happen, if you do that, versus just make the change here and then we market it out the

door. But I mean that's what I'm saying. Marketing a logo is just based on how you want it to be perceived. We can change the look. If we're making changes and we're adding things into our course, like the simulator, things like that, it is the perfect time to make this change. I think this discussion came up when we redid the whole building and changed the patio. They started talking about changing the logo, which would have been the perfect time, but we just never got there. So, when you make changes and you add and grow and get bigger, sometimes it's okay to change logos. You just need to have a marketing plan behind it.

Ms. DeVries: We talked about before you got here, you still have your overall logo but there's...

Ms. Webb: I think if you're going to make the change, you need to go, *"This was us. This is the new us."*

Ms. DeVries: We already voted on the CDD one. I don't know if you were here for that vote, but we're going to use the Viera V and some stylized font, for the Viera CDD logo. The motion on the table right now, is whether we want this.

Mr. Dale: The only thing that I would add to that is, again, we've been talking about this for a long, long time and the urgency of why we would change this, is tonight, the County Zoning Committee is meeting and that they are voting on our ability to do signage. I know that I said it was supposed to be last month. That's what I was told, but it didn't happen. But the bottom line is, we've got two monument signs sitting there at the course, that was part of the rebuild. That is the last vestige of all the improvements that we made over there, that we're still waiting on getting done. Then we're going to have the new signage going in at some point in time, too. So, it's kind of important that we have a logo here. It's not good that we just keep doing this.

Ms. DeVries: I have one more question to the people who work at the course. Has anybody ever commented on the logo to any of you?

Mr. Gaus: Customers, no, I have not.

Ms. Webb: You won't. Most people don't look at someone and go, *"I wish Pepsi would change their logo."* Well, actually the maple syrup lady, everybody is mad about, Aunt Jemima, is changing hers. Everybody was really mad about that.

Ms. DeVries: Like the Cracker Barrel guy, too. Are they going to be mad because we take the Viera off?

Ms. Webb: You are going to have some people mad, because you have an older generation, that love the course and have their history of the course and are okay with it being that way. It's up to the newer generation. Do they want the old generation image? Do you change it to include a different image?

Ms. DeVries: That's one of the reasons that I wanted the CDD logo, because you could point to it and say, "*We still have it.*"

Ms. Webb: They're going to fight that one. I like this one, because you see these things out there all the time. I have videos of them looking at me at the Hook & Eagle. He just came in and we were both looking at each other and I sat down and just experience them. You see them all the time on the course. It's simple. Most of the logos that you're getting these days, are very simple. I think that you're going to see a lot of people and it might not be the old crew, because they're happy with what it was, but the newer generation, if you put this out and said, "*What do you all think about this or this,*" I think you're going to get a lot of people liking this. I'm just telling you what I see and hear. So, I think you are, because it's a newer generation of preference.

Ms. DeVries: Right. I think when I look at course logos and I see like the wildlife, I think that those look more old fashioned than what we've designed as a little more modern.

Ms. Webb: Sawgrass is just sawgrass. It's not a bird in sawgrass. It's not a lake around sawgrass. It's just a cluster of sawgrass on the shirts, right? A peach tree is just a tree.

Ms. DeVries: Right.

Ms. Webb: It doesn't say peach tree. It just says it's a tree. If me as a non-golfer, saw sawgrass on somebody's shirt, I'm like, "*What the heck is that?*" But golfers will know. So, they'll say, "*Oh, that's sawgrass.*" "*Oh, that's a peach tree.*" So, all we have to do, is market the image that you guys want and once we put it out there that we've changed our image, changed our style, come and see us, we're adding simulators, we're doing these things and we have a whole new image, whatever the logo is.

Mr. Dale: That was effectively what the election of 2020 was all about.

Ms. DeVries: Alright, but now we spent five years building the brand that we have.

Ms. Webb: I can build anything.

Ms. DeVries: I know you can.

Ms. Webb: I can build whatever next brand we have.

Ms. DeVries: I know you can.

Ms. Webb: That's not hard, because what we just do, is do the same thing that we did with that one, with a new one. Yeah, we're just going to push the same thing. Come and see the new us. Come and see. Now people will go, *"Huh, what's new about their image. Oh yeah, I want to go see that. What else? Why did they do it?"* They'll come to the course. Oh, now we have this and now we have that. This is the perfect time for you guys to do it. If you were not doing anything and Jim hadn't had any of that stuff on the Board and you all are just sitting here and just changing the image, it would be so much harder. But we do have some things. So now if you're going to do it, now is the time to do it or else you're going to go back another 20 years and not have it. But my fear is with that, it's a 30-year-old image.

Mr. Macheras: I'm okay if you think it needs to be refreshed, but I'm confused with what you just said. Supposedly there's this perception out here, but yet nobody at the course says they hear anybody talking about it. So, is it just people come to the restaurant and talk? Where is all this perception coming from?

Mr. Dale: Friday, Saturday and Sunday?

Mr. Macheras: At the restaurant?

Mr. Dale: No, at the course.

Mr. Macheras: From the people that are golfing?

Mr. Dale: That's why we make the vast bulk of our money on Friday, Saturday and Sunday.

Mr. Macheras: There are going to be examples, but I'm thinking there's a huge...

Ms. Webb: Huge brigade of hope. When I said, *"Oh, I'd love to have one of the boxes at Hook & Eagle Tavern"* and they said, *"Oh, where's that?"* and I said, *"Oh, at the Viera East course,"* they said, *"Oh yeah, that's a private club, right?"*

Mr. Macheras: Well, that's another discussion. We're talking about the logo.

Ms. Webb: But I mean, that's what I'm saying. So, I send them weather boxes for the Viera East Course and they're like, *"Oh yeah, that's like still a private club."* So, it does still happen.

Mr. Rysztogi: It's always going to happen.

Ms. Webb: We have to change that perception.

Mr. Rysztogi: That has nothing to do with the logo.

Ms. Yelvington: But it sort of does though. Cause it brings attention to us and you have the chance to say, *"We are open to the public."*

Ms. Webb: You're changing the image of what people feel. If I say, *"I want to change my hairstyle image,"* people are like, *"Oh, I like you better in blonde."* It's an image creator. What is the image that I want to have? Marketing is huge on your image and if your image is a private club, it doesn't matter what your logo is. Your image is still there, until you market the change of your image. We've been marketing the change of your image for five years now. So maybe this might help a little bit more, because it's going to be the new Viera East and we have Sassy Saturdays and we have leagues and it's not private. We have all of these events. You got the Hook & Eagle and all of this stuff. It's a huge change of your marketing. That's kind of where my marketing plan is. It's going to be imaging something new and it starts with the logo.

Ms. Yelvington: I think this is much more distinctly Florida and Brevard County to my eyes, than that Viera V would have been, the VE that we were looking at doing. To me, I feel like this. It just seems perfect for the course. They're always there. It represents our county. It's slick. It's all the things that we wanted. I think it's just more likely to sell than a V.

Mr. Dale: And I'm going to emphasize again the fact that this is what staff wants.

Mr. Moller: Also, I had resident in my office this week. I had this image still up on my board and he saw it and loved it.

Ms. DeVries: So, do we have any more to discuss before we take a vote?

Ms. Yelvington: I have one question about this. What about the monument signs on Murrell Road?

Mr. Dale: Those are owned by the HOA.

Ms. Yelvington: So, they have the V with the wheat and that stays.

Mr. Dale: Yes, those are theirs.

Ms. Yelvington: Okay.

Mr. Moller: We'll change the one at the four-way intersection between Golf Vista and Clubhouse Drive.

Ms. Webb: One of the things that we will help you guys with, is separating that community.

Ms. Yelvington: That's true.

Ms. Webb: Because the Viera East Golf Club is the community, the residents and the houses.

Ms. Yelvington: Okay.

Ms. Webb: Then you have the Viera East Course. You both have the same V.

Ms. Yelvington: I like that.

Ms. Webb: So, if this goes out as the Viera East Course and the V is the Viera East golf community, it is going to give some significant change that they're no longer the same. They don't own it. The residents don't own the course. It's a separate entity, just like the Hook & Eagle. So, it might help with that too.

Ms. DeVries: Is there any further discussion for the vote? Okay. We're all nodding our heads no. Rob put a motion on the table for us to change the course logo to the one with the crane on it.

Mr. Dale: With the caveat that we will do our due diligence. If we have to make subtle corrections, maybe with a wing or a beak or something, we will make it our own, so we don't get sued over a trademark issue.

On VOICE VOTE with Mr. Dale and Ms. Yelvington in favor and Ms. DeVries, Mr. Rysztogi and Mr. Macheras dissenting, use the new crane logo, after checking for copyright issues was not approved. (Motion Failed 2-3)
--

Ms. DeVries: So, the next question is, what logo do we want for the course and how do we get there? We talked about, do we put some logos in front of the community and get some input somehow or do we just decide amongst ourselves here or do we keep the one we have?

Mr. Macheras: I'll refer to Jim, when we talked a few weeks ago, again, that's what also opened up my mind to do a little research on the difference between the wording of club and course. You mentioned something about the V and maybe that's changed in the months since we met and I'm okay with that. Making some minor changes to that V, putting something that looked like a compass or an E, I don't know. Is that still something you like or maybe that's changed, but we talked about something.

Mr. Moller: I mean, of all the images that we had before from the designers, really the only one that I could get behind, was the V and the E. I wasn't married to it, but out of the group

that we've had, I could live with that. But just after some of the experiences that I've had in the last month with some clubs, everything just seemed simple. I thought this kind of really touched on what we have. We have wildlife. We have cranes out the wazoo. Actually, as an omen, the day after Darrin and I made this, we had a crane get hit with a golf ball on 15. We had four or five people out there hovering around this crane, doing concussion protocol, until it got up and we scooted it off of the course.

Mr. Macheras: Yeah, I like that. I think Ron brought up a point that I didn't even think about, between the Crane Creek Course in Melbourne and some of those others, if the community, not just us five, think that we need to refresh it, then I'm just one vote. I don't know if the crane would just be relative to other things in the area. I don't know. That was my opinion. You brought up some good points about some neighborhoods with the word crane. So, I don't know.

Mr. Rysztoigi: Well, we did a lot of work, over a long period of time, with collectively inputting whether or not we wanted the E symbol to be on there. So, we put that work into it. We put the V into it, because we always said, *"Well, that's the V. Everybody knows the V."* Then we kind of came down to this one. So, it had everything. I thought that we all collectively had our own little input. Everybody put a little piece of it into it and this is what we came up with as the Board, until I walked in here tonight. I actually thought that we were going to be voting and I'll tell you the truth, I thought we'd be voting on this logo and it would be over in five minutes, until this one came in. I'm not against this, but I won't vote for it. However, if this is what we end up with, so be it. It's not the end of the world. But if you want my opinion, since we all collectively worked long hours to get down to this logo, I want to go with this logo as my choice.

Mr. Dale: Darrin, let me ask you, what did staff have to say on that version?

Mr. Gaus: We had about three or four pages, maybe 20 logos that staff came up, including this one and then we showed staff, all of the ones that your design company worked on or produced. We got them to initial which ones they liked and we didn't get one initial, on any of the ones that the design company came up with. They looked at them. They had various opinions. It looked too corporate. Too much like clip art. That was the wording that was thrown around. That was the staff's input.

Mr. Dale: Jim, what's your comment?

Mr. Moller: I think I pretty much made it clear. I think this one kind of represents us. Yeah, we have a V, we have an E, we have arrow, we have a flag. Like I said, when this is what we were presented with, this was the one that I thought was the better of the group. I don't like the ones with the club and some of the other ones. I think they look very pre-schoolish. I just think the prestige of our course deserves something a little bit more.

Mr. Macheras: So let me put on a different hat. Is there anything with that crane that we could do, that might make it lean more towards Viera East, that maybe takes away from the Crane Creek and the Crane Reserve on 92? I don't know.

Mr. Moller: Most of those birds were just a silhouette outline. This is more brushstrokes. I think it differentiates itself that way, by facing east.

Ms. Yelvington: It is facing east.

Mr. Dale: Can we put an E on his beak or anything?

Ms. DeVries: Yeah. Ron, you mentioned earlier, that there were two logos that you liked. We don't have any of the logos in front of us, so it's kind of hard to have that discussion about the alternatives. But hearing from staff that you wouldn't be happy with any of them and we're not happy with the crane...

Mr. Macheras: Darrin, is that right?

Ms. Gaus: Yes.

Mr. Macheras: So, with the current one that we have, have you and Jim talked or Lacey about tweaking that a little bit that might look nice?

Ms. DeVries: That's my thought.

Mr. Macheras: Because when Jim and I talked, he kind of got me on this path down a rabbit hole.

Ms. DeVries: If we could take away the wheat.

Mr. Macheras: I don't know, is there anything else that we have now that might, like Michelle said, that we could change or an enhancement, but leave enough of the old school? I don't know.

Ms. DeVries: Yeah, like if we could take away the wheat and do something more modern in its place. So, we would still keep the Viera V. Maybe not a cursive text, maybe more like this type of a font or a different font and take away the wheat and maybe have something. I'd have to look at designs, but something more around it that is different.

Mr. Rysztogi: I agree with you, but I think that's going to start the ball rolling all over again. Then we're back to square one, in my opinion. We're going to go, *"Okay. That's where we were when we started. We got the V and we got the wheat and let's do some minor changes here and there and make it a little simpler design."*

Ms. DeVries: Why didn't we do that?

Mr. Dale: For all of the reasons that we said at the beginning of the meeting.

Ms. DeVries: Like Michelle was talking about, we want a new image.

Ms. Webb: I will tell you that.

Mr. Dale: We don't want to be directly tied with The Viera Company logo.

Ms. DeVries: We disagree on that, but okay.

Ms. Webb: Logos don't get changed overnight. There's no corporate company out there that's changed a logo in a year or two years. Some of them take seven. Some of them take 10 years to change the logo. So, I know you guys keep saying, *"Well, we've been talking about it for a long time."* We've made some changes and some introductions, but one of the things that I talked with Eric about, who's a designer, he said, *"The hardest thing is, we've got a lot of people's input on what they want,"* but it's going to take longer because everybody's opinion on what it should be, is going to not be collaborative.

Ms. DeVries: It's much easier for an entrepreneur to do a logo.

Ms. Webb: He said, actually, the Nike logo was not the preferred logo of Nike. They got into a crunch. The co-owner hated it. He didn't want it. He finally said to his designer, *"You pick it, whatever it is, I hate that one. Don't put that one"* and the designer picked that one. Read the whole outline of Nike, because it was not what they wanted and now they're made history. So, sometimes you got to decide who's the right person to make the decision.

Mr. Rysztogi: It's just a shame that we're spending this many hours on a logo. We have all of these other things that we need to talk about, things where we're really growing, we're really moving along and we get into this little hurdle over a logo. I told Jim, I thought, this is it. We're going to come in. I'm not going to say anything. It's going to zip right on through and I don't see that we're on the verge of making a decision or even close to it.

Mr. Moller: I'll be honest with you. There were some times before, where I was just so frustrated. I was just like, *"Let's just keep what we got."* But, I mean, Michelle had a good point earlier and I know Lacey could probably back me up. She runs into it a lot. We get a lot of

people that come in or call, thinking that we're the Viera East golf community HOA offices, I'm guessing because of the Vs and the logos.

Mr. Rysztogi: But that's not going to solve it, if we have this one. That's not going to solve that problem.

Ms. Webb: It will a little bit.

Mr. Moller: Probably not overnight.

Ms. Webb: It's going to take a couple years for this logo, whatever we pick. So, we're going to have to be putting both logos up for a little bit, until it gets shifted. But it is going to help separate that mentality in that area. It's going to create a little bit of a shift. I talk about us all the time, in everything I'm doing, because not only am I doing it for the community, but I'm also doing it for the Hook & Eagle. I hear a lot. I know you guys probably don't, because you're not out doing what I'm doing. It is hard, because I'll hit people going, *"No, it's not a private course."*

Mr. Moller: I think we need to take that more as a compliment now.

Ms. Webb: I do.

Mr. Moller: Because like I said earlier, I think our conditions and our customer service emulate a course. We can still educate them.

Ms. DeVries: I work a lot with facilitating creative processes, in my work. One of the things that I have found, is sometimes if you move away from the discussion and you talk about other things and you come back to it, sometimes there are new ideas. Somebody will have an idea and it kind of gets the ball rolling again. So, is that okay with you, if we move off of the logo topic?

Mr. Rysztogi: I think we're not getting anywhere.

Ms. DeVries: Yeah, we're not getting anywhere.

B. Discussion of Club vs Course Language

Ms. DeVries: The next one is equally as important. We're going to talk about the course versus the club name.

Mr. Dale: So just to be clear, this Board is deciding to keep in place, the two monument signs and all of the things that we've been doing, when we've been discussing this for two years.

Ms. DeVries: No, we didn't decide that. What we decided, is that we didn't want the crane logo. That doesn't mean we don't want to change the logo. It means that we don't want that logo.

Ms. Webb: They need more time.

Mr. Dale: Alright.

Ms. Webb: More options.

Mr. Dale: Alright.

Ms. DeVries: We still haven't decided, if we're going to change the logo and what it's going to be. We're going to come back to that.

Mr. Moller: Could we spend time with variations of the bird logo?

Ms. DeVries: I don't like the bird. I don't think we should have a crane. I don't think we should have a bird. That's my opinion. But others kind of said, "*Yeah, I don't like that it's a crane,*" because we're not Crane Creek. We're not a crane.

Mr. Moller: Versus a flying crane.

Ms. DeVries: Our CDD logo is a flying crane. But, no I don't think that tweaking that logo is really going to help. That's my opinion. I think part of the problem, was it got sprung on us by surprise, too.

Mr. Rysztogi: To me, it lost Viera East, in my mind.

Ms. DeVries: Me too.

Mr. Rysztogi: The other one that we had, didn't leave Viera East, in my mind, whether you say, "*Course, golf club, with golf, without golf,*" at least the Viera East, when I see it, it's in my mind. If I was wearing a shirt and it had the crane on it, people would say, "*Oh yeah, that's the course guy.*"

Ms. Yelvington: But we just agreed that we're moving past this and coming back to it.

Ms. DeVries: We're going to move past that. Rob, you can give us the history on this, but I'll start, because I was part of this, five years ago, even though I wasn't on the Board, I was part of the discussions. As we've been talking about, there was an entire mentality in this community that the Viera East Golf Club, was a private course. There was the word, "*Club*" and there's this word, "*Membership.*" Those got thrown around all the time and there were people who made anybody who wasn't part of their clique, feel unwelcome. So, what the Board decided to do, when the new Board came in, was change the name to the Viera East Golf Course. We also changed, "*Membership*" to "*Season Passes.*" So, we don't want to infer at all. Obviously, we have this perception out there that we're a private club. So, the reason we changed to "*Course,*" is because we didn't want anybody to think that we were private. It is a public course and we

were trying to change that perception. Now there's some discussion about putting the name, "*Club*" back on. I'm going to let Jim talk about that, because I think a lot of that is coming from me.

Mr. Dale: I do just want to emphasize what you just said, though. The name of the course right now is, Viera East Golf Course.

Ms. DeVries: Right.

Mr. Dale: I just want to make sure that we're clear on that.

Mr. Moller: I just wanted to bring it up again, since we were changing logos. I was not for the changing of the course name from "*Club*" to "*Course*." I get the reasoning behind it; however, Rockledge is private or public.

Mr. Macheras: I know it's public, because I golf there.

Mr. Moller: They are known as Rockledge Country Club.

Mr. Macheras: Right.

Mr. Moller: Cocoa Beach is public. They are known as the Cocoa Beach Country Club. Duran is public. They are known as the Duran Golf Club. Yes, there are some private golf clubs out there. Golf club gives the distinction of prestige to a course. So, as a better golfer, if I go on vacation and I look at courses in the area, a golf club has better facilities and better conditions. I just think our course kind of deserves better recognition, than just being a course. I get it. We are a municipality. It changes us from the HOA. When I went to the Toro Ambassador, I was the only public course there. So, we have some prestige in the industry. I think we need to hold on to that.

Mr. Macheras: So, I had a conversation and again, I appreciate you bringing that up and I'm glad Rob asked you to start. I apologize. I should have done this research before and I just kind of went with the flow and I spent some time going online and talking with you. I will say exactly what Michelle said earlier. Sassy Saturdays, Music On The Patio, that's what clubs do. It's not what golf courses do. Golf courses don't have that stuff. So today, I went online. TripAdvisor lists the top 15 courses in Brevard County. Seven actually, including us, because they still had the name on there, are called clubs and the top four are called clubs.

Ms. DeVries: So, it's six out of 15.

Mr. Macheras: Yeah, the top 15. Seven go by the name of, "*Club*," including the top four.

Ms. DeVries: Well, that includes us and we're not a club.

Mr. Macheras: I know. But TripAdvisor, still has it wrong. Clubs have that language or that perception that they offer more than just being a course with a range. I get this feeling and I could be wrong and it's kind of like the discussion we had about social media. I feel like we're catering to the few. I'll give Rob credit. Even if it was somebody once a week, that's 50 people. We're getting 200 people golfing on some of our days. If I'm a golfer and I'm in a new area, I'm going to go on Golf Now or I'm going to go online and if I have a question about whether I could golf there or not, all I have to do, is go on the app and if there are no tee times, then I know I can't get one. So, people that golf know. I still ask the same questions, but I find out. I don't not go there, because it's called a club. I find out, but I just feel like we're catering to the perception of a few. When I look at the Duran Golf Club and Cocoa Beach Golf Club, the word that would make me think private or public, is the word, "*Country*." The two country clubs in our county are open to the public. But that would be the one word, not so much "*Club*" versus "*Course*," but "*Country*" versus "*Club*," would make me think more private. So, in my heart, and again, I get it and Rob is correct, change it back and forth, but I'd rather do the right thing, than not do the right thing, because we keep changing our mind. I think based on all of the work that Michelle has done and what we have to offer and comparing to the other six that are in the top 15, we're doing ourselves a disfavor if we don't call ourselves a club. A few people will call. I call sometimes when I travel. But I think we're lowering our standard or the perception of who we have become, thanks to Michelle and the people that work at the golf course, by changing or keeping the word, "*Course*," because people have questions. I don't want to cater to those few people. I want to cater to the 99% of the people and the work that's being done, that makes us a club. That's my input.

Mr. Rysztogi: The thing that's going to make the difference in my mind, is that sign out of Murrell Road, that says, "*Open to the public*." People drive by it every day and if they see this sign that says, "*Open to the public*," that's going to be a big help for us.

Mr. Macheras: Let me just ask you. So even if it says, "*Club*," "*Open to the public*" is going to be a big help. Is that what you're saying?

Mr. Rysztogi: "*Open to the public*," is going to be the line that is going to make the difference, whether you say, "*Course*" or "*Club*." "*Open to the public*" is what's going to catch your eye and that's going to solve the issue, because I agree with what everybody else is saying.

The average person comes up to you and says, "*Oh, is that open to the public? I thought that was private.*" I get that all the time, but I'm not a golfer and I hear that from my neighbors, who have been living here in Viera for years and they don't know.

Ms. Webb: Up until 2021, it was treated like that.

Mr. Rysztogi: True or lack of what we were doing at the time.

Ms. Webb: Or their spaces were full.

Mr. Moller: There were no tee times.

Ms. Webb: There were no tee times, because people that had memberships were playing every day. No one would get in. So, the way that it was being run, it was being run as a private club, even though it was still at that point in time, open to the public. So that's where you guys had to get out of that hole. We are out of that hole. There are always going to be those people going, "*I thought it was a private club.*" I wear my shirt around town. People are like, "*It's a private club.*" No, it's not. That's how we've gotten 60 women to show up, because of word of mouth and talking about things. Right? That's what it takes. It takes constantly putting it out there and having a marketing plan on how you're going to do it. So that's why when you guys decide what you're doing, then we can make a marketing plan of how we're going to get that image out there, whether it's club, course, cranes or whatever. You just have to have a plan and you guys all have to be on the same page. The golf course has to be on the same page and then we put it out there and do a big, huge thing about it. It might cost me a little bit more in my marketing budget, but that's what you have to do to get it out there. So, it's really not so much about the logo. It is about what you guys do behind it, to make the image, so they know that they can call and book a tee time. We got to get that out there. So just know that as you guys are talking about this, it's really about the plan you put behind it to market it.

Mr. Rysztogi: Well, when we market it, maybe we ought to use more emphasis on that fact in the advertisements and make that a stronger point.

Ms. Webb: The first three years, everything I put out had, "*Open to the public.*"

Mr. Rysztogi: Okay.

Ms. Webb: Now, it is not as needed.

Ms. DeVries: I just want to say, we wouldn't even be having this conversation if those things didn't work.

Mr. Rysztogi: Okay.

Ms. DeVries: There are so many more people coming in now that know it's open to the public. Look at our revenues alone.

Ms. Webb: That was all about a marketing plan that was put in place when you guys hired me and said, "*We want this known*" and that's what we've been doing for three years.

Ms. DeVries: Right. Denise, do you have thoughts on club versus course?

Ms. Yelvington: I don't have the emotional tie to either, but I think it makes sense, based on the description that Bill gave, that we are more of a club than a course. I like that it does give more prestige in the name. I think the two signs, actually there are more than two signs, right on Murrell Road, that are going to continue to say, "*Golf club*," because you're telling me that's for the HOA. So, it just seems like that separation between a course and a club, we're always going to be that club, because that's where you turn in to go to the golf course. I don't know. It doesn't bother me that much. So, I don't see the problem with being a club. I think if Duran is a club, then we're more of a club than they are.

Ms. DeVries: Rob, do you have any further thoughts?

Mr. Dale: I'm not willing to make a change until I see the logo.

Ms. DeVries: Okay.

Mr. Macheras: I like what you said. When I was doing my research, which I should have done before, when I looked at club versus course, what I read, was it's mainly used to represent the offerings of the facility, not to voice members only. I think you had a key point. Duran, Cocoa Beach, they don't seem to have an issue with it. So, if I were one of the other four and the only reason I would not want to go back to club, was because there are some people that might question it, I don't think, a good enough reason, because we would be catering to the few. That's just my opinion.

Mr. Dale: I will draw a big distinction there. Again, I hate to keep going back to the election, but that is essentially what we campaigned an entire year on and why three new Board Members and then subsequently two other Board Members came on. It was all about the change. That was literally our slogan; "*Viera East. It's more than just a golf course.*"

Mr. Macheras: Which it is now. I think that's what makes it a club, because you said it earlier, we are different.

Ms. Yelvington: Yeah.

Mr. Dale: But my point is, you're referencing a few people. It was more than a few people.

Mr. Macheras: It's not the majority. Again, if it was an issue, we wouldn't have six others called clubs that are in the top 15 in our county.

Ms. Yelvington: I think that distinction was necessary at that point in time, more so than it is now. Honestly, I don't think most people even notice what we call it. They still call it a club even if we say, "*Course.*"

Mr. Dale: I do think it needs to be integral with the new logo though. We decide it when we get our new logo.

Mr. Moller: Yes, I definitely agree with that. That was one of the reasons why I wanted to bring it back up for discussion. It was because of the logo. I don't want to change it back to club and then months later we change the logo.

Mr. Rysztogi: I agree.

Ms. Yelvington: I do think we need an "*Open to the public*" sign and we're never going to have one of those at the course, as people are driving by. There's nothing. Right. We're not going to have a sign that says that.

Mr. Dale: We're going to have one at Woodside.

Ms. Yelvington: Right, but not at the course itself.

Mr. Dale: Well, we're going to have banners up.

Ms. DeVries: Right.

Mr. Macheras: When is that vote? Next week or today?

Mr. Dale: Today is the zoning meeting and if it comes out of the zoning meeting with five votes, then it's pretty much decided.

Mr. Macheras: I could go, if it's voted, with a package deal. I think you and I were talking, when golfers talk about where they're going to go, they don't say Duran or Viera or Cocoa Beach. They don't even say golf.

Mr. Moller: They don't even use East.

Mr. Macheras: Yeah, exactly. But I think if we were to vote to go back and that was integrated with whatever we decide on, I think that would be a big plus to make that happen. So, I could be with Rob and if we vote to go back to club, do it at the same time as the logo. I think that would put the pieces together correctly, if we vote such.

Mr. Dale: You just said something that really hit me. You said, "*We go to play at Viera.*"

Mr. Macheras: Right.

Mr. Dale: You are right. That is what people use all the time.

Ms. DeVries: That's a really interesting point. Maybe it isn't Viera East. Maybe it's Viera.

Mr. Dale: No. We're going back to the VE one that we all liked as our second choice. It seems to be the consensus second choice for everybody.

Ms. DeVries: Right, although there was another one.

Ms. Webb: I want you guys to realize that on the website, it's not Viera East Golf Course. It's not Viera East Golf. It's VieraGolf.com. That is the course's website page. It's not Viera East Golf Course.

Mr. Dale: Well, that's a website.

Ms. Webb: It's Viera Golf. That's it.

Mr. Dale: But we spent a lot of time with the E and the triangle of death or whatever we call it and the compass point and all of the other stuff.

Ms. DeVries: Okay, so what are you saying, Rob?

Mr. Dale: I'm just drawing attention to the fact that I'm going to play Viera. Well, that might be 70% of our logo issue. We're going to play Viera. The Viera V. We'd like the second choice with the VE, with all the symbolism in it and the triangle.

Mr. Macheras: Can I make a comment?

Mr. Dale: It just really hit me when you said that.

Mr. Macheras: Do we normally vote tonight or no?

Ms. DeVries: Yes.

Mr. Showe: No, we actually don't normally vote. Because we didn't have the last meeting, we advertised this one as a regular Board meeting. So, you have the ability to vote.

Mr. Dale: This is a voting meeting.

Mr. Moller: Gotcha.

Mr. Showe: I should have clarified earlier.

Ms. DeVries: But you know, if we're talking about the name.

Mr. Dale: Right.

Ms. DeVries: Should we keep East?

Mr. Macheras: I would prefer so, because eventually and you tell me if I'm wrong, because we don't have a West yet. We have a central.

Mr. Dale: We have a central.

Mr. Macheras: But is it there going to be a West coming at some point?

Ms. DeVries: Oh, even further West.

Mr. Macheras: So, I think for that, I would like to keep the distinction, because there are going to be three of us.

Ms. DeVries: I'm throwing that out there, because if everybody just calls it Viera, then are we the Viera Golf Course?

Mr. Macheras: So, I guess my question would be this. Again, do we want to contemplate everybody doing their research, whether we go back to club or do we wait until we get a logo? Do we vote on the logo and see if it passes or should we wait?

Ms. DeVries: I agree that we should vote on the logo and the name together, but I can buy into that.

Mr. Dale: What does the Course Manager think of that VE that we've been working on for a year?

Mr. Moller: Of all the logos that I have seen, that's second behind my crane.

Mr. Macheras: I'm going to throw one other wrench into it. The crane is what brought this up to me. Michelle knows this better than us. Whenever we go out there on a Friday or Saturday, at some point in time, we're all looking west, because of what?

Ms. Webb: The sunset.

Mr. Macheras: If there was going to be a logo, but again, I know we get into the colors and the shirts and all of that and that might be messier than we want. Really, it's not the crane, it's the sunsets that sets us apart. But that might be too much of a flashy logo. However, I could get behind that.

Mr. Dale: Yes and no.

Mr. Macheras: I don't know. Or a sun that looks like a compass.

Mr. Dale: I don't know. I'm just throwing that out.

Mr. Dale: What we're truly trying to come up with, is our core logo. Because I know at the last meeting, Denise had ideas about a sunset and building in grass. However, that depends

on what we're marketing, whether it's a shirt or a specialty shirt or specialty cups or cups for the patio. That's something we can incorporate along with the core logo.

Mr. Macheras: Sure.

Mr. Moller: To me, the sunsets are more attached to the restaurant, than the golf course.

Mr. Dale: Right. That's why I say for a specialty. So, if we're doing it with the restaurant and we talked about getting plastic cups with a logo on it, that's maybe somewhere we could do that.

Mr. Moller: A lot of places have secondary logos, like Oakmont up in Ohio. They have their old school OCC holding the script and then they have another one that they use for merchandising and things like that.

Mr. Dale: Right.

Mr. Moller: So, you can have a secondary sunset logo for the Hook & Eagle, for cups and whatever.

Mr. Dale: Right. I spent a lot of time building up that Hook & Eagle logo.

Mr. Moller: No that stays. That's the logo. But maybe we can have a logo for the patio.

Ms. DeVries: So, Rob, you were saying that you think it's important for us to vote on this logo tonight.

Mr. Dale: I think we need to make a decision. We've been beating a dead horse for several years now.

Ms. DeVries: Alright? Are we ready to come around back to this or maybe talk a little more about some of these other things? Maybe we do some Staff Reports and then come back to it.

Mr. Dale: Would you guys be able to live with the VE one?

Mr. Gaus: My personal opinion, after researching 20 to 30 of the top courses and clubs in the country, which I think every golf course is trying to emulate in some way, they don't have any logos that look anything like this one. They all have very simple palm trees, grass, a crooked stick, birds, things like that.

Mr. Dale: Would you have considered a swoosh for Nike?

Mr. Gaus: Probably not.

Mr. Dale: That's my point. This is very distinctive, very simple, but it's recognizable and it would set us apart. It is very simple and I think simple is the number one issue with the logo

here, because you're talking about embroidery and it's hard to put stars and all sorts of stuff with embroidery. You need very simple. Lacey, do you have any thoughts?

Ms. Gelardo: If it's not the crane, which it sounds like, is off the table, that would be the only one out of all of these.

Ms. DeVries: Even the new ones. You don't like the new ones.

Mr. Dale: Marketer?

Ms. Webb: I'm not picking one. Whatever you guys get me to market, is what I'll market. But the only thing that I will say, is you do have to do some research. You guys have put a lot of time and effort into the compass, but most golf courses logos have nothing to do with golf. They really don't. They represent their name in some sense, but they're not golf.

Mr. Dale: Yeah, but that logo has nothing to do with it. We know what the compass point represents, but there's no golf club in it.

Ms. Webb: A logo is a representation of what you guys want it to mean.

Mr. Dale: Right.

Ms. Webb: It doesn't have to mean Viera East. It doesn't have to be a V and E. It has to be what you guys embed as meaningful to what the course gives you. Everybody's had experiences with these cranes. I've chased them off the patio a thousand times. So, we as a Board are sitting here trying to make a decision of what golfers experience. We're trying to make it about the title and name. It's not about the name. It's about what the golfers experience when they're on the course. I know Crane Creek has their thing, but this is Florida and this is Viera, and this is what we all get. Duran's got lions.

Mr. Dale: Lions and palm trees. Is there a bear in there somewhere?

Ms. Webb: So, I mean, if you go to Duran and look at their logo, unless you know Duran and went through Duran, you don't even know that was Duran. We are Florida. So, if the golfers say, *"Oh, my God, I love it, because I've hit those birds with my golf balls. They have chased me down. I got too close to their babies. They poop all over the range,"* that's what they're going to recognize and connect with. That's what you guys need to think about.

Mr. Macheras: So let me ask this. You all voted yes. So, I do like the idea that it's simplistic, because you remember those more than you remember anything else. Listening to the three from the course and Michelle, do you think there will be an issue with the neighborhoods? They might be willing to come out of the rabbit hole.

Ms. DeVries: You would be the swing vote. But this is a big thing and I would like for us to be a little more unified, but from what I'm hearing, maybe that's just not possible.

Mr. Macheras: So, we heard from Ron on what he liked. You were the other no vote. What would you lean to?

Ms. DeVries: Personally, I think we should stick with the Viera logo and modernize it. But that's my opinion and if I can't have that, then actually I'd have to look at Ron's notes again. The one that we're talking about is okay. Ron, do you have those new ones? There was a new one that I liked.

Mr. Rysztogi: Yeah, with the arrow down a little bit.

Ms. DeVries: With the arrow down a little bit.

Mr. Rysztogi: You can just lower the angle east a little better.

Ms. DeVries: Yeah.

Mr. Rysztogi: But that's not going to make it or break it in somebody's mind, I don't think. It's two degrees off.

Ms. DeVries: No, that was a simple fix. I kind of liked some of these that were in the V shape with the little flags. A lot of the courses have these little flags on them. I liked the one with the golf ball, but I know nobody else did, so I won't even bring it up. I could vote for several of these, but I can't vote for the crane. I could vote for any of the triangle ones that we had and the VE one. But my question is, how do we get there? We didn't have printouts of these logos here today and my instinct because of that, is how can we vote on a logo when we don't have the logos in front of us?

Ms. Webb: Can I ask just a basic question? One of the things when Eric and I were talking about the Nike guy, I just handed it over to one guy and said, "*You make the decision and you better make it work.*" Why do you guys all have to be the one to decide it? Why can't you decide to give it to one person to pick the logo for the course and make it work? Then you can blame that person. I'm just saying, you guys are all not going to agree on everything. I've been doing this for four years. The Board before you guys, all did the same thing we are doing. Somewhere you guys have to trust the people. Because when you guys don't run again for your positions and you're making this 30-year change on a logo for a golf course, you might not be here in another eight years, they still have to go with this logo.

Mr. Rysztogi: No, they can change it.

Ms. DeVries: The new Board can change it. I think we were all pretty close on that VE one. If staff's opposed to it...

Ms. Webb: If you don't have your staff behind what you guys want to change, it's hard to change something.

Ms. DeVries: No, I agree, because I don't want them standing in front of a customer and they don't like it.

Ms. Webb: Why can't you say, *"This better work. You better pick this and it better work for us."*

Ms. DeVries: Because we go to the restaurant and people come up to us and they go, *"Why did you put that crane in the logo?"*

Ms. Webb: I don't understand why you changed the logo. You're going to have that question. But then you're going to have people say, *"Oh, my God, I'm so glad you changed the logo. I love it. It's so cool."* This is a business decision, but you have a lot of opinions that I keep hearing. We're not going to get to everybody loving one logo and that's not going to work very well. So why don't you guys as a Board, decide to say, *"Hey, we trust this person to make the best decision on a logo for the golf course, because it's in his heart and soul and he's going to make it work."* Notice that I said, *"He."*

Ms. DeVries: We did.

Ms. Webb: If his heart is behind it and he's the person who is making you guys the money on the golf course and keeping it to be beautiful and pristine, you guys may not be around in 10 more years. We hope that he is.

Mr. Moller: I got 17 years to retirement.

Mr. Rysztogi: But you always hear the phrase, *"Two heads are better than one."*

Ms. Webb: But these are five heads.

Mr. Rysztogi: Yeah, five heads are better than one.

Ms. Webb: But not in this thing. This was an image. If you guys had to decide whether to vote to have a patio or not have a patio, 100%, that's all about money, right? This is about an image and a logo and what that brand is for that course that he is maintaining and making perfect every day. He's got to have that value. It's like me with my passion with Head Start, right? I'll fight you until they tell you, that Head Start is really great for every child, not just kids in poverty, right? He's got that passion for the golf course. Why aren't you guys giving him that? I

don't want to take it away from you, but I'm thinking, why are all you guys having all of this opinion on what it should be, because he hears it every day. He's going to hear it every day when you guys change the logo and then he can say, *"Because I loved it and we are changed and are going to do it and this is what we are going to do."* So don't worry about everybody else. I'll make it happen. I'll make it wonderful, if it's what you guys want. But I mean, if you guys say, *"Shut up"*, I'll sit down.

Ms. DeVries: I don't think we can give away that. It's too big of a responsibility to have it all on 10 shoulders for 30 years' worth of one logo and to change that. I'm not comfortable with that. I don't know about the rest of you, but I'm not comfortable with that.

Mr. Macheras: So, remind me how you all got to this.

Mr. Moller: It kind of stemmed from what he was saying earlier. An orange tree is an orange tree. It's just a simplistic thing. I went to Toro and talked to a bunch of guys. They all had very simplistic logos, which had nothing to do with golf or tennis or whatever the clubs had. When I was driving to work, I saw a new community called Heron's Bay in Southwest Palm Bay. It actually had a black silhouette of a bird. I'm like, that's sharp, but that's not it.

Mr. Dale: All right, you've got me at a weak moment. I'm going to make another motion.

Mr. Macheras: I was going to make the motion.

Ms. DeVries: I like the weak motion.

Mr. Dale: You might like mine.

On MOTION by Mr. Dale seconded by Mr. Macheras with Ms. Yelvington, Mr. Dale and Mr. Macheras in favor and Ms. DeVries and Mr. Rysztogi dissenting, to use the new crane logo, which staff preferred, after checking for a copyright check and including the words Viera East Golf Club was approved. (Motion Passed 3-2)

Mr. Dale: Can we stop talking about it?

Mr. Showe: I will say just as an observer, you may not recognize it, but these are really good problems for this District. The fact that this is probably the most controversial decision you guys have had. I have CDDs that don't have enough money to fix their roads. They don't want to raise assessments. The fact that you guys are having this much discussion over a logo, is a good problem to have.

Mr. Dale: Yes.

Mr. Showe: We're not here talking about other problems of things falling apart and people complaining. So again, just for some perspective.

Mr. Moller: It's kind of like when we get people complaining that the greens are too fast or the greens are too slow. If that's what you're complaining about, we've done our job.

SIXTH ORDER OF BUSINESS

Old Business

A. Action Items List

This item was not discussed.

SEVENTH ORDER OF BUSINESS

Staff Reports

A. General Manager's Report

Ms. DeVries: Moving onto Staff Reports. General Manager.

Mr. Moller: Okay, I'm going to start a little differently. I think in my process of the patio simulator, bids and processes and stuff like that, I reached out to this gentleman, Doug Bess, as a second bid and learned a lot more than I ever thought I needed to learn about the project and things that were not a good design, i.e. the composite decking for the food and beverage out there, falls into cracks. Yes, we have a lattice around it, but we have organic matter growing underneath the deck, which create smells and attracts rats, snakes, raccoons, you name it. Actually, probably a cheaper alternative, would be to basically do a bulkhead with decorative stone, with a paved patio with no seam. So, it's a seamless patio.

Mr. Dale: Solid.

Mr. Moller: Solid. We don't have to worry about anything underneath. We have structures for any kind of advancements or expansions that we ever want to do in the future. I mean that alone, I didn't think of the pest control and all the other things. It might turn out to be a little bit cheaper in the long run by doing it that way too.

Mr. Dale: I would just like to double down a little bit on some of it. Again, a couple things. I had the opportunity, during the course of the week, to do a walk around the facility with Doug and Jim. In that walk around, Doug is pointing out that there is a pipe, just as an example, the sewage pipe that is in the cart barn.

Mr. Moller: The vent.

Mr. Dale: The vent. Doug looks up at it and he says, *"Do you guys have a drainage problem or smell issues?"* Jim's like, *"Yeah, we've had it forever and blah, blah, blah."* Doug

says, *“Well, look at the way that's tilted. That's why, because it's not allowing the odor and everything to evacuate, which probably happened at the installation when the clubhouse was built.”* It is just a simple thing and you can see where the pipe is down. Anyways, where I'm going with this, is that Doug is a resident of Wingate Estates and a resident of this District. He has a vested interest and he cares about things. I think Jim's probably going to make a couple of suggestions, but my gist is that when we are listening to Doug, understand that in addition to his expertise as a General Contractor, he cares about the District. That's what I wanted to say before he introduces himself.

Mr. Moller: Yeah, I mean, obviously just do like a quick one. I think what I'm starting to come across, is I got quotes for sunshade protection from the existing patio. I have two quotes. One is for \$43,000. That is basically just for a black sunscreen, that has 90% UV protection and probably about 90% or so protection for wind and rain. The other one is basically the same thing. It's a black screen. However, this screen is hurricane wind rated. I forget what the mile an hour is.

Mr. Dale: 120 miles-per-hour.

Mr. Moller: 125. It's \$48,841. So, for a couple thousand dollars, we now have hurricane protection. Both units will basically be attached to the existing pillars. It's pretty much going to be right inside of the existing rail, the guardrail with just two tracks. Everything will be stored at the top. Everything has power. We can do a wall mount switch with four different switches. We can raise and lower one or all four, however we want to do it, halfway, whatever the case may be. It will start from the Hook & Eagle wall, where the bands are currently play for Music On The Patio, so this way if we have inclement weather, we can close that and we have no intrusion coming there. It would go all the way around to where the existing plastic tarps are now.

Ms. Yelvington: Are we building out at some point?

Mr. Moller: No, I looked at that, to try to get it to where we are, but right now it's kind of like on a drip line.

Ms. Yelvington: Are we expanding the patio?

Mr. Moller: No, basically all we're doing, is we're just mounting the sunshade.

Mr. Dale: I think what she's asking, is at some point in time is there a plan to expand the patio out? You're talking about the screens. Denise is wondering, are we going to build onto the patio.

Ms. Yelvington: Right, I am, because I'm trying to follow what you're saying where they're going to go. I thought we were going to potentially build out to where you're describing.

Mr. Moller: We're going to build out with the new outdoor open-air patio.

Ms. Yelvington: Yeah.

Mr. Moller: That's different. I was asked before to make sure that we upgrade our current wind and rain protection that we have right now.

Ms. Yelvington: Okay.

Mr. Moller: So basically, this will kind of right off of the existing columns. It will just have tracks mounted to those columns, that can raise and lower screens.

Ms. Yelvington: Right.

Mr. Macheras: Let me ask you, because I'm a little confused. So, where the band plays and there's a little sidewalk to walk out to the putting green, when I step off and I'm on that sidewalk going to the putting green, is the place on the right where this extra patio is going to go?

Mr. Moller: To the right of it, yes.

Mr. Macheras: Okay. So, I guess in reference to what she's saying, is that going to have a roof?

Mr. Moller: No, it's going to be open.

Ms. Yelvington: Oh. I didn't think about that either.

Mr. Dale: With the option to add a roof at some time in the future, should it be successful. It's really about cost control right now.

Mr. Macheras: There are going to be tables like let's say during a storm, because you were talking about these being hurricane proof. Are those going to be removable?

Mr. Dale: You slide everything onto the existing patio.

Mr. Moller: With these hurricanes, if we have a storm coming, we can take all of the furniture out of the new outdoor patio and slide it into the current patio and close the screens.

Mr. Macheras: Okay. Now I have a better understanding.

Ms. Yelvington: Thank you. I understand better too.

Mr. Moller: All these screens are doing, is just in inclement weather, we would close the outdoor open-air patio, so we can still have outdoor seating.

Mr. Macheras: We have fans in there. I'm just thinking, if it's hot and we have rain coming down, if those things come down, is there still going to be some circulation?

Mr. Dale: Yes and we won't have to remove the fans in the event of a hurricane now.

Ms. Yelvington: Okay.

Mr. Dale: Because they get up there, they start swaying and everything. That's a big pain in the rear. They have to take the TVs down. It's like we can just throw all the junk onto the patio, because it's all covered and protected.

Ms. DeVries: That's what I do in my house, because I have hurricane fabric that goes over my patio.

Mr. Dale: Yeah, the Kevlar.

Ms. DeVries: Kevlar.

Mr. Dale: That's basically what this is.

Mr. Moller: So basically that \$50,000, I kind of rolled into the patio simulator project as well. So that kind of upped my numbers. Currently, right now, I think ballpark, you're looking at about \$100,000 for the golf simulator room build out, about \$150,000 for the patio build out, \$50,000 for the simulator technology, \$50,000 for the blinds and then probably about \$75,000 for all of the patio furniture, simulator room furniture, TVs inside of the simulator, just all the accessories that come along with it.

Mr. Dale: Are you getting economies of scale, though, because of the fact that you're putting the two together? In other words, are these like individual prices or are we getting those prices, because it's kind of a package deal?

Mr. Moller: Yeah, it's pretty much like that, because you have the mobilization and stuff like that. So, if you have a contractor come out and do the simulator and come out a couple months later and do the patio, there are going to be extra fees and charges.

Mr. Dale: Right. So, this kind of makes it a package deal. That's all.

Mr. Moller: So again, with the extra \$50,000, to me, that brings it to about \$425,000 for the entire thing. When I first did my presentation, I was at about \$340,000 or \$338,000.

Mr. Macheras: It would be a simulator outside shutters.

Mr. Moller: Yes. The shutters I didn't have in that initial business plan presentation.

Mr. Macheras: Do we have reserves? Is the money sitting somewhere?

Mr. Showe: Yeah, it's in your capital project funds, as of September 30th. This doesn't include your profits for this year, which haven't been finalized, but there is close to \$1 million in the golf course reserve.

Mr. Dale: Talk to me about return on investment (ROI). That's the main reason why I'm interested in it.

Mr. Moller: These are very conservative. I didn't want to overestimate anything. I know we have room to put more than 10 to 12 tables out there. I'm figuring let's just buy 10 to 12 tables to start with and we can add more tables as we need. I'm thinking that an average of about \$20 to \$30 per table, can generate up to \$400 in additional revenue per use day. Now what I'm defining as a use day, is optimal weather and temperature. I'm figuring between November and April, we're probably going to have about 100 days out of the year that we could consider optimal use. We could have more. So, 400 hours at 100 days, is about \$40,000 in revenue, just with the additional outdoor seating and dining. It's an improved venue for Music On The Patio on Saturdays. We could probably get some better acts. I think we can probably see an increase of 10% to 20% in sales, during Music On The Patio. I did some numbers that should be anywhere from \$6,000 to \$10,000 in extra revenue a year, from having a better venue for the music. We could use that as a private event space rental for weddings, retirement parties, birthday parties, things like that. I know Lacey just got married, so she's pretty up on what it costs for room rentals and stuff like that. For a four-hour rental, we could cater it out. We could rent the space for \$3,000 for four hours and \$250 for every additional hour, whatever the case may be. If there was inclement weather, we would just have to have a backup date. It's like any other outdoor venue.

Ms. Gelardo: They did have language in my contracts, that inclement weather could affect this and that's kind of not their problem.

Mr. Dale: Yeah, but we do have enough space under air.

Ms. Gelardo: Yeah.

Mr. Macheras: Jim, are there umbrellas for the tables?

Mr. Moller: My initial plan, to keep the cost down, is to use the same tables that we have on the outdoor patio. Every single one has basically a little hole in the middle, for the nice large roll up, roll down umbrellas.

Mr. Macheras: During the summertime it's hot. You got to have something.

Ms. Yelvington: Yeah, especially if there is no ceiling.

Mr. Moller: Actually, we can turn this into a Phase 2 or Phase 3 project that we can probably look into getting some sales. I know in some of the original talks, the engineering for all of that, would just kind of blow us out of the water.

Mr. Macheras: So, you have the flooring, whatever you just mentioned earlier.

Mr. Moller: The patio deck.

Mr. Macheras: Furniture and rails going around. I'm just trying to picture what we're spending the money on. Okay.

Mr. Dale: Can you go back to having birthday parties and weddings? Are you talking about tournaments?

Mr. Moller: It's an upgraded venue to support larger scale premier tournaments. We already have the junior achievement that came last year. They loved it, but we packed them in there. They were inside of the Hook & Eagle, outside of the Hook & Eagle, they were everywhere. We got the Shepherd's Men coming next weekend. They have to rent their own tent every year.

Mr. Dale: So, what kind of dollars are we talking about for birthday parties, weddings and tournaments?

Mr. Moller: I mean I think all together, including the additional dining area, you could generate \$55,000 to \$80,000 extra revenue a year.

Mr. Dale: Wow.

Mr. Moller: I still think that's conservative. I really do.

Mr. Macheras: What's part of this whole \$400,000 picture? What's that outdoor piece?

Mr. Moller: Probably the build out is about \$150,000 for just the patio.

Mr. Dale: So, you're talking about \$100,000 in additional revenue.

Mr. Moller: Depending on the furniture, because a six top with chairs and that recycled lumber, is about \$3,500 to \$3,800 per table. So, in my estimation of 10 to 12 tables, it was about \$38,000 in patio furniture.

Ms. DeVries: Okay, so we're talking about a total investment of?

Mr. Moller: Just under \$200,000, for just the patio?

Ms. DeVries: Okay, let's just say \$200,000 for the patio.

Mr. Moller: Not including the blinds or anything like that. Just the patio build out.

Ms. DeVries: We were going to do the blinds anyway, because they're broken and we need to fix them. Right?

Mr. Dale: Right. So, if that were the case, then we're talking \$375,000.

Mr. Moller: \$375,000.

Mr. Macheras: Not to jump the gun, but that simulator, as you mentioned, it's a whole big picture. There's a place in Palm Bay that is just constantly advertising.

Mr. Moller: It seems like every month, there's a new one.

Mr. Macheras: So, I think that will bring in revenue. Do you know what I'm saying?

Mr. Dale: I think there's a one-year payback on that thing.

Mr. Macheras: I think so too.

Mr. Moller: I'm thinking probably \$100,000 build-out for the room, \$45,000 to \$50,000 for the simulator and then depending on how we want to decorate the inside, there would be another probably \$20,000 or so for that. Then I'm looking at a simulator for \$50 an hour. We're guessing about four hours a day on average, is probably what we can rent it at.

Mr. Macheras: Right.

Mr. Moller: Most likely it would be more, but that's \$200 a day. Dave and Darrin, can charge for premium lessons, because another aspect of this, is it has the club fitting capabilities. Actually, one thing that I didn't even think about, just talking to Darrin about it today, is we can get we can get with Trixon or with Titleist. We might not get any fees for it that day, but we can gain attraction to it and have a specialized club fitting in that room, that people reserve for a half hour.

Mr. Dale: Can we charge for that?

Mr. Moller: No, not for that. It's a free fitting, but it gives exposure.

Ms. Yelvington: Do any of the brands ever sponsor such a thing?

Mr. Moller: I don't know.

Mr. Dale: It's on the table.

Mr. Moller: We can get with Strixon, get with Titleist and ask them what they would do for us. We could just hang a couple banners. Anyway, I'm guessing that there is some potential extra lesson revenue of \$5,000 to \$10,000 per year, by it being used 363 days per year.

Mr. Dale: So, what was your initial number though, for the simulator room? What do you think on an annual basis revenue-wise?

Mr. Moller: I'm thinking \$85,000 to \$100,000 per year in revenue. That's also including extra food and beverage revenue, because there's going to be food beverage service in there.

Mr. Dale: Is that a conservative number?

Mr. Moller: I'm thinking \$25 to \$50 per day in food and beverage, which is pretty conservative. I had \$200 per day for the rentals.

Ms. DeVries: You had \$175,000 with \$85,000 to \$100,000 per year. We're talking about the simulator.

Mr. Moller: For just the simulator. The simulator build-out is about \$170,000, give or take and it's \$85,000 to \$100,000 per year.

Ms. DeVries: For two years.

Mr. Moller: 18 months.

Mr. Dale: Simulator build out includes the equipment?

Mr. Moller: \$170,000; \$100,000 for the build-out, \$50,000 for the technology and maybe another \$20,000 for some TVs, tables and chairs.

Mr. Dale: Okay, so \$170,000 all in with everything.

Mr. Moller: Yeah. \$100,000 was just to build an empty room.

Mr. Dale: Okay.

Ms. Yelvington: How long does the project take? I don't remember that.

Mr. Bress: So, you're looking at 90 to 120 days from go to operational, design permitting and so forth.

Mr. Dale: The simulator room doesn't disrupt any activity while we are in season.

Mr. Bress: Correct. So, we can move forward with that right away.

Mr. Dale: But the patio build-out would have disruptions.

Mr. Bress: Correct.

Ms. DeVries: The simulator is a no brainer. I look at those numbers and I say, "*Well that's a no brainer.*" I look at the patio numbers and it's not as much of a no brainer to me. I mean I hear all of the events and stuff like that and that is stuff that we've been wanting to do. I could see where it has that ROI.

Mr. Macheras: Would you be more comfortable if we went forward with one of them and saw how much money that generated and then re-evaluate it in six months? I think, to me, that's

going to make as much if not more money than the patio. I'm just throwing that out there, would you be more comfortable waiting, to see if we get more funds coming and we can move forward?

Mr. Moller: My numbers for the patio build-out and patio revenue, you're looking at about a two to two and a half year ROI on just the patio, if the patio was standalone.

Mr. Dale: Try to be ecstatic over it.

Mr. Macheras: Again, I don't have the expertise that you all have. So, we have the building for the simulator. What is \$100,000 going to do? What is involved in doing that build-out?

Mr. Moller: We have to knock out part of the brick wall, as you're coming through the breezeway, to put in a doorway in.

Mr. Macheras: Okay.

Mr. Moller: We have to basically wall it off, fireproof it, to separate it from the cart barn and install air conditioning.

Mr. Macheras: Okay.

Mr. Moller: Carpeting.

Mr. Macheras: Anything up here?

Mr. Moller: Well, yeah, the roof tiles, stuff like that.

Mr. Macheras: Okay. I was just trying to see where that \$100,000 came from. That's kind of already there. I just wanted to see.

Mr. Moller: Yeah, I'm pretty sure the demo of the door itself is going to be probably a big chunk of that \$100,000.

Mr. Bress: You're going with a storefront and sidelight.

Mr. Dale: Gotcha.

Mr. Macheras: I'm Just curious what you all think about whether we should do projects or just one.

Mr. Dale: With these kind of ROI numbers, based on what you shared, I'm not going to be as rosy, but we were talking about, based on what Jim just said, over \$100,000 on the patio. The simulator room is a no brainer for me. I actually think that we're going to be back in a year talking about building our next simulator room.

Mr. Macheras: It's a hot thing going.

Mr. Dale: Here's my big concern and you guys have heard me before. We've got a lot of money just sitting, drawing 2%. Let's face it, our biggest reserve item is the irrigation, which cost us \$3 million this past time and that is a 25 year plus item. If I were a financial advisor working with a client with a 25-year goal, it's a no brainer. You need to be in equities. There's never been a period of time over 20 years that the stock market has lost money. If you put your money in at the beginning of the Great Depression, it didn't matter. So, for me, it's about getting the ROI more, because we're actually losing money having it in a money market, because inflation erodes that money.

Mr. Macheras: Right.

Mr. Dale: Therefore, if we're not able to go into investment vehicles that normally I would recommend, then I want to go to things that are essentially sure, as close to a sure bet for us, as there are.

Mr. Macheras: Right.

Mr. Dale: In this case we're investing back into the facility.

Mr. Macheras: To bring in more revenue.

Mr. Dale: I do remember from a previous discussion, Jason said that we are able to, I don't want to get into the logistics of how it happens, but however we do it, we're able to code the revenues from these projects, to show up on our financials.

Mr. Showe: Certainly, just like you have a restaurant line, just like you have all of the different categories that you can categorize.

Mr. Dale: Right. We can see what our money coming back is going to be and I'm going to want to see that.

Ms. DeVries: At least for the simulator. For the patio, is kind of harder.

Mr. Showe: It would be up to the staff in the office to make sure that they code it, such as, "*Special events/patio.*"

Mr. Dale: Right. I don't want to get into the weeds on that, but we're talking about a lot of money here in revenue and time is money and delaying the decision. I'm going to be honest, we took a lot of heat at the time and my biggest regret on this Board, is that we did not move forward when we had the opportunity to put the professional putting course in. It would have been done by Pot Strokes. We had residents that were showing up and they were all militant

about, *"Oh, there's windmills going on our course."* Had we done that four years ago when we were talking about it, all of our numbers showed a payback in two years.

Mr. Macheras: Right.

Mr. Dale: At conservative numbers. We're four years into it and now the Pop Strokes isn't going in. We'd be cleaning up right now if we had done that. Oh, absolutely, because there's no putting area around. We would have had five years at a minimum. Even if the new Top Golf, which is going to be in another two or three years, put something in, we would already have made all of our money and everything would be gravy right now. So that's kind of the way I'm looking at the patio and the simulator room. There are two different issues.

Mr. Bress: There's a timing issue, though, with the patio. If you delay, it's in the cycle. Because we have again, probably a good 90 days for design and permitting. That takes us into the middle of peak season. You're not going to go tear all of that up in the middle of peak season. So, even then, construction will be delayed, towards the end of the simulator. If you delay a decision on that, you're going to be a whole other cycle into the future.

Mr. Dale: Right.

Mr. Bress: And we'll be having this conversation.

Mr. Dale: Right. The other component of this...

Ms. DeVries: When would you want to be pouring the concrete?

Mr. Gaus: We want to have the permit in hand, before the rainy season starts and just as the peak season ends, we can jump in there.

Mr. Dale: Okay, so like end of April time.

Mr. Bress: Probably at the end of April.

Ms. DeVries: April/May. So, you would need a decision from us by, let's just say February.

Mr. Dale: No.

Mr. Bress: No, because you need a solid 90 days for design and permitting.

Ms. DeVries: A solid 90 days for that. Okay, so if you want to start in April, you need a decision by the end of January.

Mr. Dale: No, we need a decision this month.

Mr. Bress: Yeah. Then we lose some economies of scale. So, we're going to one engineer and one architect. We're going to be doing that twice. There are going to be two separate POs.

Ms. DeVries: Okay, got it.

Mr. Bress: If you're going to do it, do it now.

Mr. Dale: Make it a package.

Mr. Macheras: Can I add, you said we have about \$1 million, but that doesn't include...

Mr. Showe: Yeah, right now we're showing about a \$375,000 profit for this current year.

So that's not included in that.

Ms. Dale: Right.

Mr. Macheras: Included in the million.

Mr. Bress: Incorrect.

Mr. Dale: It would be close to \$1.5 million.

Mr. Showe: Most of the project is out of your current year revenue.

Ms. Yelvington: So, we're essentially reinvesting our proceeds in ourselves.

Mr. Dale: Yes.

Mr. Macheras: Yes, right. It would just take a while like you say, to recover our cost, but once we do, that's all gravy, at a better rate than what we're getting now. It's just going to be that lag time to get there. Just as if we were building a new business or something.

Mr. Dale: Exactly.

Ms. Yelvington: If we build it, they will come.

Mr. Dale: Thank you, Kevin.

Ms. DeVries: Is there any further discussion? Do we need a motion on this?

Mr. Showe: Well, I think the motion would be, if you want to proceed, to direct staff to coordinate with the vendor or try to get a contract together. Obviously this is a larger scale contract.

Mr. Dale: Well, it's different than that. We know ballpark what the cost is going to be and Jim shared before that it was \$425,000.

Mr. Moller: With the screens.

Mr. Dale: With the screens. Right. \$375,000 otherwise.

Ms. DeVries: The screens are separate.

Mr. Dale: Yeah.

Mr. Showe: Yeah. I'd almost recommend, making a motion on the screens and let Jim proceed on those. It takes that off of the plate and then we're just dealing with the construction.

Mr. Dale: Alright. Where I'm at, because we got wrapped up an hour and a half to another two hours into the logo and everything, we are not here to implement all phases of this as a Board. We are here to trust Jim and our GC to do this stuff. So, in the past we have used the not-to-exceed motion a lot. I would like to go that route. Do you think we need to separate it out?

Mr. Showe: My preference would be to have you guys approve the screen proposal.

Mr. Dale: I would like to approve both. Whether it goes into that sum not-to-exceed or whether we separate it out, I don't care.

Ms. DeVries: I would like it to be separate.

Mr. Showe: My only thing is, whatever contract we go with on the construction design, we're going to have to bring that contract back to the Board.

Mr. Dale: Alright. Then in that case, what I would like to do, is make a motion to approve a not-to-exceed of \$50,000, for the purpose of doing the Kevlar hurricane patio screens, as Jim discussed earlier.

On MOTION by Mr. Dale seconded by Mr. Macheras with all in favor the purchase of Kevlar hurricane patio screens in a not-to-exceed amount of \$50,000 was approved.

Mr. Dale: So now we're down to the \$375,000, which we gain economies of scale as Doug just shared, because of permitting and things like that.

Mr. Moller: That's a golf simulator.

Mr. Dale: It includes furniture, that kind of stuff.

Mr. Moller: Yeah, it's about \$250,000 for construction.

Mr. Dale: \$375,000 would get you there though?

Mr. Moller: \$375,000, all in with the technology and everything else.

Mr. Dale: Your expectation is you would probably be under that though. Correct?

Mr. Moller: Yeah.

Mr. Dale: Okay, then I make a motion that we do a not-to-exceed \$375,000 for the purpose of doing a patio build out, along the timeframe that Doug just shared, granting that authority to the Course Manager, with funds would coming out of reserves.

Mr. Dale MOVED to purchase a simulator room in a not to exceed amount of \$375,000 to be paid for out of reserves and Ms. Yelvington seconded the motion.

Mr. Showe: The only addendum that I would make, is having it subject to a contract, because of the size of it. You're really just directing the staff to go ahead and start entering into contracts.

Ms. DeVries: So, we may not need to make a motion.

Mr. Showe: I think you need to direct staff to start taking action to get it going.

Mr. Dale: Because we're giving them authority to spend a lot of money.

Mr. Macheras: He has to bring it back to us.

Ms. DeVries: Do we need a motion to direct him to do that?

Mr. Showe: Yes, with an expense of this size.

Mr. Dale: He's going to do all of this stuff. Here's your allowance for the week, kid.

Mr. Showe: I will work with Jim and separately track all of the expenses, so that we have kind of a running total that we can present on a monthly basis.

Mr. Dale: Right. With the caveat that as best we can, you guys work out the logistics of it, but I want to see financials on this stuff, as we start producing revenue. I want to see the ROI on it.

Mr. Moller: One thing, we can dive into the Lightspeed restaurant, to see if we can pull table by table reports. Assign the tables on the new patio certain numbers and then this way as the girls ring it in, then we can maybe pull \$50,000 through \$55,000.

Mr. Dale: This way the Board isn't involved every time they have to pour a footer or make selection of what paver to use and all of that kind of stuff. I just expect you to use good taste.

Mr. Macheras: That patio doesn't need a logo or anything, does it?

Mr. Moller: That's an excellent discussion.

Mr. Dale: That's a great idea. When we do the pavers, we can put a big crane in the center of the patio.

Mr. Gaus: I think we can collectively come up with a design for the middle of the patio

Mr. Dale: We need a big crane in the center of the pavers

On VOICE VOTE with all in favor the purchase a simulator room in a not-to-exceed amount of \$375,000 to be paid for out of reserves was approved.

Mr. Showe: We'll get the contract together.

Ms. DeVries: So, Jim, is there anything more under your report?

Mr. Dale: You're not getting any more money, Jim.

Mr. Moller: I'm going to go through this real quick. CDD maintenance, we did trim all of the oaks at Woodside Park. However, there are still some limbs that need to be done. He did not want to take too many limbs off of the trees this time of year. So, we're going to come back in a couple weeks to take some more off. Taking too many limbs, especially major limbs off of trees right now this time of year, will shock the trees. Golf course maintenance, we're getting ready to apply the bulk turf nutrition on the course. We're changing things up this year. In the past we've used synthetic fertilizers, because it is cheaper and it has no odor. However, a lot of the fertilizers are coated in synthetic plastics or in plastics, to make it a slow release. It breaks down and turns into microplastics. Microplastics are under soils. They do no good for our microbes, which keeps our soils healthy. When I first started as superintendent, I switched our greens program to a more carbon based one and I've seen nothing but great results coming from our greens. Our disease pressure is way down. Our pest pressure is down. The plants are healthier. So, we're going to start doing this on the entire course. There might be a little bit of odor for a day or two, as we apply it. It is poultry-based manure from micro hens. It is high in calcium which is a great macro for the plants. For the CCD maintenance and golf course maintenance, there are two pieces of equipment that they need. Both are broken and I need to replace them. There is a lake bank mower, which is a three-point attachment for a tractor. It's basically a reciprocator bar that knocks the lake banks on both the golf course and the District. That's \$3,500. They're within my spending, but I'm still letting you guys know. The second one is a concrete scarifier for all of our District walkways, with all of the uneven payments.

Mr. Macheras: What does that do?

Mr. Moller: It grinds and shaves the unevenness. So as the sidewalks heave, they just grind and smooth it, so there are no more trip hazards. That's \$7,800. They're both within my spending, but I still wanted to bring it to your attention.

Mr. Dale: That's all part of our Reserve Study anyway and what we're building the reserve for.

Mr. Moller: It's knowledge. Other than that, financials, we have all of the September financials. In September, golf finished at \$140,000. Last September, they finished at \$111,000. Food and beverage finished at \$76,000. Last September, it finished at \$61,000. So, food and beverage did a lot better than last September.

Mr. Dale: Wow.

Mr. Moller: Last September, golf lost \$24,700. Food and beverage lost \$2,700, for a total month loss of \$27,405. This September, we lost \$23,100 in golf and food and beverage made \$5,173, for a total month loss of \$17,000. So, we did \$10,000 better than last September. For the 2024/2025 fiscal year, golf operations had a net profit of \$358,590. Food and beverage operations had a net profit of \$14,927. So, both branches of our operations did exceptionally well. Actually, it was the second-best year in history. Our total net profit was \$373,517, which was the second-best year in the history. To put this into percentages. golf revenues are up 8.8% over last year. Food and beverage revenues are up 11.7% over last year. Total revenues were up 9.5% over last year. Golf ops and maintenance expenses were up 8%. Food and beverage expenses were up 3.4%. Total expenses are up 6.8%. Our total net profit this year is \$373,000, versus last year's \$265,000, which is \$107,000 better. So, our total net profits are up 40.6% over last year.

Mr. Macheras: You know, I think one thing you said that's very impressive, the restaurant revenue was up 11% and the expenses were only up 3.4%, because that was a concern a couple years ago. So, to me that stands out as much as anything that we're controlling that.

Mr. Dale: I agree. Golf operations gross, what are they up again?

Mr. Moller: 8.8%.

Mr. Dale: Okay. So almost 9%. The reason why I asked that question, is obviously that is the only metric that measures whether or not us minimizing or doing away with or whatever we're doing with season passes. We're up 9% and we're scaling back on season passes. So that tells us that that is working.

Mr. Moller: The public players are coming. So, with that said, we broke the \$350,000 mark and all of our staff will receive a 5% bonus. That will be in their check tomorrow. That is the perfect time for them for the holidays, which staff is very excited about. As for October, I

don't have the final numbers yet; however, golf rounds finished at \$142,000. Last October we were at \$108,000. The caveat is we had the Hurricane Helene mess last October. But we did have quite a few closed days this October because of rain and whatnot.

Ms. Yelvington: I was curious about how our new raised path did with all of the flooding.

Mr. Moller: Absolutely phenomenal.

Ms. Yelvington: Oh good.

Mr. Dale: Did that gain us days? How many days would we have been shut down?

Mr. Moller: None.

Mr. Dale: Even with all those rain days, it still would have been usable.

Mr. Moller: We didn't have the volume of rain to raise that lake to overflow. We still had other areas that normally flood. That stayed high and dry. I think when we were flooded, we were closed anyway. I don't think it's gained us any days yet.

Mr. Dale: But it will.

Mr. Moller: It's still early.

Mr. Macheras: I walked past it the day after all of those rains and that sidewalk was completely dry.

Mr. Dale: Wow.

Mr. Macheras: Just looking at it from the road that goes around. So right after that, because that was when the back nine was still closed. I think it took more of a hit than the front nine. That sidewalk was dry.

Mr. Moller: I mean the only thing that cart path probably showed, is along what we call the bunny trail, after you leave the cart path going to the 17th fairway. There are two culverts underneath that cart path, that connect the two wetlands. We think those are compromised, because now that we don't have the flow, it disappeared in 24 hours.

Mr. Dale: Right.

Mr. Moller: We think we might need to look at those culverts.

Mr. Dale: Okay.

Mr. Moller: Which are very simple. It's not a big project.

Mr. Dale: Right. Okay.

Ms. DeVries: Sometimes those are big.

Mr. Moller: Yeah. I think those are probably damaged. Food and beverage finished gross revenue at \$68,000. Last October, it was \$67,000. The restaurant was pretty much on par with last year. Traditionally, October loses about \$10,000 to \$15,000 as combined. I'm pretty sure we're going to be at break even for October. October is usually a big expense month, because we've punted a lot of expenses as we close our year off and try to keep staff from spending. So, we tend to spend a little bit more in October, to get ready for the next fiscal year. I just did all of my early order purchases for chemical and fertilizer and signed us up for a club procedure group, which saves us an additional 10% on all of our chemical fertilizer orders throughout the year. Those obviously will be divided through 12 months, because we bought enough for the entire year, like all of our pre-emergent packages we bought at once, which is about \$50,000. But we'll get 10% back in rebates on that. Other than that, the 457B program is in process. We had an employee information meeting the other day. We had a few employees log into Zoom. We have another one next week on the 12th and then the program will start on January 1st. I think we'll have some decent participation in that.

Mr. Dale: It's free money. If you put the money in, you get free money. You get an instant 100% return on the money.

Mr. Moller: On the 3%.

Mr. Dale: On the 3%. So please share that with people.

Mr. Moller: Yeah. For golf operations, the Shepherd's Men tournament is next weekend. They have their dinner on that Friday night. We blocked off part of the range to allow the turf to heal, so they have a nice little area there. The tent is going to be up on the driving range tee. It was the only space that we can put it. But yeah, we had some meetings with staff, so we're all ready to entertain them. We talked about the patio. We talked about the blinds. For the restaurant, we've got steak specials running this weekend. Michelle put a blast out on that. Kyrie's got some soups rolling out. He's got a red pepper smoked gouda, fully loaded baked potato and a chicken enchilada for now. So, we'll roll with those.

Mr. Dale: Chicken enchilada?

Mr. Moller: Chicken enchilada soup.

Mr. Macheras: Friday and Saturday?

Mr. Moller: Friday and Saturday.

Mr. Dale: Do we need Doug for anything else?

Mr. Moller: I think staff can go.

Mr. Showe: It's a public meeting. We can't throw you out.

Mr. Dale: You're welcome to do what you want.

Mr. Bress: Thank you very much.

Mr. Showe: You did a great job on the proposal. We'll get you a contract.

Mr. Moller: Thank you, sir.

Mr. Moller: Other than that, that's all I have.

Mr. Dale: Where is our pro?

Mr. Moller: He's in Dallas, Texas, basically completing his last stage of... However, he called today and with the shutdowns, his flight was canceled.

Ms. Yelvington: Oh, no.

Mr. Moller: He'll be back tomorrow.

Ms. Yelvington: If he rents a car, he can make it back in time.

Mr. Moller: I think it's a ploy. I think he just wanted an extra day of vacation.

Mr. Dale: My follow up question, are you in the PGA program?

Mr. Gaus: I am. I have my seminars two weeks from now. They are virtual.

Mr. Dale: Okay. What is the timeline until your certification, ballpark?

Mr. Gaus: I would say a year and a half.

Mr. Dale: Okay. The skills, have you already done that?

Mr. Gaus: No, that's next month. In December. I'm doing lots of practice.

Mr. Dale: Right. Alright. Because I don't know much about it, other than what I hear from people. You have to do the coursework and everything. But the hard part, where people a lot of times don't make it, is the skills test. It's what only a third of it?

Mr. Gaus: I think the number was 2% to 3% pass it on the first time.

Ms. DeVries: Wow. That's pretty low.

Mr. Gaus: Yeah. But you could retake it, obviously, as many times as you need to.

Mr. Dale: Right. We have a lot of faith in you, Darrin. No pressure. But we expect our people to be in the top 2% to 3%.

Ms. DeVries: Well, to me, it sounds like their certification education could use some work, because when we design a certification program, our goal is to get like, I don't know, 75% to 80% of the people through.

Mr. Gaus: Exactly. There are a lot of levels. But I think they just try to weed out in the early stages.

Mr. Dale: Right.

Ms. Yelvington: Okay. Moving on, you guys can stay or go, whatever you want.

Mr. Moller: I'm good, if you have questions, but if not, let's move on.

B. Lifestyle/Marketing Report

Ms. DeVries: Treasurer's Report.

Mr. Showe: Next is the Lifestyle/Marketing Report.

Ms. DeVries: Sorry, I heard restaurant.

Ms. Webb: I kind of keep up on the music and the karaoke costs and what's coming in and try to stay on with Lightspeed. So, this is the net revenue off of our Lightspeed system. Sometimes there are speed bumps here and there. I'm not exactly sure 100% how it calculates it all, but I took it off of our Lightspeed. These are the expenses, the costs that we brought in from 5:00 p.m. to 11:00 p.m. on our events. I didn't break it down into times, but it has what we pay for that. So, overall, from September to October, our total revenues between karaoke, Music On The Patio, trivia and salsa, was around \$26,814. Our expense of cost of those, was \$6,550. So, they still brought in a revenue of \$20,264 through the Hook & Eagle. One of the things, was that trivia couldn't do one of their nights, because they were going on a cruise. So, I said, *"No, we're not going to fill it with anything. I just want to see."* So, if you notice on the bottom, it says nothing on the bottom of that report for September. That was how much they made from 5:00 p.m. to 6:00 p.m.

Ms. DeVries: There was nothing there. That's pretty telling.

Ms. Webb: So, they might not always bring in tons. At some of the lower times or with the rainy evenings, it's hard to get revenue when we have typhoons going on, right? Sometimes it's the singers. That's why I do watch it. Because if there is a singer on a patio and I'm not quite sure if they're bringing in anybody, I try not to book them again. They may become filler. So, it's just cheaper to get the cheapest one that maybe doesn't bring anything in, versus bringing someone that people won't come for. So, I kind of pay attention to all of that, when I'm booking these things. I would really love to get more people. Johnny Danger Is booked with us more often and he has a great crowd that comes. Now, I will say, that extra patio will be nice for those

type of things, because we cram them in there. We've had to bring out the tables and put them down the foyer or put them outside if it's nice. But he came when it was thundering and lightning and raining and people still stayed. I think about four people left, because of the lightning.

Mr. Macheras: Well, the good thing when you get those, I would call them big acts, they promote themselves because I follow him. He always lets you know where he's going to be. So, he promotes himself as well, versus us doing it too.

Ms. Webb: He actually complimented our facility. He said, *"You know, I play at a lot of places that I just don't feel comfortable at and I really felt appreciated there and really enjoyed myself."* So, he was willing to sit down with me and book out a whole year of time.

Mr. Macheras: Good.

Ms. Webb: That's what I want them to feel, because they do have a following. I do have a couple more coming up. Actually, this month, we have some new ones. Glenn is going to be there. I kind of watched him around. I pay attention to their Facebook page and where they play. They're playing at quite a few places and I want to try them out to play at the same place over and over and over. I'm not going to book something every single month like I have, except for him, because he has a following. But I'll be bringing in some new people and trying them out. So, the extra space is good, because when we fill it up in there, we fill it up and then some people do have to sit inside and they're a little frustrated, but it's okay. I just wanted to give you a look at the two slowest months of our year. We still did well. I'm getting into a new program, that I just sent to Jim today. It's an email chain link that you can set up and just put what's going on at the course. So, I'm just trying it out. Today I sent him kind of like a trial thing. It's very clean looking. It's nice. It's almost like a newsletter that we send out. I wish that we'd had District emails from our community people, because maybe we could even say, *"Sign up for our District email"* and we could make this email chain that I could just send out like maybe every quarter.

Ms. DeVries: Didn't we try that?

Mr. Showe: I think we did. I think you guys had people sign up and we really rarely had people sign up. I mean you can do it. The biggest caveat with CDDs, is you need to disclose that they are public records and people have to acknowledge that if they provide it, they're providing a public record.

Ms. Webb: Yeah, yeah.

Mr. Macheras: Is that something we could put on the bottom of receipts, like when we give them a receipt that just says, “*Sign up here*” and then when they go to sign up, that caveat will be there about the public. I think most places that I go to, there's always some little verbiage at the bottom of the receipt. That might be a start.

Ms. Webb: That's what I'm thinking. The program I'm using, I'm testing two out right now and trying to figure out which one I like style wise. They will let you build an email group in there.

Mr. Macheras: Right.

Ms. Webb: So that's what I'm thinking. Well, if we're going to have that, then it might be something that we can cut back some of the money on in the District. We can say, “*Hey, sign up for an email chain and a quarterly email will be we emailed to you.*” Instead of delivering it in the mail, they could make our newsletter more of an email newsletter versus that. So, as I've been putting together the newsletter for you guys, no one's given me anything to put in it yet. Just let you know, I'm trying to do it through email. I see what a lot of other courses do, is push out this chain of stuff. So, we may be putting that together. That's it for right now.

Ms. DeVries: Okay. I have one question. We were going to do some social media training for the staff; however, it was not a good day and it ended up that we needed to reschedule it. So, we need to figure out when we can do that.

Ms. Webb: Yeah, I figured I'd talk to you.

Ms. DeVries: Okay.

Ms. Webb: To whoever needs to reschedule it.

Ms. DeVries: Okay. Anybody else have anything for Michelle?

Ms. Yelvington: No.

Mr. Macheras: No.

C. Restaurant Report

This item was not discussed.

EIGHTH ORDER OF BUSINESS

Treasurer's Report

A. Approval of Check Register

Ms. DeVries: Now, we're going to move into the Treasurer's Report.

Mr. Showe: Obviously, you've got your Check Register there. So, in your General Fund, you have Checks #5599 through #5659, capital reserve Checks #211 through #213, and golf course Checks #32955 through #33066, for a total of \$479,664.12. There's a summary of all of those invoices that follow. We can take any questions or a motion to approve.

Ms. DeVries: I have a question. Why do we pay the Viera Stewardship District, \$10,000?

Mr. Showe: That is an agreement you have with The Viera Company, for canal maintenance.

Ms. DeVries: So, they do the canal maintenance?

Mr. Showe: They perform the canal maintenance and once a quarter they send us an invoice for our portion that's designated through that agreement.

Ms. DeVries: Okay, thank you for the explanation.

Mr. Dale: That is probably all of the stuff that's at the west end.

Mr. Showe: Yes.

Mr. Dale: That is along 95.

Mr. Showe: Yeah.

Mr. Dale: Okay.

Mr. Showe: That was part of how we settled some of those lawsuits you were talking about earlier. There was an agreement. We contribute part of that, even though it's outside the boundaries of the District.

Mr. Dale: Got it.

Ms. DeVries: Are there any other questions? Hearing none,

On MOTION by Mr. Macheras seconded by Mr. Dale with all in favor the Check Register for September 18, 2025 through October 31, 2025 in the amount of \$479,664.12 was approved.

B. Balance Sheet and Income Statements

Ms. DeVries: Balance Sheet and Income Statement.

Mr. Showe: All of that information is there. I think Jim went over the relevant golf course financials. We can certainly take any questions? You are 100% collected on your assessments, so we're in great shape. Again, I'll just note, these aren't final audited numbers, so there could be

some changes, based on any outstanding invoices that may come in or changes that the auditors might suggest, but other than that, they're pretty close to final.

Ms. Yelvington: I have one question about our financials. Do we ever or have we ever seen bank reconciliations? Is that ever part of the package that you guys provide or no? We just get the unaudited financials and the audited financials, but we don't ever see the bank recs.

Mr. Showe: Like the bank statements?

Ms. Yelvington: No, like the bookkeepers are reconciling to the bank activity every month, I would imagine.

Mr. Showe: Yes.

Ms. Yelvington: But we don't see that reconciliation.

Mr. Showe: I'm not sure that we have, but I can check to see what we have on that.

Ms. Yelvington: Okay. I emailed Jason today about the federal unemployment tax that I don't think we need to be paying. Did you find out about this?

Mr. Moller: Applied Business has no idea what we're talking about.

Ms. Yelvington: Of course they don't. I would expect nothing less.

Mr. Moller: That's the way it was done with our previous payroll company, so that's the way they implemented it.

Ms. Yelvington: I understand.

Mr. Moller: Well, that's the answer we received.

Ms. Yelvington: Yeah. But I think we are exempt and we shouldn't be paying money to the Federal government that we don't need to pay. So, I think we can amend however many returns. I mean, it's typically a tax that accrues all year, but you file one Form 948 in January for that entire prior year and you typically pay whatever tax. I think it's probably small dollars, but I think we want to look into amending however many years we're allowed to amend, to zero and get that back.

Mr. Macheras: Is it because we're a government agency?

Ms. Yelvington: Yes.

Mr. Macheras: We have an accountant, I presume, other than the payroll people. Right? They should be able to answer that question.

Mr. Showe: The payroll people are putting it on the invoice.

Ms. Yelvington: We're paying it, because they don't know any better. I mean, these companies don't know any better.

Mr. Dale: How much is it on an annual basis?

Ms. Yelvington: It's only on the first \$7,000 of a person's wages and it's usually \$42 per employee. But over the years, we've been paying that.

Mr. Dale: That's a couple of thousand dollars per year.

Ms. Yelvington: Right. We want it back. If we didn't have to pay it, we want it back.

Mr. Macheras: So, I guess the question is, who does our returns?

Mr. Showe: I'm going to find that out.

Mr. Macheras: Okay, because that would be the person we'd have to tell.

Ms. Yelvington: Probably the payroll company is running our payroll tax returns, I'm sure. So, we would want to tell them, that we're truly a zero rate for that and get it back. Get them to amend that.

Mr. Dale: That's roughly a \$15,000 cumulative, if you go back.

Ms. Yelvington: Right.

Mr. Dale: Seven years, I would imagine.

Ms. Yelvington: Right. What's interesting about it to me, is that I've seen non-profits do this, where they pay into the Federal and they only need to be paying the State. The same is true for us. But when I've seen non-profits do it, the IRS will say, "*No, no, you don't owe this*" and they will send a letter.

Mr. Dale: They don't know what to do with us.

Ms. Yelvington: They don't know what to do with us. Right, especially if we're under a payroll company. They just see that name. I don't know if we're filed as a PEO or not, but there are paid organizations that file multiple payroll tax returns for people. They don't really know who's under there. So, they wouldn't send such a letter to tell you. But I think we want to get our money back and we want to make sure that we don't pay it for this year come January.

Ms. DeVries: Thank you, Denise. You saved us some money.

Ms. Yelvington: A little bit.

Ms. DeVries: We appreciate it. Okay. Are there any other comments on the financials?
Hearing none,

NINTH ORDER OF BUSINESS

Supervisor's Requests

Ms. DeVries: Moving on to Supervisor's Requests, I'll start with Bill.

Mr. Macheras: I want to make sure that everybody understood the comment that Jim made. He went to the golf thing. How many golf groups, golf clubs were out there?

Mr. Moller: I think there was 12 of us altogether.

Mr. Macheras: Well, we were the only public course, which I think is pretty cool, out of all of those.

Ms. DeVries: Kudos.

Mr. Macheras: Those were great numbers. You know, I can remember sitting here a year and a half ago, in the restaurant and expenses were out of control and buying stuff and food going bad. Again, I love the percentages, but like I said, that 11% increase in revenue for the restaurant and only 3% up in expenses, I'd take that all day long in any business. So, hats off to that. Lastly, I forget who said it. But I think tonight's discussion was great. We talked about a lot of different things. We may not agree on everything, but I think for the five of us, we always put our residents and our employees in our community, first and foremost. I'm glad we got some of those things knocked out of the way tonight, so we can move forward and I'm excited about what's ahead. You have to follow that.

Mr. Rysztogi: Oh, I can follow that. The Hammock Trace fountain was installed. Everybody in the neighborhood loves how it was done. They liked it. It's lighted. The nozzle choice was excellent, they say. They had three choices. The only thing that Jim might know about, is for some reason they couldn't center it in the pond. Maybe because of the length of the cable. It's favoring the Hammock Trace, side of the waterway, but I don't have a problem with that. So, I don't know if they're going to correct that or not. You're laughing. You must know something that I don't know.

Mr. Moller: No, actually that's the first I heard. I've talked to Tom a couple times. I didn't hear anything.

Mr. Rysztogi: Oh yeah. If you look at it from Murrell Road, you'll see that it's favoring the pool side, but so what. It looks good. It's lighted. Everybody likes it and everybody is happy. That's what we wanted from our residents. I had someone, actually it was a physical therapist, visit my house the other day. I don't know what development it is in Viera East, but they live in the very far northeast corner of Viera East. Whatever that development is.

Ms. DeVries: Heritage.

Mr. Macheras: There are 40 some homes.

Mr. Rysztogi: She asked me to bring it up to their meeting tonight. She was wondering why, since everybody's always confused about the golf course being open to public, why the residents never ever had like a meet and greet, that they could expose the restaurant and the facilities to the public and to the residents in the area.

Ms. Webb: We did have a grand opening.

Mr. Rysztogi: Yeah, well, having an advertised meet and greet, where you just have like small little snacks that we provide and we might make enough money in drinks and everything else. But she just asked me to bring it up. Everybody lives close and nobody knows anybody and even though they live close to Hook & Eagle, they never have a reason to go out to it. She says if you guys would create a reason to go out to the Hook & Eagle, you could expose the restaurant and the people in the area could meet each other. I said that I would bring it up.

Ms. Webb: Did you tell her that we have Salsa Night, Trivia Night and karaoke. Those are reasons to come out.

Mr. Rysztogi: But the reason would be to meet your neighbor. That was all. It was just her idea. I said that I would do it.

Ms. Webb: She wants a meet and greet, like a social hour.

Mr. Rysztogi: That's all she wants.

Mr. Moller: We could have a grand reopening of the patio.

Mr. Dale: Does she want it on a regular basis or a one-time thing?

Mr. Rysztogi: No, a one-time deal, to see how it worked out and see if it was profitable for the restaurant to even have it. I can't think of her name. She would like to find a place that she could go to and meet her neighbors. We got the perfect venue for it and there's never been an opportunity.

Ms. DeVries: Tell her to come on out.

Ms. Webb: Well, I mean, we could totally do a social hour.

Mr. Rysztogi: It is just an idea.

Ms. Webb: Wine on Wednesdays could be a social event.

Mr. Dale: But was that Camille? Did she live in Heritage right at the beginning?

Mr. Rysztogi: No, she lives in the very corner. If you look at the map, there's a bend in the far-right hand road, that's the farthest east you can go and the farthest north you can go. Right at the bend of the road, is where she lives.

Mr. Dale: That would be Auburn Lakes.

Ms. Yelvington: Yeah.

Mr. Rysztogi: She was from there and it was her idea. She said, just bring it up and I promised to bring it up.

Ms. DeVries: I'm sure you told her about all of the wonderful things that we have in the whole calendar.

Mr. Rysztogi: People just say, "*Oh, that's not an event that you could meet necessarily neighbors.*" It could be somebody from who knows where.

Ms. DeVries: I see.

Ms. Yelvington: They should have a night at their clubhouse or their pool or something.

Mr. Rysztogi: There you go.

Ms. DeVries: Exactly. They're HOA. Denise?

Mr. Macheras: Do you have more?

Mr. Rysztogi: No, I think I'm done. Yeah, I'm done.

Ms. DeVries: You're done. Denise?.

Ms. Yelvington: Well, thank you for taking care of the Oak trees. I appreciate it. I don't have anything this time.

Ms. DeVries: Okay. Rob?

Mr. Dale: I don't have anything yet on how the sign vote went tonight, but maybe the county is still meeting. We'll see. We'll know tomorrow. Ron, I think that is absolutely wonderful that we have a fountain that is lit over there at Hammock Lakes. I think it's wonderful when we have fountains that are lit. Boy, it'd be really nice if all of the fountains in Viera East were lit.

Mr. Macheras: I didn't hear that.

Ms. Yelvington: Did somebody snip our wire again? What happened?

Mr. Moller: No. Tom brought the dinghy in today, so him and Peter are going to paddle out and work on the fountain. They are going to clean the filter, and they're going to check on the lighting as well.

Mr. Dale: Because we're into the holiday season, where it would have been wonderful having a Halloween light and then we can go have a turkey light for Thanksgiving.

Mr. Rysztogi: Are they using the boat that was in my backyard?

Mr. Dale: Christmas where we have green and red lights?

Mr. Moller: Actually, I know where I can get a working light real easy.

Mr. Dale: Is there light colored?

Mr. Rysztogi: Well, it wasn't when I saw it the other night.

Mr. Moller: I think they just went with just the white.

Mr. Rysztogi: Oh, did they?

Mr. Dale: We have a beautiful colored one.

Mr. Rysztogi: It looks nice though.

Mr. Showe: The white ones are much more alive.

Ms. DeVries: Alright, Rob, anything else?

Mr. Dale: That's all I have.

Ms. DeVries: Okay. Alright. I just want to say kudos to the entire team: Jim, Lacey, Darrin, thank you for all of your hard work and all those who aren't here too, for a great year. We have done an enormous amount of work. We recognize that and we just want to thank you for the great results.

Mr. Moller: They begged me to come tonight. I appreciate that.

Mr. Dale: They want to hear what the Board has to say about them.

Ms. DeVries: I'm just going to throw this out there. In 2021, when the change of the Board happened and the change of the goals and everything, I believe that Board set a bunch of goals. Like they wanted to earn more revenue, make sure that they put money in reserves and make sure that they have enough where they won't ever need a bond again. We had all of these goals. We have met; I think all of the goals. So, I kind of think maybe we should have some new goals. So, I was thinking that maybe for our next workshop, we might spend some time thinking about where we want to go in the next five years.

Mr. Moller: Put together a five-year plan.

Ms. DeVries: Put together like a five-year plan.

Mr. Macheras: So, with that maybe Jim and Darrin and Lacee and all of them, can provide their input of what they'd like to see happen and bring that to the workshop and like you say, get their input, on what things they think can make the facility as a whole better.

Mr. Dale: The only thing that I would do, is expound on that, because I remember a big part of what we ran on, is more than just a golf course.

Ms. DeVries: Yes.

Mr. Macheras: Right.

Mr. Dale: That has not gone away. We are an entire District. So, we have lakes and hundreds of acres of preserve land and there's all sorts of stuff and all sorts of opportunities. There are small things that we didn't implement, like motorized boats, the little electric boats, you know, that we could do over near Suseda Park. Fun things.

Ms. Webb: One of the things I will tell you guys, thank you for the electric out on the park, because the Harvest Festival was great. The band was in the middle this time, instead of on the corner. It was a lot more presentable. She keeps saying that she's not going to have it next year, but she will.

Ms. Yelvington: It worked so well. Harmony Farms brought their mini horse and I guess it crackled and tried to leap over the fence.

Mr. Macheras: The energy that horse had.

Ms. Yelvington: Yeah, it worked quite well.

Mr. Dale: So, in other words, we're co-opting the Harvest Festival and we can expand it and make money off of it and do hayrides.

Ms. Webb: Yeah, I mean I've talked with her.

Mr. Dale: Lacee's gonna dress up.

Ms. Webb: Yeah. I told her I'd give her a breather, because she was overwhelmed from the events in this month, especially the week I'm off. I'm going to sit down with her and see what she does and kind of start working on it now for next year, so it's not just crammed in. I think we can have some more things for kids out there.

Mr. Dale: Like a Trunk or Treat.

Ms. Webb: We might be able to do a Trunk or Treat or something similar.

Mr. Dale: I hate how Duran kicks her butt on that.

Ms. Webb: I had people say, *"I came out for candied apples and there were no candied apples"* And I'm like, *"There have never been candid apples and this isn't my event."* We get a lot of people from up north and their ideas of what Farmers Markets should look like and these Harvest Fests, because they're nice and cold up there and they have all of this nice warm stuff, the cozy like food stuff. Here we're doing it in the middle of October and it's 85 degrees outside. It's not cool and cozy like it is up there. But I love some of their ideas and I talked with her about maybe incorporating some more of those types of things that might bring out more people to enjoy it.

Mr. Dale: I think that's a wonderful idea though, Jen, giving us purpose again and seeing what we can move towards in five years.

Ms. DeVries: Yes, right, okay.

Mr. Dale: Instead of just being profit, profit, profit. Profit is important.

Ms. DeVries: Yeah, right. There are other things too. There's the community part of it and the entire community, not just the golf course.

Mr. Dale: Right.

Ms. DeVries: All right. If nobody has anything else, I'll take a motion to adjourn.

TENTH ORDER OF BUSINESS

Adjournment

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



Secretary/Assistant Secretary



Chairman/Vice Chairman