

Executive Summary Board of Governors Minutes

Monday, November 15, 2021

Attending: Karen Adair, Mark Bonner, Art Camiolo, Claire Comstock, Mike Meersman, Mark Mitchell, Tom Spaeth, Beth Wardlaw. Ron Rosselot via telephone. Joseph Iafe (GM), Dan Newman (Dir. Of Finance).

Mrs. Comstock called the meeting to order at 1:05.

President's Report – Claire Comstock

- Board of Governors Meeting minutes approval for October
Motion made to approve the minutes from the October 2021 meeting, seconded, approved.
- Listen Up Estero – None

Finance Committee Report – Mark Bonner (Presented by Dan Newman)

- Review October 2021 Financials

Balance Sheet: The balance sheet was reviewed first. Operating Cash balance as of 10/31/21 was \$1,967,050. The Capital Reserve balance was \$62,241 as of 10/31/21. The renovation account has \$218. The member's receivable account decreased by almost \$3,000,000 due to member payments.

Summary Income Statement: The Net Operating surplus for the month was \$3,728 which was \$100,219 favorable to budget. The revenue of \$524,642 was \$74,999 more than budget. Non-Operating surplus, including renovation revenue of \$59,841, of \$57,389 was \$120,934 favorable to budget for the month. Net initiation fees were \$132,500 for the month and were \$732,800 year to date.

Dues: Operating dues of \$294,661 were favorable to the budget by \$11,938 in October. For the year revenue of \$3,406,651 was \$40,213 more than budget.

Administration: Food Minimum revenue of \$33,671 was \$12,671 more than budget. Administration expenses were \$18,119 favorable to budget for the month of October. The 4th quarter 3030 Cares tax penalty accrual of \$6,637 was reversed since we did not receive a notice of penalty from the IRS. For the year, Administration was \$12,988 unfavorable to budget. This is due to the \$14,288 overage in property insurance and the remaining \$13,767 accrual for the 1st quarter 2021 Cares Act tax penalty.

Membership & Marketing: Total Membership and Marketing expenses were \$14,935 unfavorable to budget for the month. This includes accruing \$10,280 unbudgeted commission due to the amount of initiation fees received this year. For the year Membership is operated \$2,410 unfavorable to budget. This was due to the \$16,790 in unbudgeted commissions.

Golf: Golf revenue of \$118,939 was \$13,607 favorable to budget for the month and \$35,967 favorable to last year. Golf merchandise sales of \$29,312 were \$1,813 more than budget in October and are \$60,426 more than budget for the year. The net income for October was \$35,878, which was \$9,539 favorable to budget. Year to date the Golf surplus of \$577,395 was \$5,232 favorable to budget. Rounds were up 18.3% over this month 2020 (3,729-3,151) with guest rounds up 255.8% (644-181). In October 2020 we had 664 cart rounds and 2,487 trail fee rounds. This year cart rounds increased to 1,171 (76.4%) and trail fees increased to 2,558 (2.9%).

Golf Course Maintenance: Total Golf Course Maintenance expenses were \$39,899 favorable to budget for the month and \$99,033 favorable to last year. Variances included overtime needed to work on the course, some timing differences and usage changes for fertilizer and chemicals as well as a significant

reduction in pine straw costs. The pine straw was used more efficiently than in the past as well as was closer monitored and audited. These factors allowed the cost to be decreased significantly. Golf maintenance was \$15,872 over budget for the year. This was mostly due to overtime needed on the course.

F&B: The COVID-19 pandemic has had a significant impact of the food and beverage department. However, due to spending their minimums, the club food revenue in October of \$41,227 was \$14,827 more than budget. The total beverage revenue of \$33,114 was \$19,514 more than budget. Operations in Food and Beverage had a deficit of \$31,501 which was \$14,946 favorable to budget for the month. For the year, Food and Beverage had a deficit of \$540,304 which is \$140,390 worse than budget.

Racquets: Racquets was \$506 unfavorable to budget for the month. For the year, Racquets had a deficit of \$147,453 which was \$3,513 unfavorable to budget.

Clubhouse: Total Clubhouse expenses were \$5,723 favorable to budget for the month. For the year the Clubhouse department has a deficit of \$288,262 which was \$31,011 better than budget.

Capital: The capital additions in October included \$80,000 for the AC Make-up unit, \$6,001 for 3 new AED machines, \$57,869 for dining room furniture and \$13,487 for additional dining room speakers. We also received a refund of \$17,301 from the previous audio-visual company for the dining room speakers, as well as \$3,200 for a condenser that we never received.

Membership: The Membership worksheet indicates we have 346 golf members as of October 31, 2021. In addition, there are 160 social members and 45 sport members. As of November 1, 2021 we have 336 golf members, 164 social and 44 sport members.

AR Aging: The aging report has 3 members over 120 days.

- Review Clubhouse renovation summary

Operations Report – Joseph Iafe

- Construction Update

Project has begun to see some of the delivery/shipping challenges the rest of the country is experiencing which may delay certain openings of the Club a couple of weeks.

The four areas of delay that we are currently experiencing are:

1. Cabinetry is one of the big delays but is currently scheduled for delivery the week of December 13.
 2. (4) booths for the Mulligan's restaurant will not be delivered until late January, early February. We will put tables and chairs in its place for the time being and have a poster sized board notifying Members of what is to be expected with a photo of the booths. The walls behind the booths will have wallpaper halfway down the wall and fresh paint on the bottom section of the wall.
 3. The old "snack Shop", new lower-level card room/library called the Jacaranda Room will not be ready until sometime in January.
- Questions/comments on General Manager Report

Membership Committee Report – Tom Spaeth

- October Membership Changes for Approval

Gillis	Sport
Goldberg	Sport
Mooch	Sport
Pries	Sport

Walzer	Sport	
Braetz	Tennis Single	
Osella	Tennis Single	
Roberge	Social	Quinlan
Quinlan	Silver 1 golfer	Roberge
Camara	Social	Raymont
Raymont	Silver Family 1	Camara
Kizer	Silver Family 2 golfers	non-member
Baird	Silver Family 1 golfer	Rees

Resignations

Allen	Tennis Single
Brown/Abbott	3-year lock
Dent	Tennis Family
DiElmo	Silver Non-Resident
Ferguson	Tennis Family
Jones	Sport
Henriques	Sport
O'Meara	Golf Gold Family
McLaren	Social
Meneely	3-year lock
Rheker	Tennis Family
Schletter	Silver <56
Smith/Carter	Social
Warner	Social

Motion made to approve the October 2021 membership changes, seconded, approved.

- There were four closings within the Vines in October.
- The Club welcomed:
 - (4) Four Golf Members (Vines Residents)
 - (5) Five Sport Members (Non-Resident)
- There are no active property listings on the MLS within The Vines and (3) three pending sales currently.
- There were 61 membership inquiries received during the month of October. Website/email inquiries 43%.
- Phone Inquiries 57%. Six prospect tours were provided. There were (9) nine Realtor inquiries.
- Four preview rounds were extended.
- Closing coordination completed for (7) seven properties.
- New Member onboarding. Including five new non-resident sport members.
- Processed 93 membership changes.
- Bi-weekly renovation updates and communications completed.
- Execute daily and weekly communications and email blasts for all member dining and events.
- Finalized and distributed annual member calendar.
- Support HR initiatives with developed new name badges for all employees and new employee announcements.
- Finalized New Member Orientation Booklet (Passport) and Realtor Guide.
- Develop internal promotional strategies for events and activities.
- Research digital platforms to implement clubhouse promotional messaging.

Golf Committee Report – Beth Wardlaw

- Non-Member Tournament Request for Approval: FSGA Women's Four-Ball Championship
Motion made to approve the FSGA Women's Four-Ball tournament Aug. 13 & 14, seconded, approved.

Rounds Review – October 2021

NOTE: With 2020 being heavily influenced by the COVID pandemic, management has added data from 2019 to give a clearer view of the Club's trends in terms of golf rounds.

- Total Rounds continue to rise year over year as Membership counts increase.
- We saw a big increase in Member rounds from 2019 to 2020 (2514 vs 2970) due to the pandemic. Member rounds increased again by 115 rounds in 2021 compared to the pandemic high in 2020 and are markedly higher than 2019 levels (+571/22.7%).
- Non-Member rounds went from 181 in 2020 (straight times were in place, guests were limited to 3 per member, and the Club was not accepting reciprocals or PGA Pass holders) to 644 in 2021, up 463 (256%). Comparing to 2019, the Club increased non-member rounds by 30.6% (+151). Equity guests and Family guests account for most of the increase in rounds (up 107 and 44 respectively). The number of PGA Pass rounds doubled from 2019, while reciprocal play was down 31.4% (primarily due to the volume of Member rounds).

October 2019 2020 2021

- Non-member rounds accounted for 17% of total rounds in September 2021, versus 5% in 2020 and 16% in 2019.
- Trail Fee rounds accounted for 68% of rounds played; cart fee rounds represented 31%. This is in keeping with the pattern established before the pandemic and reflected in the 2019 numbers; however, in 2020 TF rounds accounted for 78% of total rounds.

General

- Our Golf Shop staff is now complete, with Peyton Keeffer joining the team. Peyton comes to us from Thunder Hills CC in Iowa, and we are excited to have him on board.
- We lost two Outside Services employees. Tommy Wood has several applications and will be conducting interviews to get back to full staffing levels.
- We have moved the first starting times back to accommodate later sunrises. We will move back to 7:30 once daylight savings begins.
- Merchandise is coming in at a good pace to get the Golf Shop stocked and ready for Sip 'n Shop on November 11. We anticipate difficulty in the special order process this year due to supply chain issues. Asa has brought in more inventory to offset these issues.
- In addition to Sip 'n Shop, we will have trunk shows for JoFit and Tzu Tzu (both ladies' apparel) and a Fitting Day with Callaway Golf on November 17 and one with XIO on November 29.

Events

- The FLOG event was re-scheduled due to rain. We conducted the inaugural event on October 23 with a 3:00pm shotgun start. There were 60 players who all indicated how

much fun the event was. A survey has been sent out to the participants, the results of which will be reviewed by the Golf and Tournament committees.

- The Kickoff Classic was held the following Saturday, October 30. We had 63 players compete in an A, B, C, D Shamble.
- The second playing of the Estero Cup is on the horizon. At the time this report was written, there were 86 members signed up. The Pairings Party is scheduled for Monday, November 8, with the event to played on November 13 & 14.

- Rounds Review – Annual Totals -2019, 2020,2021
 - Coming off the renovation in 2018-2019, we saw a large increase in the number of Members. The result was an increase in rounds to approximately 38,500.
 - Moving into 2019-2020, the rounds assortment was upended by the COVID-19 pandemic. We saw total rounds increase to just over 44,000, driven almost entirely by an increase of 8,200 Golf Member rounds. Non-member rounds fell by nearly 2,100, as the Club discontinued access for Reciprocal and PGA Pass players and limited the number of guests a member could bring.
 - The 2020-2021 season brought some relief from pandemic restrictions, and the Club was able to resume accepting Reciprocal and PGA Pass players, and guests of members were no longer limited in number. As a result, we saw total rounds increase slightly to 44,800 (+636) and non-member rounds increase by approximately 1,600. While Golf Member rounds decreased slightly, they have maintained the robust play schedule that they adopted during the height of the pandemic (-590).
 - Reciprocal rounds (1126) and PGA Pass (650) are both up significantly from the pandemic year, 2020. But they are also up from their pre-pandemic levels in 2019. Reciprocal rounds increased 28% (246 rounds) over 2019 levels, and PGA Pass rounds increased 69% (266 rounds) over the same period.

Racquet & Activities Committee Report – Ron Rosselot

- Committee Report
 - Tennis play is very busy, leagues and social play all going well.
 - Monday Cardio Triples participation has doubled this fall from year's past.
 - Pickleball courts need fill for low areas, nets, and cabanas for completion.
 - A Rules Sign has been ordered to be laced by the Pickleball courts to aid in Member compliance to the Pickleball
 - rules and dress code.
 - Accessories have been ordered for Pickleball and Bocce.
 - Bocce site concrete has been poured and leveled.
- RP Coaching Fitness Proposal
Motion made to move forward with the 18-month contract, seconded, approved.

House and Entertainment Committee Report – Karen Adair

- Committee Motion: Hats are not allowed in the Clubhouse expect for Mulligans
Motion made that hats are not allowed in the Clubhouse expect for Mulligans, seconded, approved.

- Designated Clubhouse Smoking Areas
Smoking areas have been designated – bottom of the stairs to golf from Mulligans and east side of the elevator lift area.

Ad Hoc -COVID-19 Task Force – Tom Spaeth (n/a)

Grievance Committee – Art Camiolo (n/a)

Greens Committee Report – Mark Mitchell

Greens

Green conditions have been excellent. We continue to follow our routine alternating each week carrying out light vertical mowing one week and then aerification with pencil tines in the other week. These practices will be carried out on Monday afternoon. There are reports of El Nina coming this December and January. This means a possible wet winter which is extremely hard on the greens. #17 Green continues to have thinning at the back of the green due to shade which has formed algae which is being treated 3 times a week.

Tees/Fairways/Approaches

Tees, Fairways and Approaches are being mowed at ½". Most Fairways and some tees have made a great recovery from the challenges we received in August and early September from extremely dry conditions and irrigation issues. Some of the areas are on mounds where it continues to dry out faster leading to nematode damages are continuing to recover. We have been applying weekly fertilizer, this has led a great deal of improvement to the recovery of the grass. We will continue to apply fertilizer and focus on these weak areas. Weeds are under control, and we are due to spray a preemergent herbicide next month.

Roughs – Latitude

Roughs still continue to be mowed at 1.25". Roughs are holding up well so far but there are areas that continue to be weak especially the bunker faces. Weak areas are receiving additional fertilizer and water. Weed control have improved and we will continue to spot spray. Like the fairways we will be spraying a pre-emergent herbicide. There are still some bare spots on the golf course damaged from the mole crickets and weed infestation. As approved, we will be having some sod installed to fix these areas in the first week of November.

Irrigation

Holes #1 and #2 suffered 12" irrigation main line breaks. Both have been repaired. Green number 6 irrigation heads have been converted to Rainbird heads and we are now starting on Green #3. It is fortunate that we purchase the Rainbird heads as we have had a few issues with the Toro irrigation heads that have malfunctioned.

Equipment

Two Triflexes have had cylinder issues in the last couple of weeks. They will be repaired in November. Due to shortage of supplies and inventory it has been highly recommended by our vendors to stock up as they are concerned that there will be a short supply of demand coming up in the next couple of months. I will be working with the Equipment Manager to make a big order in November, but we will adjust our budget accordingly. Toro have informed me that equipment is averaging 12 to 13 months for delivery date. I have asked for a revised proposal for the equipment that was approved for 2021-2022 budget.

Traps

Traps are being well maintained; however, we are aware of some algae on the faces. We will be spot spraying for this. I hope to begin adding more sand to traps in the next couple of weeks. We are still waiting for our new rakes.

Staff

Staff have been fantastic, morale is great. We will begin staff training on Tuesday.

Beds/Landscape/Trees/Paths

Majority of the details have been completed and now need to stay on top of it and maintain these.

Pinestraw

installation has been completed. Annuals were installed on 10th November. A new landscape design and bed enhancement has been developed for #10 roadside and was installed on November 10th.

Long Range Planning Committee Report – Mike Meersman (n/a)

Ad Hoc Construction Committee Report – Mark Mitchell/ Mike Meersman (n/a)

Nominating Committee Report – Ron Rosselot (n/a)

Motion made that Ron Rosselot and Mark Mitchell serve on the Nominating Committee with Mr. Rosselot to serve as Chair, seconded, approved.

Enhancement Committee – Presented by Claire Comstock

- Sylvia Curtis has agreed to chair, Kathy Collins will continue to serve. \$1,000 in funds available.

Old Business (n/a)

New Business

Executive Session (n/a)

Adjourn – ***Motion made to adjourn at 2:41 pm, seconded, approved.***

Next scheduled meeting: Monday, December 13, 2021, at 1:30pm