

Crestview Unlimited, Inc.
Regular Meeting Minutes
February 27, 2023
5:00 p.m.
Council Chambers

1. Call to Order

The Regular Meeting of the Crestview Unlimited, Inc. was called to order at 5:00 p.m. by Mayor JB Whitten. Board members present: Mayor Pro-Tem Andrew Rencich, Council members: Doug Capps, Cynthia Brown, Joe Blocker, and Ryan Bullard. Also present: City Manager Tim Bolduc, City Clerk Maryanne Schrader, City Attorney Jonathan Holloway, and various staff members.

2. Presentations and Reports

2.1. GreatGolf Presentation

City Manager Tim Bolduc explained that Great Life Golf and Fitness recently merged with Brown Golf to create Great LIFE Golf. He mentioned PJ Politan is present to go over the merge.

City Manager T. Bolduc suggested separating the restaurant portion in the agreement, as we want to have a clear representation of the loans associated with the golf course.

PJ Politan, C.O.O., Great LIFE Golf, provided an overview of the company to the City Council. He reviewed the company brands, such as signature, premier, classic, and destination. He highlighted initiatives in terms of discounts and marketing tools they utilize in connection with the social media, radio, email, and Hero Program.

PJ Politan provided a financial update stating they review the financials daily, as the goal is to be self-sustaining. He displayed the budget depicting the revenue and capital improvement. He highlighted the projects including issues such as drainage and clean up. He also went over the objectives.

3. Action Items

None required.

4. Comments from the Mayor and Council

Councilmember R. Bullard mentioned the promotion for active-duty members and liked to see more. In clarification, PJ replied, the military discount is always 10% and once a month, a discount of fifty percent is offered.

In response to Councilmember C. Brown about school and club usage, PJ responded schools are able to utilize the course, and there will be a lot of events and tournaments scheduled.

Councilmember J. Blocker mentioned the revenue exceeding the expenses, and PJ said we had positive revenue in December and January. They expect positive cash flow in February, March, April and through Mother's Day. He added usage usually tapers off in the summer months. He added they have a good percentage of walk-on traffic.

Mayor Pro-Tem A. Rencich asked about the need for the separation of the golf course and restaurant, and PJ said they are focused on the golf course, as that is what supports the revenue.

5. Comments from the Audience

Mike Roy said he plays three times a week adding the staff is doing a great job, and he can see the growth. The drainage problem is the only issue.

City Manager Tim Bolduc recommended that we continue with the amendment to separate the golf course from the restaurant. The second is to move the employees from the city, as it is everyone's interest for the management to handle the employment. He will bring a contract back to the Council.

6. Adjournment

Mayor JB Whitten adjourned the meeting at 5:40 p.m.

Minutes approved this 13th day of March 2023.


JB Whitten
Mayor

ATTEST:


Maryanne Schrader
City Clerk
Proper Notice having been duly given

