

From: [Maureen Callahan](#)
To: [City Council](#)
Cc: [Maureen Callahan](#); [Kelly Michaels](#); [Mercedes Barcia](#); [Toni Cone](#); [Amanda Hawkins-Brown](#)
Subject: Sawgrass PUD Update - October 24th Meeting
Date: Monday, October 23, 2023 2:00:41 PM

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Dear Venice City Council Members,

I live in Sawgrass and I urge the Venice City Council to adopt the PUD **without further delay**. There has been plenty of time and opportunity for public input concerning the proposed adoption of a PUD for our community.

Thank you,
Maureen Callahan
593 Misty Pine Dr, Venice, FL 34292

From: [GL @ Yahoo.](mailto:GL@Yahoo)
To: [City Council](#)
Cc: [Kelly Michaels](#); [Mercedes Barcia](#); [Toni Cone](#); [Amanda Hawkins-Brown](#)
Subject: Sawgrass PUD
Date: Monday, October 23, 2023 2:51:56 PM

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Dear Venice Council Members,

I write as a resident of Sawgrass concerning the proposed adoption of a PUD for our community, which item is to be considered on the October 24th meeting of the Venice City Council.

The PUD was the subject of a public meeting in Sawgrass many months ago at which time the Venice Planning Department made an extensive presentation and took questions from all interested parties. The import of the presentation was that the PUD was merely a needed update to the restrictions and requirements of existing zoning.

I urge the Venice City Council to adopt the PUD without further delay.

Thanks,
Graham Ledger
<http://www.grahamledger.com>
To subscribe free to the program, The Ledger Report, click here:
<https://grahamledger.com/>

From: [GL @ Yahoo.](mailto:GL@Yahoo)
To: [Amanda Hawkins-Brown](mailto:Amanda.Hawkins-Brown)
Subject: Sawgrass PUD
Date: Monday, October 23, 2023 3:11:53 PM

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Dear Venice Council Members,

I write as a resident of Sawgrass concerning the proposed adoption of a PUD for our community, which item is to be considered on the October 24th meeting of the Venice City Council.

The PUD was the subject of a public meeting in Sawgrass many months ago at which time the Venice Planning Department made an extensive presentation and took questions from all interested parties. The import of the presentation was that the PUD was merely a needed update to the restrictions and requirements of existing zoning.

I urge the Venice City Council to adopt the PUD without further delay.

Thanks,

Graham Ledger

<http://www.grahamledger.com>

To subscribe free to the program, The Ledger Report, click here:

<https://grahamledger.com/>

From: [GL @ Yahoo.](mailto:GL@Yahoo)
To: [Amanda Hawkins-Brown](mailto:Amanda.Hawkins-Brown)
Subject: Fwd: New Ownership Meeting Letter
Date: Tuesday, October 24, 2023 6:53:50 AM
Attachments: [MemberMeetings - GolfinVenice - 041123 - Recap 1.pdf](#)

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Hi

Please enter this letter into the record at city council meeting regarding accepting the new Sawgrass PUD and rejecting the golf course ownership "Option to build" on our open space.

SEE ATTACHED, page 3 first Q/A.

Thanks,

Graham Ledger

<http://www.grahamledger.com>

To subscribe free to the program, The Ledger Report, click here:

<https://grahamledger.com/>

Begin forwarded message:

From: saharnish@verizon.net

Date: April 26, 2023 at 6:33:31 AM EDT

To: marrigoni@pga.com, dbclubmaker@comcast.net,
maureen6545@hotmail.com, ronbron3@hotmail.com, bernickde@gmail.com,
bbracks17@gmail.com, jrbrigida@gmail.com, markcal8888@gmail.com,
waynecaughy3@gmail.com, tomco00@aol.com, charlie@golfinvenice.com,
phillipdavis588@yahoo.com, deandeluca@fibreop.ca, CPDeMarco@juno.com,
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saharnish@verizon.net, jhenry457@aol.com, pherron@twcnny.rr.com,
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artlux60@gmail.com, Charlie@ngsg1.com, g3angler@gmail.com,
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drnap@hotmail.com, mjnatale2@gmail.com, daddymacirish@gmail.com, ricksuepage@gmail.com, dperkins912@gmail.com, BillPerry712@yahoo.com, proshop@golfinvenice.com, nick.rabuano@gmail.com, rembarney@gmail.com, pricciopga57@gmail.com, jimmyrod99@gmail.com, shinagag@aol.com, rar5718@gmail.com, dcruf1@verizon.net, zeus0616@hotmail.com, michaelcrussell23@gmail.com, rons759@gmail.com, mot123@gmail.com, benjis49@aol.com, johnshinotwo@aol.com, ronaldrsilvajr@gmail.com, dsluder71@hotmail.com, scagvenice@aol.com, bsmith@meadenmoore.com, jspittal20@gmail.com, Kirksquiers@gmail.com, timothy.suder@volvo.com, tadrock@msn.com, jtingle@comcast.net, totz25@comcast.net, jefftweeton@yahoo.com, terryvandegriffe@gmail.com, walshbj1@outlook.com, andy@weatherheadandsons.com, johnweitzel47@gmail.com, ronwiker@yahoo.com, rhwilson2002@verizon.net, cwilson@cvmco.com, john.yogerst@frontier.com, ronfazz@verizon.net, 123putter@gmail.com, someoldgood@gmail.com, ritgee@aol.com, Dr-lj@comcast.net, ilovemydog72@yahoo.com, slaurent4447@gmail.com, slaurent4447@gmail.com, jandjmilne@gmail.com, woodworkermrbill@gmail.com, georgetabit@gmail.com, gtrudo@comcast.net, Rgzampella@gmail.com, Dr-lj@comcast.net, pdmoore72@gmail.com, dckruz@hotmail.com, jim.williams@rogers.com, mikej.mascioli@gmail.com

Subject: New Ownership Meeting Letter

There have been a lot of questions about what to expect from the new ownership. The attached recap is what was said at the meeting held on April 11, 2023. Please take the time to read it and most if not all of your questions should be answered at this time. There will be adjustments down the road, however this is where we stand at this time.

The MWF Quota Point Group



April 21, 2023

Dear Golf in Venice Member:

Two meet and greet sessions were held on Tuesday April 11, 2023 at the Waterford clubhouse to give the members the opportunity to meet the new owners and management company and to hear their thoughts on the purchase of the three clubs and their vision for the future. The meetings were well attended by the membership and were broken down into an introduction from new ownership and management and a lengthy question and answer period. Present from ownership was Christopher Schaeffer as Managing Member of the three LLCs that purchased each club individually and Mike Burton, Corporate Director of Club Operations for Coral Hospitality, the new management company.

Introduction

Chris Schaeffer expressed how excited he was to be at Golf in Venice and was amazed and happy with the member attendance at both meetings. It showed him that the members cared and wanted the clubs to get better. It was his hope that these meetings would clear up the normal rumors, “coconut wireless” and fears that always seem to be present in these types of transactions. He opened the meeting by giving a history of the new owners of the new clubs and Coral Hospitality and then spoke to their vision and purpose for purchasing the Golf in Venice clubs. The properties were purchased by three individual LLCs who are comprised of ITG Capital Group, based out of Naples, Florida, and GFC Investment Group which is comprised of senior executives of Coral Hospitality along with employees, friends and family of Coral Hospitality. Chris explained that he had been closely following the Golf in Venice portfolio for close to ten years as he believed that their ownership and management group could bring operational and business models that would catapult each of the clubs to great success.

Chris detailed the history of Coral Hospitality who has been selected by new ownership to manage the day-to-day operations of the clubs. Coral started in 1988 and has successfully managed over 30 hotels and resorts along with 40 plus clubs and numerous associations mainly located in Florida and the Southeast United States. Some of the highlighted resort properties included Sandpearl Resort in Clearwater Beach (ranked #18 in North America by Conde Nast within two years of opening) and the flagship Margaritaville Resort in Hollywood Beach. Club properties managed have included Olde Cypress (Naples, FL), Crown Colony (Fort Myers, FL), The Quarry (Naples, FL), Eagle Creek (Naples, FL) and The Plantation (Fort Myers, FL) just to name a few. Coral has a very strong corporate support system with an “expert” in each area of club and resort management who is actively involved in the management and support of their properties. The Golf in Venice properties and staff will not have access to these invaluable resources to ensure that improvements are made throughout each club and in all operational areas. Chris then introduced Mike Burton who gave a brief history of his 20 plus year progressive career with Coral Hospitality and how Coral has shown over and over again that their vision and operational strategies create successful clubs for the



members, guests and team members at each one of their sites. More information on Coral Hospitality can be found at www.coralhospitality.com

Chris then proceeded to discuss the previous clubs that their investment group has acquired since 2010 and their future plans. Their group has acquired the following properties:

Arrowhead Golf Club, Naples, FL	Acquisition 2010
Riverwood Golf Club, Port Charlotte, FL	Acquisition 2013
Eagle Ridge Golf Club, Fort Myers, FL	Acquisition 2015
Rosedale Golf & Country Club, Lakewood Ranch, FL	Acquisition 2015
Jacaranda West Country Club, Venice, FL	Acquisition 2016

He stated that each of these properties are operated in their own unique manner and that a “one size fits all” is not a strategy that they employ. However, they do believe in utilizing the same building blocks, core values and operational methods that have proven to be successful over and over again. Upon a new acquisition, they strive to take the best parts of each club, implement proven techniques and procedures and build the “best in area” club utilizing the vast resources and knowledge of Coral Hospitality and ownership.

Chris then detailed the success that they have had at each one of their clubs. He was proud and humbled that golfers and all major local newspapers have consistently ranked each of their clubs from acquisition to present day as best in county for their respective club types. He was happy to say they have been awarded and still are recognized as the “best in county” in every county from Manatee to Collier County.

Vision

New ownership’s vision is simple and clear. Make each club a success for members, guests, team members and ownership developing clubs that each of these constituents can be proud of. Chris defined a successful club as being a club that when people traverse through, they feel a sense of pride, they see well-maintained facilities, there are friendly and well-trained team members and people feel as if their experiences matter and that they have value in that experience. He spoke of their core values which include “Decide to be Great”, “Coral Cares”, “Do the Right Thing”, “Memories Matter, and “Us begins with U”. He explained how these core values guide them in everything they do and how they directly lead to success clubs, satisfied members and guests, long-term excited team members and success for ownership.

He explained that Mike Burton will be based at Golf in Venice to ensure that the transition and future operations are supported in the best way possible. Chris also explained that as the Managing Member the club has one decision maker to go to and receive fast responses and decisions with the full support of ownership. He stated that ownership and management prefer to focus on the 20% that gets you 80 instead of the 80% that gets you 20. At the same time, he understands that he cannot make everyone happy with every decision. He is fully aware that some decisions will not be popular with all members but all decisions

will be made to support the club's mission, vision and success. These decisions will also focus on what is good for the 90% instead of the 10%.

Ownership and management will focus on top-line revenues. They are not a group that looks to cut expenses or "save a dollar" as many other companies do. Chris explained that this is the "easy way" and a downward spiral that will not lead to a successful club. Their philosophy of focusing on top-line revenues allows them to generate the dollars necessary to reinvest into club facilities, services and team members to achieve the club's vision. He was proud to say that they have successfully implemented this strategy for over two decades and that they are known throughout the industry for being different. They believe that as a club generates additional income, the best way to ensure future success is to reinvest a large percentage of these dollars back into the club while maintaining a reasonable return for ownership. Lastly, Chris spoke about the importance and value of every team member at the property. They will be integral to our success and we have to help them achieve that. The team members will be given the full support and resources of Coral Hospitality and ownership. They will be asked to perform and they will be respected and valued at all times. Chris asked for membership to share the same philosophy with the most important asset of the clubs – our team members.

Chris then opened the meeting to the most important part – questions from the members. He stated that he will always be honest and transparent and that he does this in order that members can have trust in what he says and how the clubs operate. He reiterated that some of his answers may not be popular, but please give new ownership and management a chance and that a year down the road, everyone should see the positive changes. He provided statistics that on a scale of 1 to 5 with 3 being average, the most recent member surveys for owned clubs showed between 92% and 94% of members selected 4 or 5 for their overall satisfaction with the club and that is where they were looking to get to at Golf in Venice.

Question & Answer

Will ownership build homes on our courses?

No. This is not what this ownership group does, has ever contemplated or would do. It just does not factor into our business model in anyway.

What is new ownership's first focus?

It will be to improve the golf course. It was stated that we look at the golf course at between a 3 and a 4 on a scale of 1-10. In comparison we rank Jacaranda as a 7-8 and Chris' expectations are always a 9-10. The clubs currently are in an agreement with a third-party golf course maintenance company which runs through 12/31/23. This agreement will hinder our ability to make as rapid changes as we desire over this summer. However, this company will be under intense scrutiny and monitoring in order to hold them accountable for marked improvements to the current sub-par conditions. Ownership will spend significant additional dollars beyond the contract to help with improvements in 2023. Ownership and management

is fully capable and ready to take golf course maintenance in-house if accelerated improvements are not seen. The new owners will also be adding new FF&E in various areas (golf operations initially) to replace aging items.

Are there planned closures and major renovations?

No. It is our hopes to improve course conditions through a significant increase in dollars spent on the course and better agronomic programs.

How long until we see course improvements and how long until you get to the course being like Jacaranda?

It is our hope that you will start to see course improvements as we head into the 4th quarter. However, due to growing season and other factors, the process will take several years to get to where we want to get to. Rest assured; the owners will spend whatever they need to in order to get there as quickly as possible.

We heard you were thinking of a bag drop?

Yes. We will be evaluating over the summer and implementing as soon as we can. This change is due to safety concerns, member and guest experience and higher level of services that the new owners desire to provide.

What will happen with the employees that we have grown to know?

We are not sitting here with a cast of thousands or even one. All employees (other than a couple due to reporting relationships) were offered continued employment. We want to help develop and make these valuable team members better. We understand how difficult it is to find good team members and our responsibility to invest in and support them. We did have one Manager inform us the day before closing that she did not wish to continue and this was very unfortunate as we had looked forward to her being part of our team.

Will you continue to offer memberships?

Members are very important to a successful club and the clubs will offer memberships to support the members and the club. We will evaluate the membership offerings over the next 6 to 24 months. We will be offering the same three club membership for the remainder of 2023 and into 2024.

Will you offer a seasonal membership?

No. Ownership believes this diminishes the membership of individuals who have elected an annual membership and annual commitment to the club.

Will you offer a summer membership?

Yes. Ownership believes this provides important club revenues in off-times of the year that assists in maintaining a value in dues and other club fees for members and guests without diminishing the value of a full membership.

Will you offer any other memberships?

Yes. We will offer a “Gold” Membership offering in 2024. This membership will be at a reduced dues rate as compared to the full membership but will have play restrictions. This membership will restrict play between 9AM and 1PM during the months of November to April. Members can play during this time at 10% off Published Rack rates. All other times will be at member cart fee. This membership has been highly successful and in demand at our other clubs. This membership will be limited to approximately 180 members (still to be determined). The club will announce the membership details and launch date for all 2024 memberships in September. Gold memberships will be available until sold out and will be available on a first-come, first-served basis and then a waiting list will be created which is common at each of our other clubs.

Do you anticipate creating a membership cap?

Not at this time other than if Gold Membership is sold out. If membership grows to a level that does not allow the clubs to service these members, we reserve the right to reevaluate.

What will be dues be in 2024?

This is still to be determined and will be announced in September. It was discussed what Golf in Venice dues are as compared to other clubs in the area. Current course conditions were also discussed and how ownership believes that members should always have a value for what they pay for and that they pride themselves on providing the best club membership values at all of their clubs. It was also discussed that club dues, as with club costs, do need an adjustment and that the ownership has modeled each club for seven years (though they want these models to be flexible). It can be anticipated that dues for full membership will increase no greater than \$1,000 in 2024. The Gold Membership will provide for a lower cost alternative for the members.

What will public rates look like next season?

We anticipate these being between \$110 and \$130 based upon market conditions, demand and other factors.

Will you offer trail fees?

Current members who have their own cart and who pay a trail fee will be allowed continued access to the trail fee program as long as there is no lapse in participation. Any trail fee program participant will be required to sign a trail fee agreement and abide by program rules which requires the trail fee member to permit passengers to fill carts whenever necessary to maintain two players per cart with no revenue sharing to trail fee member. In 2024, it will be one fee for all three clubs. At non-home clubs, the trail fee



member will be able to utilize a club cart without payment of a member cart fee. No new trail fee opportunities will be offered other than to existing trail fee members as of April 10, 2023.

Will I be able to use my own cart and just pay a cart fee?

No.

Will I be able to pay an Annual Cart Pass fee to use the club's carts without payment of a member cart fee?

Yes. In 2024 it will be one fee for access at all three clubs.

What is the member walking policy?

Current policies will continue for 2023. In 2024, it is currently anticipated that back-nine walking first thing in the morning and walking after a certain time in-season will be permitted. Both will include a fee as all members will pay either a trail fee, annual cart pass, member cart fee or walking fee for utilization of a tee time. Details will be provided when 2024 membership information is sent.

What is the member group policy?

Member groups are defined as 12 or more members playing as part of a scheduled group. These member groups will have group captains (and, in some cases, assistant captains) who will organize the group with the golf shop and club. There will be forms for the groups to complete to request tee times. The golf shops will work with the member groups to accommodate requests. It can be expected that member group times may move slightly from week to week (i.e., 9AM group start may fall between 8:30 and 9:30). Also, if there is demand for a particular period of tee times from multiple member groups, the club will implement a rotational schedule. Member groups and group captains will be responsible for providing all member names for all requested times 72 hours prior to day of play. Any times without specific and unique names will be released for other member and club play. Continued no show of reserved member group times will result in a charge to the member, group or group captain in the discretion of the club. It may also jeopardize the continued accommodation of the member group. This is to ensure that no-shows do not make it so other members and club play cannot play the course due to their no-show.

Can non-members play in member groups?

Not during the periods of November to April. This policy ensures that the benefit that members have for being members is maintained and not taken advantage of by non-members to get preferential tee times and benefits that members pay for. If a non-member wishes to benefit from these member privileges, we welcome them as members. Limited exceptions may be made with the agreement of the group captain and club for house guests of members.

Will Gold Members be able to play with member groups between 9AM and 1PM between November and April?

No. If members desire to be able to play in member groups during these gold member restricted play periods, they should take advantage of the full membership benefits.

Can non-members play in the men's or ladies golf associations?

No. If an individual desires to take advantage of this member benefit, we welcome them as members and they should contact the membership office.

Can members play in a non-member league?

Yes. The club will coordinate these leagues and members will be able to play in non-member leagues by paying a member cart fee, utilization of their trail fee program or annual cart pass benefits or other.

Can employees play in member groups or with members?

No. Permission may be granted in limited circumstances by club management.

Can I pay my dues, trail fee or annual cart pass with a credit card?

No. All these fees must be made via check made payable to Waterford Golf Club.

Are there new club documents?

Yes. These can be obtained by contacting the membership office. They specifically include new club rules and regulations.

What do I do if my membership renews between now and December 31, 2023?

The club will bill you the prorated amount of your membership (and any applicable trail fee, annual cart pass or bag storage fees) at 2023 rates between your renewal date and 12/31/23. If you do not desire to continue your membership, please contact the membership office.

Will I have to pay an initiation fee or application fee to renew my membership or if I go from a gold to a full membership (or vice versa) in the future?

No so long as there is no lapse in your membership. Any members who allow their membership in the club to lapse (for any period of time) will be subject to an initiation or application fee. Current application fee is \$1,000 and it is anticipated that the gold membership will have a \$500 application fee for new or lapsed members.

What is the F&B operation plan?

Lunch service will be provided each day the club is open. Full menu will be available from 11-3. Breakfast sandwiches are being worked on from 9-11 for golfers with counter service for coffee and drinks. Bar will be open until 6PM with limited menu from 3-6. Beverage cart service will be implemented at all three clubs. Water and ice stations will be purchased for clubhouses. A once as month member dinner night will be planned during season at each club.



How can I sign up to get Coral Hospitality e-mails?

Go to www.coralhospitality.com and go to the bottom of the page and select "Sign-Up". You will receive promotional e-mails, specials and other communication regarding Coral Hospitality and its properties.

Do I get any Coral member benefits?

Yes. As a member you will receive special pricing at all Coral properties. Detail information can be obtained from the membership office.

From: [James Perry](#)
To: [City Council](#)
Cc: [Kelly Michaels](#); [Mercedes Barcia](#); [Toni Cone](#); [Amanda Hawkins-Brown](#)
Subject: Sawgrass PUD
Date: Monday, October 23, 2023 3:14:24 AM

Caution: This email originated from an external source. **Be Suspicious of Attachments, Links and Requests for Login Information**

Dear Venice Council Members,

I write as a resident of Sawgrass concerning the proposed adoption of a PUD for our community, which item is to be considered on the October 24th meeting of the Venice City Council.

The PUD was the subject of a public meeting in Sawgrass many months ago at which time the Venice Planning Department made an extensive presentation and took questions from all interested parties. The import of the presentation was that the PUD was merely a needed update to the restrictions and requirements of existing zoning.

I urge the Venice City Council to adopt the PUD without further delay. There has been ample time and opportunity for public input. I am distressed to learn that the recent purchasers of golf courses inside Sawgrass and Waterford may attempt to delay the adoption of the PUD without justification.

Simply coming late to the party and hiring Jeff Boone does not constitute a valid reason for delay. Would the City Council allow delay if a recent home purchaser in Sawgrass wished for more time to study land use issues.....of course not! So why should special privilege be accorded the purchaser of Jeff Boone's services?

Certainly the members of the City Council are not so naive as to fail to recognize that should the City Council do anything at all to grant the purchasers of golf courses special privilege to search for loopholes to remove amenities from developed communities and replace such amenities with additional housing, then there will be an avalanche of similar efforts across south Florida.

Be assured that all 567 single family dwelling owners in the Sawgrass Community Association are carefully watching this issue with the greatest concern, not to mention all other Venice communities similarly situated. I am confident that not one of you will succumb to such a naked effort to subvert the protections of existing communities.

Thanks for your consideration, Jim and Fabienne Perry 577 Misty Pine Dr.

34292