

City Manager Monthly Report

JANUARY 2018

America's Most Livable City
CITY OF GULF BREEZE | GULF BREEZE, FLORIDA

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WELCOME FROM THE CITY MANAGER

Dear Mayor and Council,

Welcome to the January monthly report with activity highlights and strategic priority updates. Our Volunteer Fire Department was recognized at the Greater Gulf Breeze Chamber of Commerce Awards Gala in January with the Lane Gilchrist Service Award. Last year, our volunteers comprised of professional firefighters from area communities, and led by Fire Chief Shane Carmichael and Deputy Chief Tim Hoffman as well as Assistant Fire Chief Scotty Kasper, answered 1,165 emergency response calls. Of these calls, 733 were medical-related and 432 were fire or other emergency-related calls.

January monthly highlights include organizing special events such as Arbor Day, Relay for Life, and Spring Fest 2018, and continuing neighborhood improvements such as the Daniel Drive and Joachim Streetscape Project, the kick-off meeting for the Undergrounding Utilities feasibility study, and the extension of the Community Redevelopment Area Plan. Negotiations began between my office and the Fraternal Order of Police Collective Bargaining Team, and also the City hosted Florida League of Cities to provide a presentation to law enforcement on their pension plan, which was well received.

Lastly, efficiencies to save time and money continue. In January, the City Clerks' Office began reviewing software programs to transition to an online bid distribution and bidding software system. Most significantly, the Florida Department of Environmental Protection approved the City's permit renewal for the waste water treatment plant that included automations which met rule standards for a reduction in staffing requirements from 16 hours to 8 hours, 7 days a week. The resulting savings enabled the City Council to fund unfilled Service Worker positions in the Water/Sewer Department which restored manning to pre-Recession levels. Next on the horizon are automation improvements to our potable water stations in 2018.

Please let me know if you have any questions.

Sincerely,

A handwritten signature in black ink that reads "Samantha Abell". The signature is fluid and cursive, with the first name "Samantha" being more prominent than the last name "Abell".

Samantha Abell
City Manager

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2018

Assistant City Manager

JANUARY'S REPORT

VERNON PRATHER

Monthly Highlights:

The Assistant City Manager's office is primarily responsible for performance management. Achieving the City's budget plan in a progressive, collaborative work environment is the top priority. Ensuring the Council's strategic plan is effectively communicated with the public is a primary objective key. Developing action plans, benchmarks, analysis, neighborhood surveys, and managing risk and liabilities are key performance indicators for this office.

PUBLIC INFORMATION/COMMUNITY OUTREACH

- PSA Solid Waste Increase for Commercial Customers
- Arbor Day and Ground Breaking for Splash Pad
- Springfest 2018 Planning Meetings

RISK CONTROL/SAFETY & INSURANCE

- Added new golf cart fleet to the insured asset list
- Reviewed insured Property List for accuracy

ADMINISTRATION

- Assisted with individual Council Briefings
- Emergency Water Usage Agreement with ECUA
- Prepared documents for award of Bid for Solid Waste Collection Services
- Prepared documents for Uncollected Utility Fees
- Prepared documents for modifying Resolution 03-10
- Currently analyzing operation of Transfer Station
- Currently analyzing Utility operations of Innerarity Island
- Prepared documents for renewal of DOC Contract for Work Squad #952

2018

City Clerks

JANUARY'S REPORT

LESLIE GUYER

STEPHANIE LUCAS

Monthly Highlights:

- Three City Council meetings were held in January 2018;
- Assisted Special Consultant to City Manager with preparation of last meeting of the Gulf Breeze Citizens' Academy;
- iCompass - coordinated and attended training session with directors and supervisors for approval process, met with representative to finalize changes to the Public Records Request module, various one-on-one training sessions with directors and supervisors;
- Assisted Special Consultant to City Manager with TEFRA hearing;
- Attended the Gulf Breeze Area Chamber of Commerce Award Gala (Gulf Breeze Volunteer Fire Department was recognized)
- Processed various invoices for payment;
- SpringFest 2018 – coordinated and attended 4 committee meetings; numerous emails with company to design logo, flyer, map and schedule; worked with City Manager to include Rotary Gumbo Cook-off in promotional materials; worked with Chief of Police and Fire Chief to secure K9 demonstration, Fire House activity, along with securing VIPS and ESAR booths,
- Assistance with Arbor day programs
- Along with the Assistant Director of Public Services and Interim Water and Sewer Supervisor, attended a telephone demonstration for online bid distribution and bidding software;
- Assisted with preparation of a PowerPoint presentation for Mayor Dannheisser - "Projects on the Horizon";
- Records search for uncollected utility fees;
- Research for the City Manager regarding bad debt;
- Records search for municipal public services tax;
- Assisted Director of Finance with production of documents for auditors;
- Records search for conveyance of 9-11 Memorial property (SR 399 triangle);
- Coordinate Fraternal Order of Police Collective Bargaining negotiation meeting;
- Coordinate with middle school and Optimist Club representatives for the April's Youth Appreciation Breakfast;
- Coordinating Relay for Life fundraising events;

Statistics/Performance Data:

- 3 meetings (City Council)
- 0 Request for Proposal/Bid/Qualifications bid openings
- 15 Public Records Requests;
- 13 inquiries from City website;
- 1 Notary Public services (offered free to residents).

Human Resources:

- 3 new hires processed (3 full-time – temps)
- 1 terminations processed
- 0 New Workers Compensation cases
- Drug Testing: (8 random w/1 alcohol, 3 pre-employment drug tests, 2 pre-employment physicals)
- Assisted employees with various benefit changes
- Worker Compensation - open cases updates from carrier/employee
- Completed sub annual Workers Comp Reports to the State; Reported medical/pharmacy bills into Worker's Compensation MDS system for the State; Bill review from W/C case manager and emails to City Attorney.
- Provided Finance Director with various items (updated job description for CSR, info on drug testing temp admin employees for PHMSA, info on health insurance renewal for auditor)
- Worked with Drug Free workplace to update the City's DOT drug testing policies to meet the new DOT Amendment effective January 1, 2018. Provided the Director of Public Services with information regarding the update and a letter notifying employees of the new update.
- Review and update of current property list for liability insurance, including review with Director of Parks and Recreation and Assistant City Manager. Provided updates to Florida League of Cities as well as upload changes into the FMIT website portal. Emails with Bobby Livingston, FMIT;
- Listened to free HR webinar hosted by Landrum: Sex, Drugs, and HR, (1/2 hr);
- Job posting for Natural Gas Foreman;
- Distribution of Labor Law posters due to new minimum wage change effective January 1st.

Strategic Priorities Update:

Implementation of meeting/agenda management software. The City Clerks' office launched the new agenda software on January 2, 2018. Directors and supervisors attended a video conference with the software facilitator for training on the approval flow process. We are working towards directing residents and other interested parties to subscribing to Council agendas/minutes as well as the various other City Boards. We are also working on the public records module and hope to launch it in the month of February.

Completion of City Hall Renovation. The City Council approved the purchase of 52 new Council Chamber chairs. The chairs were ordered following Council approval. We anticipate delivery of the chairs on February 9th. We are currently finalizing the window treatment options for the Council Chamber.

The Clerks' office continues to work towards updating the mayoral pictures within a display design and updating the kitchen and possible redesign of the Administrative offices.

Public Records Management and destruction of documentation pursuant to Florida's records retention schedules. The City Clerks' office started the next round of document destruction by logging and marking boxes in the storage warehouse and review of records retention schedules. This is an ongoing process that is worked on when time permits.

Create a City Clerks page on the City's website. The City Clerks' office is set to launch the "City Clerks" page along with the launching of the iCompass Public Records Request module. Estimated date is February 1, 2018. Included on the page is a link to make a public records request. This page will allow citizens to submit a public records request electronically. The requestor will receive an automatic response acknowledging receipt of the request. The request will go directly to one email that both City Clerks receive (CityClerks@gulfbreezefl.gov). The purpose of the City Clerks' page is to streamline and prioritize requests as they are received. In addition, this page will provide quick links to our minutes, agendas, code of ordinances, and related websites. The City Clerks' office would not refuse to fulfill any request should the person choose not to use the webpage portal.

Development of a Public Records Management Program/Policy and the destruction of documentation pursuant to Florida's records retention schedules. There is a need to properly document and dispose of records that have met their retention requirements according to the State of Florida records retention schedule. In addition, the City Clerks' office would like to develop a public records management program/policy. This program allows for the efficient, effective, and economical management of the City's public records. A records management program/policy will benefit the City by lowering the risk of litigation, the timely retrieval of records, ensuring compliance, and a better knowledge of the records we have. Online research was done to review other Cities Public Records Managements Policies.

2018

IT DEPARTMENT

JANUARY'S REPORT

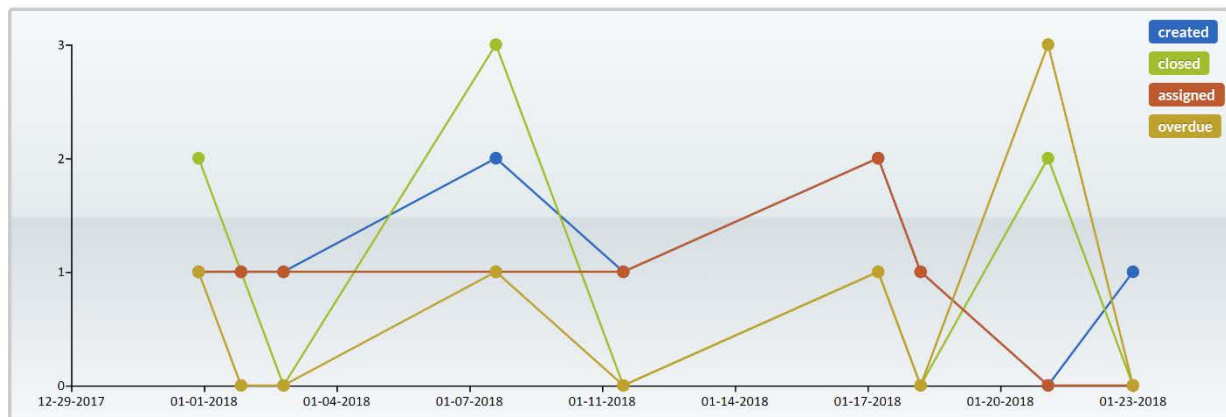
EDGAR MILLER

Monthly Highlights:

IT Trouble Tickets

- Data analytics are low for the month. Staff not properly using ticketing system. Staff has been notified to start using system instead of submitting via email, text, phone calls or in person.
- Users not on ticketing system on city network will be added by IT department starting in February.

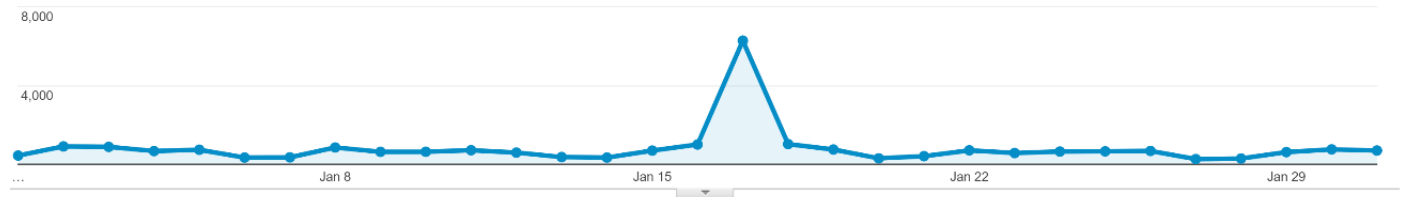
Ticket Activity



City Web Site Analytics

- We saw a 37% spike in website usage from the road and bridge closures compared to last year 2017.
- Below are the google analytics breakdown of users who visit city web site listed by pageviews, age, gender, interests, most visited pages, customer flow interacting with main website and acquisition (how we acquire visitors).

● Pageviews



Users

9,035

New Users

7,042

Sessions

12,664

Number of Sessions per User

1.40

Pageviews

24,759

Pages / Session

1.96

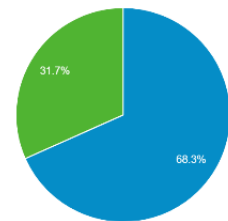
Avg. Session Duration

00:02:28

Bounce Rate

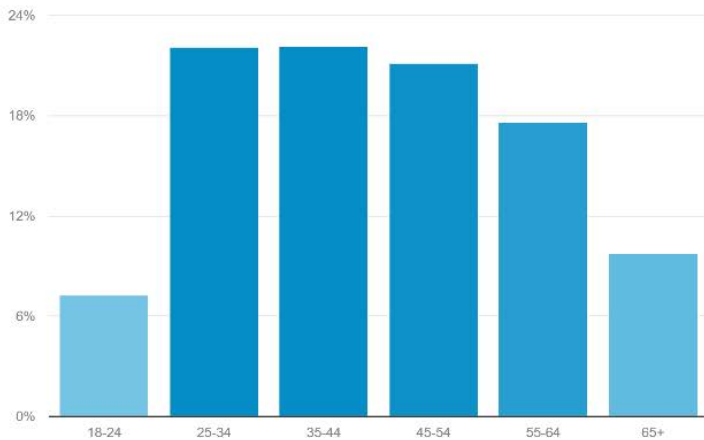
60.83%

■ New Visitor ■ Returning Visitor



Age

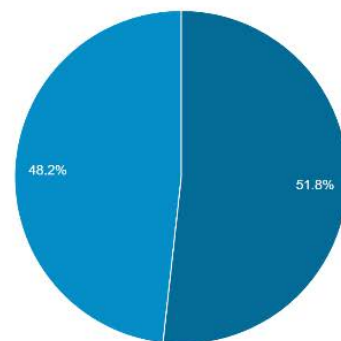
46.02% of total users



Gender

47.12% of total users

■ male ■ female



Interests: Overview

SAVE EXPORT SHARE INTELLIGENCE

All Users
100.00% Users

+ Add Segment

Jan 1, 2018 - Jan 31, 2018

Key Metric: Users

Affinity Category (reach)

51.36% of total users

4.30%	Food & Dining/Cooking Enthusiasts/30 Minute Chefs
3.48%	News & Politics/News Junkies/Entertainment & Celebrity News Junkies
3.45%	Shoppers/Value Shoppers
3.12%	Banking & Finance/Avid Investors
2.92%	Lifestyles & Hobbies/Business Professionals
2.89%	Home & Garden/Do-It-Yourselfers
2.78%	Lifestyles & Hobbies/Pet Lovers
2.77%	Media & Entertainment/TV Lovers
2.57%	Lifestyles & Hobbies/Family-Focused
2.56%	Sports & Fitness/Sports Fans

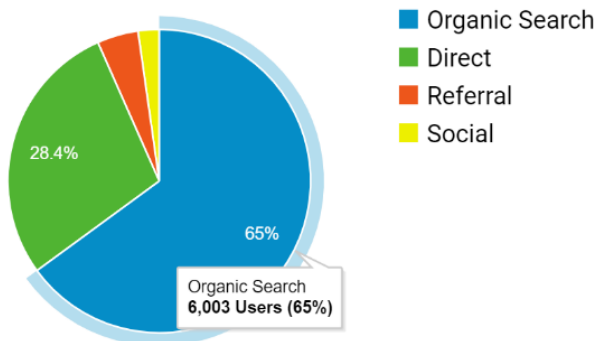
In-Market Segment

45.16% of total users

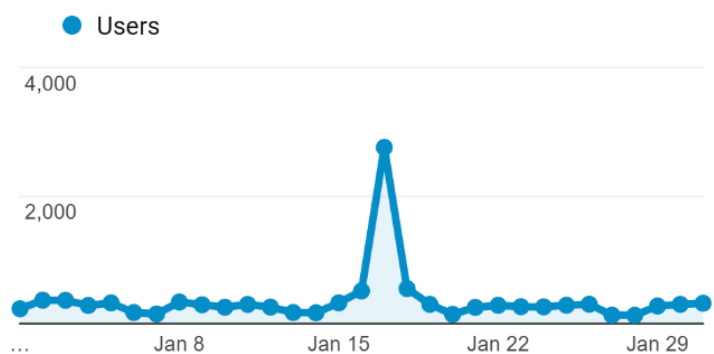
2.88%	Home & Garden/Home Decor
2.84%	Real Estate/Residential Properties/Residential Properties (For Sale)
2.53%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)
2.46%	Travel/Hotels & Accommodations
2.17%	Home & Garden/Home & Garden Services
1.84%	Home & Garden/Home Furnishings
1.80%	Employment
1.79%	Financial Services/Investment Services
1.68%	Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
1.64%	Home & Garden/Home Improvement



Top Channels



Users



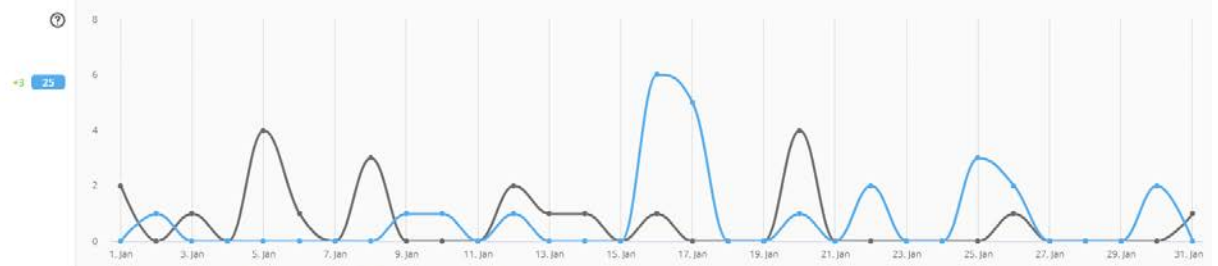
Social Media Analytics:

- We saw positive spikes in all our social media platforms due to posts on ice storm warnings and alerts ranging from Twitter 10%, Facebook 18% and Instagram 46%.
- Respectively listed from main social media accounts are Twitter, Facebook and Instagram.
- Data listed are posts, increase in followers and user engagement for the month of January.

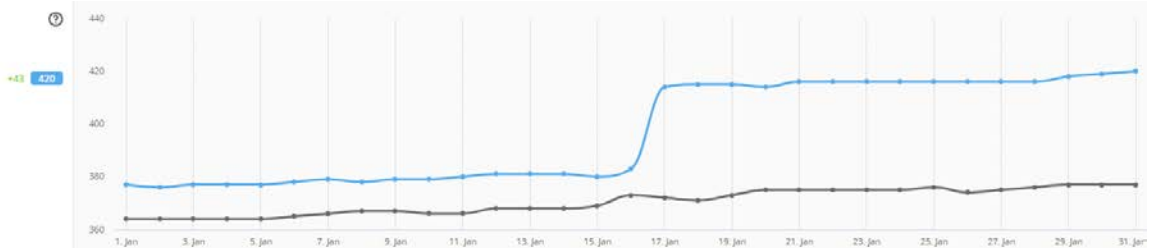
Twitter



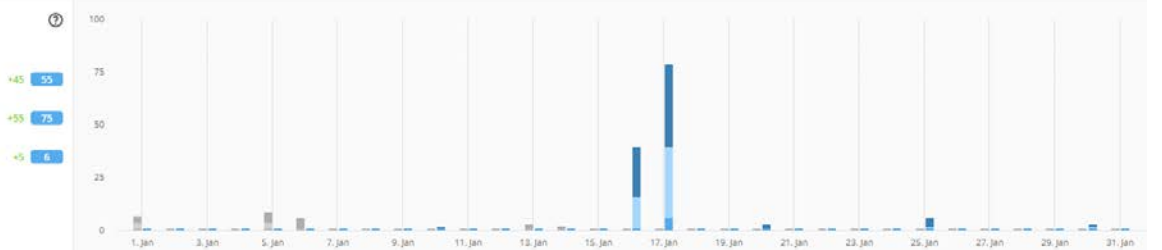
Tweets
25 +3
@GulfBreezeCity



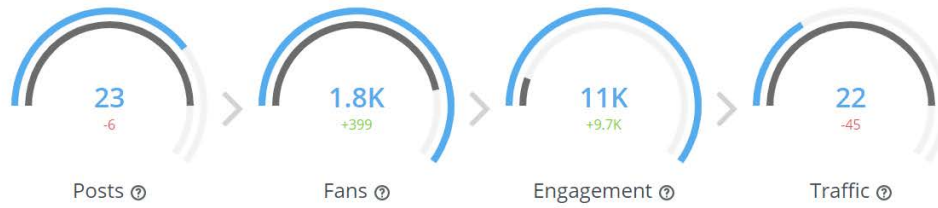
Followers
420 +43
@GulfBreezeCity



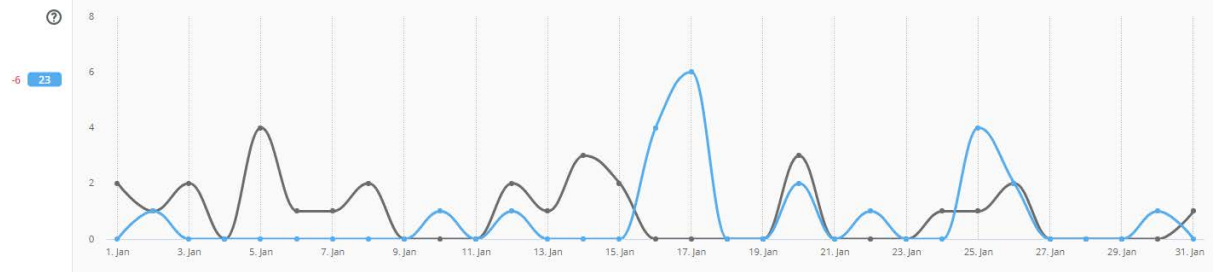
Engagement
136 +105
Retweets
Likes
Replies



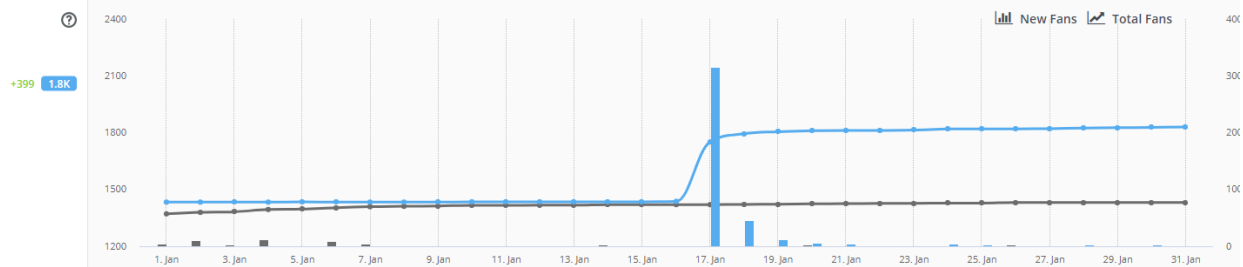
Facebook



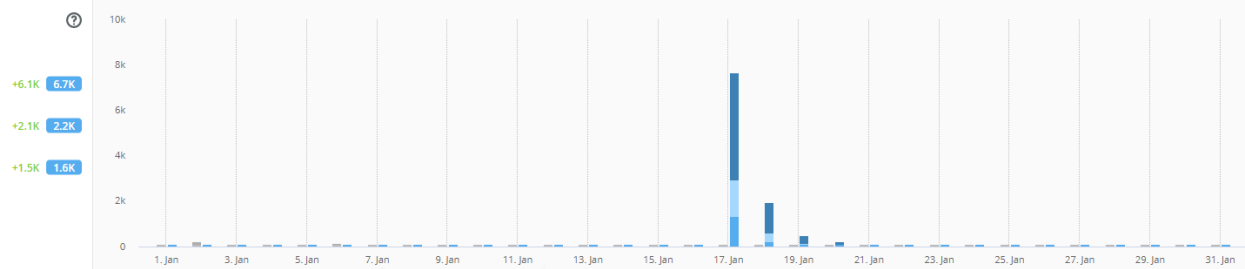
Posts
23 -6
City of Gulf Breeze



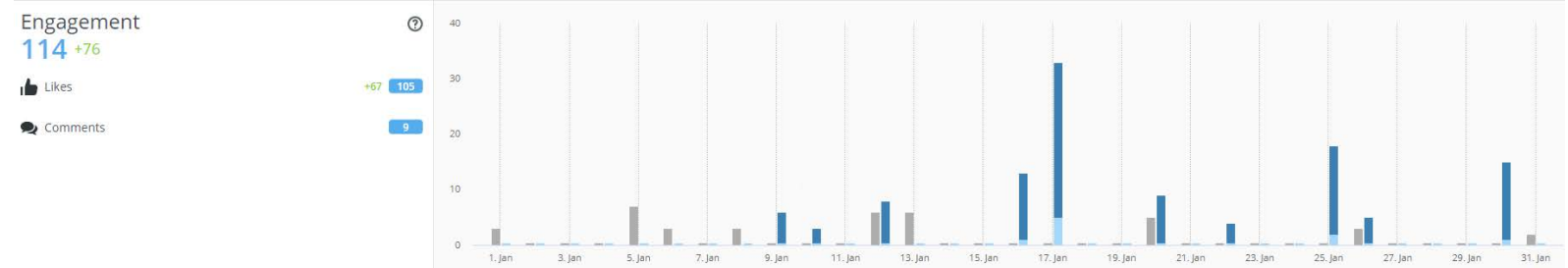
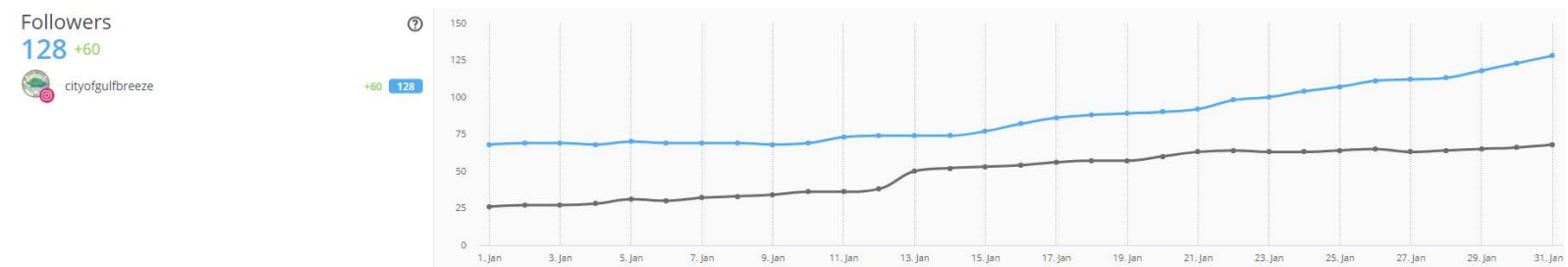
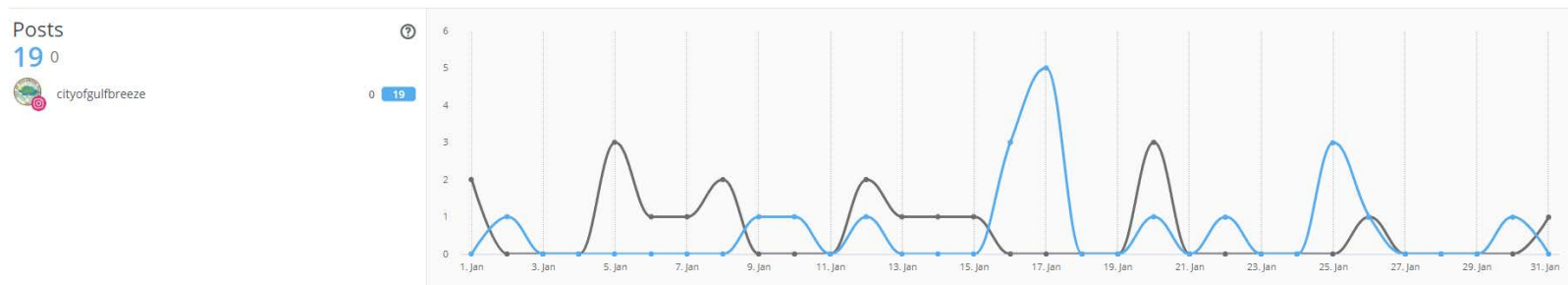
Fans
1.8K +399
City of Gulf Breeze



Engagement
11K +9.7K
Reactions
Comments
Shares



Instagram



Internet Search Usage:

- This data shows worldwide internet search usage for City of Gulf Breeze via google search.
- Respectively listed data fields are **search**, **views** and **interactions**.

How customers search for your business



1 month ▼



Direct

Customers who find your listing searching for your business name or address.



Discovery

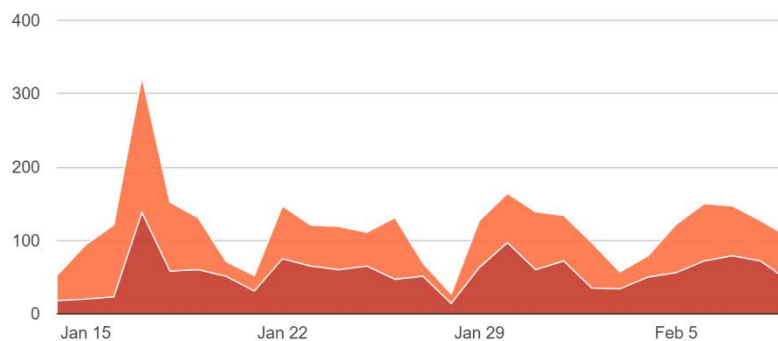
Customers who find your listing searching for a category, product, or service.

Where customers view your business on Google

The Google services that customers use to find your business

1 month ▼

Total views 3.17K



Listing on Search

1.66K



Listing on Maps

1.51K

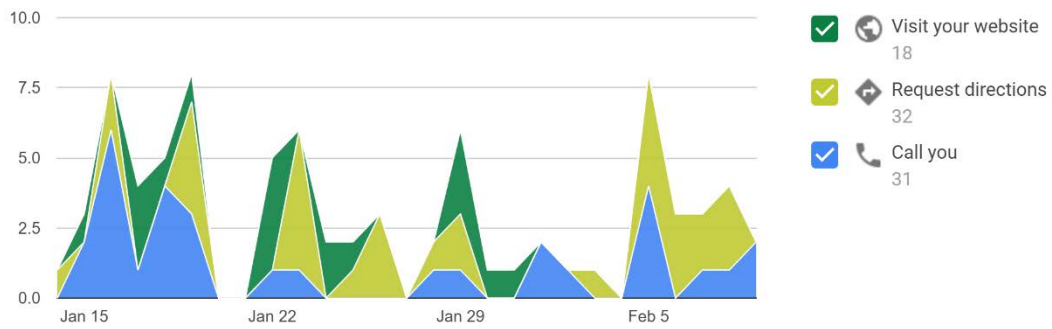
Customer actions

The most common actions that customers take on your listing



1 month ▾

Total actions 81



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2018

Police Department

JANUARY'S REPORT

RICK HAWTHORNE

Monthly Highlights:

Administration

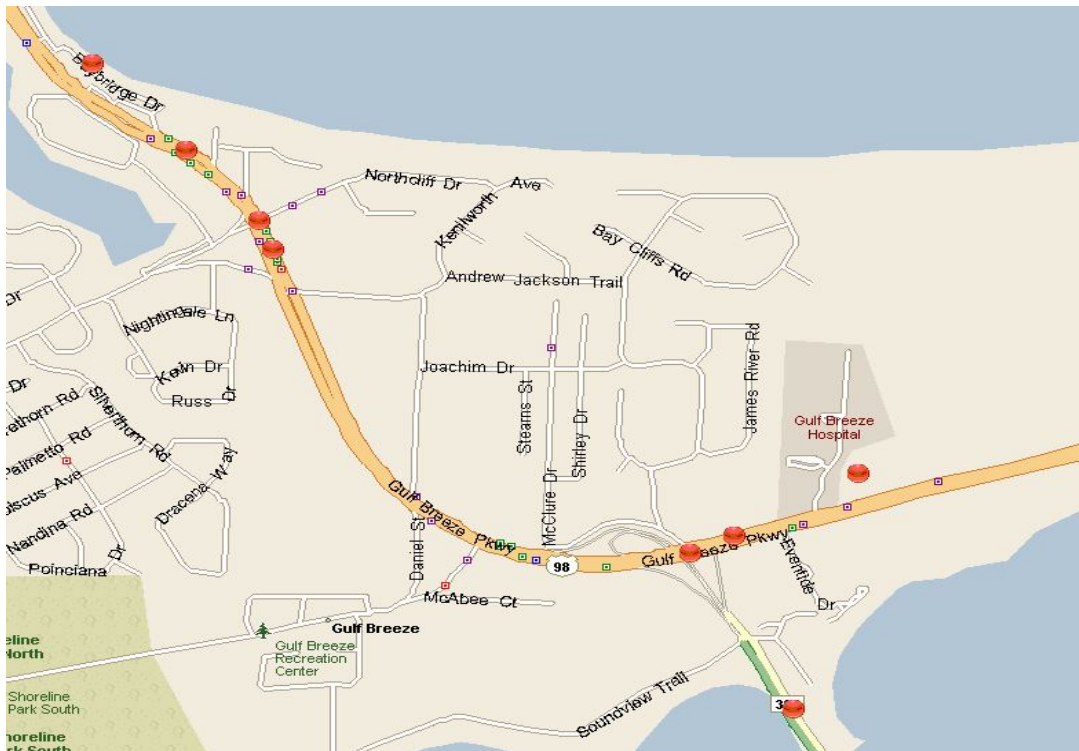
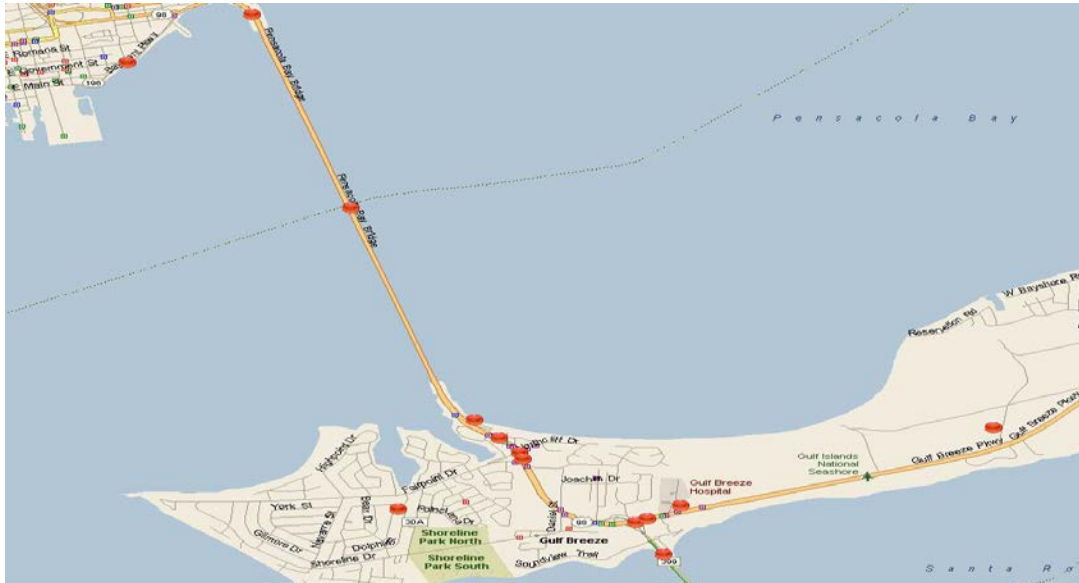
The Police Administration consists of the Chief of Police, Deputy Chief, Administrative Assistant, Records Clerk, Part time Red Light Camera Clerk and I.T.

- Two welcome letters were handed out to new residents by officers
- 39 contacts with Records Clerk that individuals paid for fingerprints, reports etc. (does not include phone calls)
- 240 Red Light Camera contacts made in regards to payments (either mailed in, in person or by phone), this does not include phone calls regarding questions about a Red Light Camera Ticket.
- 931 contacts with individuals at the front window or phone calls needing assistance.
- Attended the Mid-Winter Florida Police Chiefs Conference

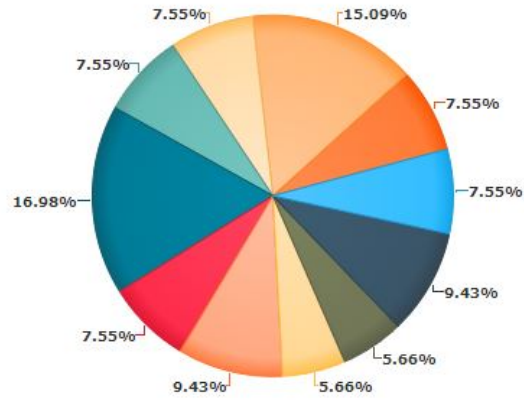
Uniform Patrol

- The Patrol Division is divided into four 12 hour shifts. There are currently 3 Sergeants assigned to Patrol and 8 full time Patrol officers. The Patrol Unit is supplemented by 5 part time officers.

	Days Worked	Reports	Crashes	Traffic Stops	Citations	Arrests	Warrant Affidavit
Total	31	36	26	365	247	12	2
Average Day		1.6	1.2	16.6	11.2	.5	

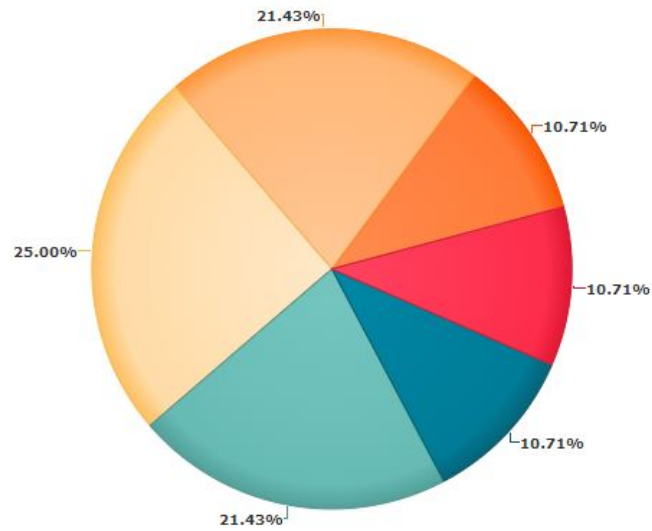


Age of Driver

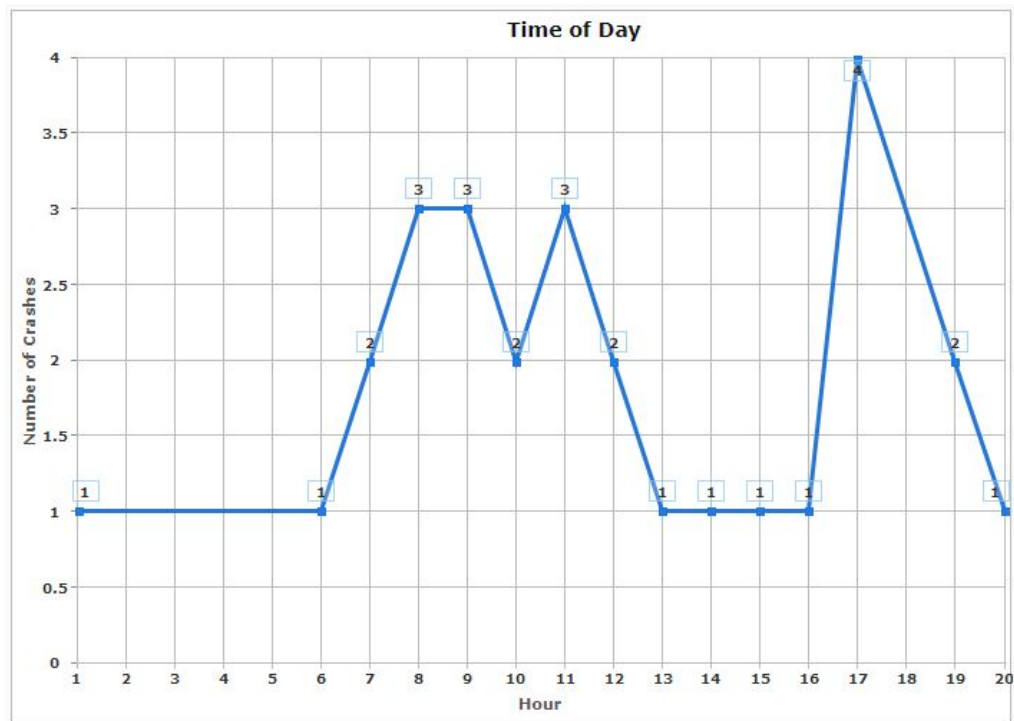
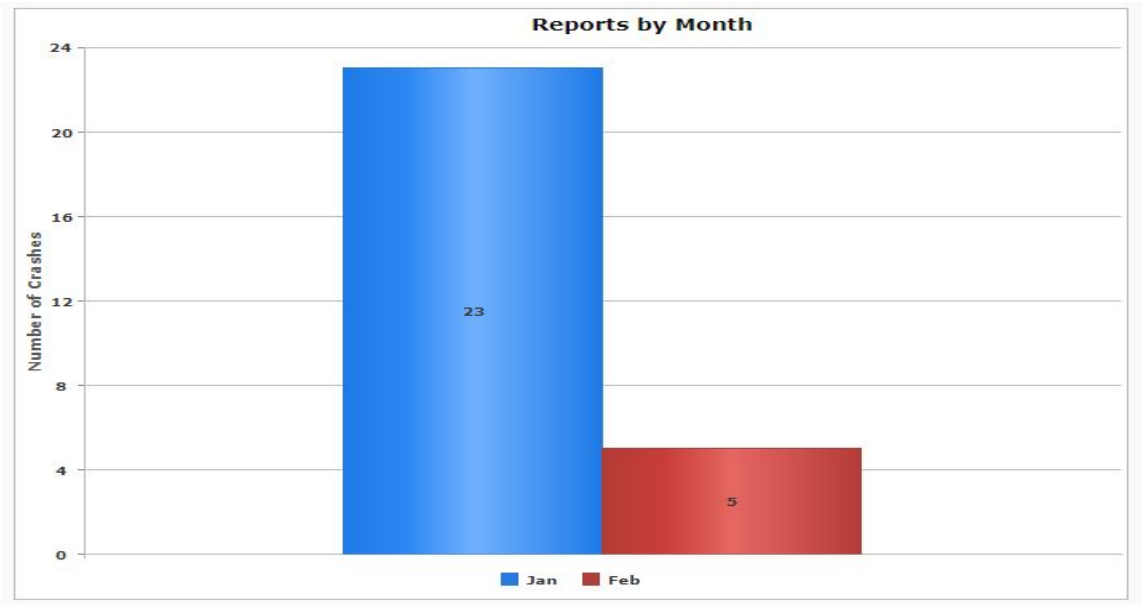


15 - 19 20 - 24 25 - 29 30 - 34 35 - 39 40 - 44 45 - 49 50 - 54 55 - 59 60 - 64 65+

Days of Week



Sunday Monday Tuesday Wednesday Thursday Friday Saturday



Investigations

During the month of January 2018, the Investigation's Division has participated in 2 ICAC search warrants

The Investigation's Division currently has 12 open cases it is actively working.

Our Investigations Division processed into our evidence vault 115 pieces of evidence this month.

Our unit has prepared 4 warrants for judicial review.

Our narcotics assisted with several federal investigations which are ongoing.

Our evidence destruction is tentatively scheduled for the upcoming week.

Communications

The Communications Division of the Gulf Breeze Police Department receives calls for service via 3 incoming phone lines and 2 incoming 911 lines. We also monitor and dispatch over the radio for the Gulf Breeze Police Department, Gulf Breeze Fire Rescue, and the National Park Service Law Enforcement Rangers. In addition, we handle after-hours calls for Gulf Breeze Public Works, South Santa Rosa Utility Service, and the Florida sections of the Gulf Islands National Seashore, National Park (Perdido Key, Fort Pickens, Santa Rosa, and Naval Live Oaks).

In addition to the incoming phone calls, and radio traffic, Dispatchers also make outgoing phone calls to surrounding agencies and jurisdictions to initiate / coordinate out of area response for additional Law Enforcement or Fire / Rescue needs.

Communications Division is staffed by five Full-Time Dispatchers (which includes the Lead Dispatcher) and six Part-Time Dispatchers. There are staggered shifts when possible so that there are 2 Dispatchers at all times (with the exception of every day between the hours of 2:00 am and 10 am, when there is only one Dispatcher) responsible for answering all incoming regular and 911 phone lines, and dispatching the 2 Law Enforcement Agencies, 1 Fire Department, and After Hours calls for City Hall and the National Park Service.

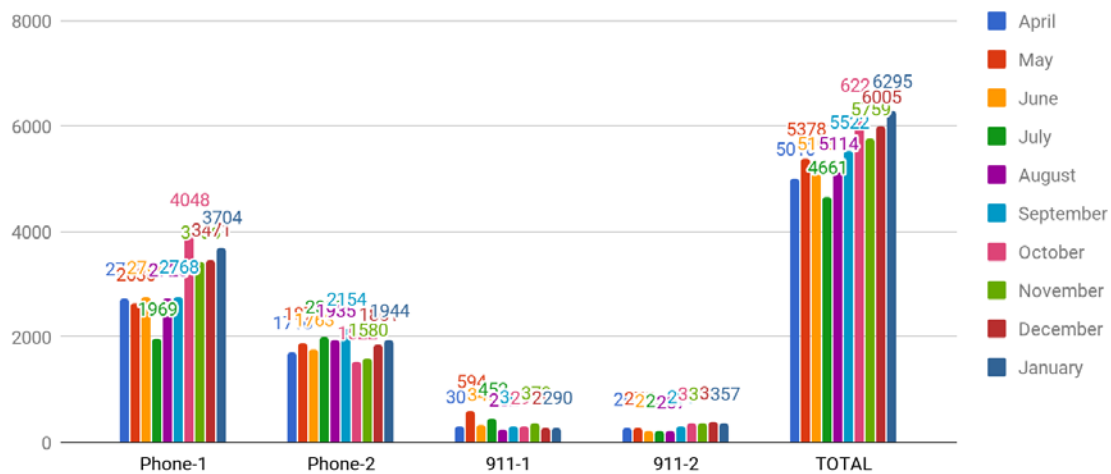
Phone / 911 Calls

During the month of January, 2018, Communications Division recorded a total of 6295 phone calls via normal phone lines, and the 911 lines (4.83% increase from last month).

Nixle:

15,559 subscribers. 659 Increase from December. 124 Messages sent.

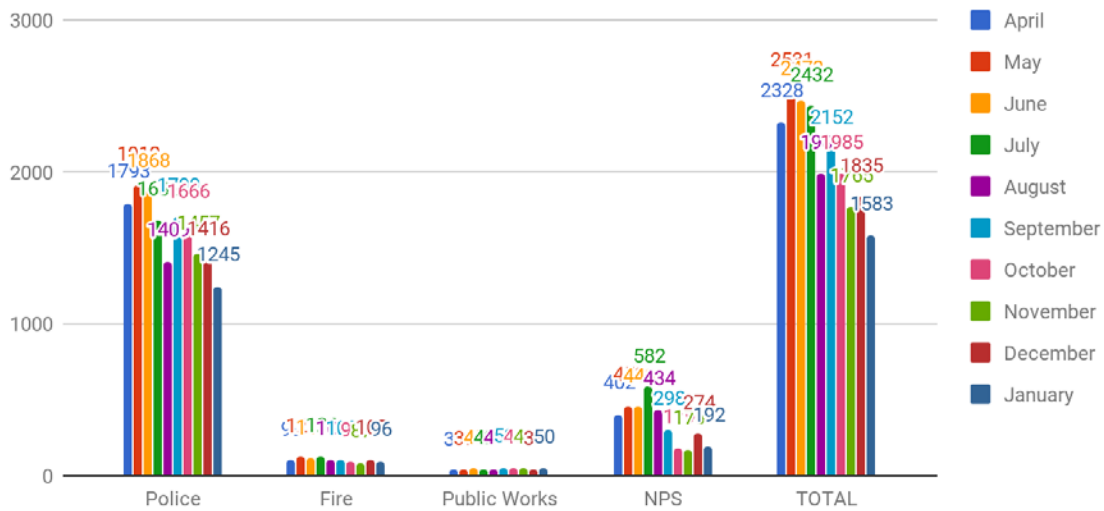
Phone / 911 Calls



Computer Aided Dispatch

Gulf Breeze Communications utilizes a Computer Aided Dispatch tool to track Calls Created by either incoming phone calls from complainants, or self-generated activity by Police or Fire units. During the month of January, 2018, there were a total of 1583 calls generated (13.73% decrease from last month).

CAD Calls Created



VIPS Activity Report

JANUARY 2017

			Miles	Citizen		
Day	Date	VIPS	Driven	Assist	Warnings	Hours
Tue	01-02	Romeo/Spector	47	1	0	4
Thur	01-04	Romeo/Lapier	50	0	0	2
Fri	01-05	Romeo/Jones	67	0	1	3
Mon	01-08	Kiklis/Sembrot	65	1	0	3
Tue	01-09	Romeo/Spector	33	0	0	2
Thur	01-11	Romeo/Lapier	44	0	0	3
Fri	01-12	Romeo/Jones	50	0	0	3
Tue	01-16	Romeo/Spector	53	0	0	3
Fri	01-19	Romeo/Jones	44	0	0	3
Tue	01-22	LaPier/Romeo	35	1	0	4
Tue	01-23	Jones/Spector	26	0	0	3
Thur	01-25	Flowers/Wuest	47	0		3
Fri	01-26	Romeo/ADMIN	0	0		8

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2018

Fire-Rescue

JANUARY'S REPORT

FIRE CHIEF SHANE CARMICHAEL

Monthly Highlights:

January 2018 Incidents

Fire	2	Avg. Incident Response Time – 0:04:11
Rescue and EMS	61	Avg. Turnout per Incident - 6
Hazardous Condition	6	Station Manning – 592.86 man hours
Service Call	3	Busiest Hour – 12:00 hrs.
False Call	5	Busiest Day of Week – Tuesday
<u>Good Intent</u>	<u>22</u>	
TOTAL	99	

Noteworthy Incidents



01/03/18

ROLL-OFF CONSTRUCTION DUMPSTER FIRE – Station 33 responded to a fully involved construction dumpster on Soundview Tr. The fire was contained to object origin.



01/07/18

MUTUAL AID BRUSH FIRE – Engine 33 assisted Escambia County Fire – Rescue with a fast-moving brush fire at Fort Pickens. The fire consumed one vehicle.



01/17/18

ASSISTANCE TO PD – Station 33 assisted Gulf Breeze Police Department with traffic control due to ice storm.

Training

1/2/2018	First Responder - (16 people present)
1/9/2018	First Responder - (17 people present)
1/16/2018	First Responder - (15 people present)
1/23/2018	First Responder - (12 people present)
1/23/2018	General Fire Prevention - (9 people present)
1/30/2018	General Fire Prevention - (11 people present)

Fire Hydrant Maintenance Program

- 20 hydrants painted.
- Met with Public Services about a broken hydrant on Soundview Tr.

Vehicle Maintenance

Engine 33

- None

Ladder 33

- None

Boat 33

- None

Squad 33

- None

Miscellaneous

Staff is continuing to prepare for ISO Review.

Pictures of the Aftermath of the Brush Fire at Fort Pickens



2017 Chamber Awards

Mayor Lane Gilchrist Award: Gulf Breeze Volunteer Fire Department



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2018

Public Services: Water & Sewer/SSRUS

JANUARY'S REPORT

INTERIM DIRECTOR JASON RANDALL

Monthly Highlights:

A total of 3.42 inches of rain fell in January. A deep freeze occurred in January which hindered some activities but caused no disruptions in services. The FDEP WWTF Permit was renewed in January for the current Tiger Point facility until January of 2023.

Wastewater Treatment Facility:

Staff met with Baskerville & Donovan to begin preliminary discussions for the new plant design. Staff made improvements to the storm drainage system along the eastern side of the East Course #9 Fairway that helps direct storm water runoff away from the homes on Green Vista Lane. The West Course Drainage Improvement Project was approved by SSRUS Board and City Council and the site prep is underway.

Water Distribution & Sewer Collection:

The new water main is in service for the Pensacola Bay Bridge Water Main relocation project. The contractor completed work on January 31, 2018. Staff have identified and repaired several sources of inflow and infiltration (I&I) in the collection system through smoke testing and camera inspections. These activities are high priority for this year to reduce I&I into the collection system by at least 25%.

Operator Certifications:

Cody Foster, Dillon Tyree, Will Berkley, Alan Durnil and Charlie Laveck are working on their Water Distribution III coursework and Jeremy Norris, Steve Mowery and Keenan Elder are working on their Water Plant Operator Certification course. Steve Mowery completed his Distribution course work and passed his state test. The application for license is submitted to FDEP.

Statistics/Performance Data:

Potable Water Pumped:	54.581	million gallons
City	29.566	million gallons
SSRUS	25.015	million gallons

Water Main/Service Repairs:

City:	0/7
SSRUS:	1/15

Work Orders

Total Completed:	3,222
City Completed:	57
SSRUS Complete:	265

Wastewater Treated:	48.049	million gallons
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Taps:

City Water / Sewer:	0/0
SSRUS Water/ Sewer:	2/1

Locates Completed:

City:	37
SSRUS:	304

Disconnects:

City:	29
SSRUS:	98

After Hour Calls:	24
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Strategic Priorities Update:

1. **Operator Training Program:** Staff will be completing a revised operator training program to develop and retain the required certifications for operating the water, collection and treatment systems. The plan will include revised job descriptions to reflect relevant certification requirements for the various tasks in the field and regulatory requirements and provide the pathway for employees to progress from Service Worker Trainee to Service Worker I, II, Senior and Foreman.

Ron Davis, the current Water Plant Foreman entered the Florida State Retirement DROP program December 1st. An operator has been selected, who will work with Ron to move into the Foreman position after Ron retires in the next 5 years.

2. **Reclaimed Irrigation Supply Plan:** Staff is developing a reclaimed master plan of future reclaimed irrigation in conjunction with potential new developments. Completion expected in March of 2018.

Ten-Year Capital Improvement Plan Update:

The following items are in progress or have been completed in fiscal year 2018:

	Allocated Funds	Status
Vehicles	\$120,000	Bids Received
Fire Hydrant Upgrades	\$100,000	0%
Portable Pump	\$40,000	Bids Received
Water Main Upgrades	\$175,000	Bids Received
Water Plant Improvements	\$50,000	0%
Lift Station Rehabilitation	\$255,000	0%
I&I/Main Replacement	\$190,000	5%
<i>FY2017 CARRYOVER</i>		
<i>Water/Sewer Machinery & Equipment</i>	\$145,000	75%
<i>Sewer Main Rehabilitation</i>	\$150,000	5%

2018

Public Services: Streets/Stormwater

JANUARY'S REPORT

INTERIM DIRECTOR JASON RANDALL

Monthly Highlights:

Staff and the inmate crew completed the routine activities of drainage and pump station inspections, roadway and right of way maintenance. Inmates continued with tree trimming throughout the City as well as roadway asphalt repairs. Staff has begun the annual inspections of private stormwater ponds and the City owned storm drains. The City experienced several days of freezing conditions, one resulting in an “Ice Day”. Staff patrolled the streets to monitor for ice along road ways and sidewalk.

Statistics/Performance Data:

Streets

Signs Replaced/Installed	9
Sidewalk Repaired/Replaced (feet)	0
Inmate Hours	70

Stormwater

Rainfall for the month (inches)	3.07
Pump station kwh	903
Basins Cleaned	47
Pipe Inspected	0

NPDES Permit Activities

Private Drainage System Inspections	27
Construction Site Inspections	2
Educational Outreach Activities	0
Illicit Discharge Inspections	620

Strategic Priorities Update:

1. **Signage Evaluation/replacement Program:** Staff developed a program for evaluating and replacing the street signage in the City. Implementation began in 2015 with an initial inspection and evaluation of each sign in the City and separating the City into 5 sections. A total of 709 sign locations were identified and those that did not meet requirements outlined in the Manual for Uniform Traffic Control Devices (MUTCD) were repaired or replaced. Staff performs annual inspections focusing on one section per year. Signs that do not meet the MUTCD standards are repaired or replaced. When staff see signs in the field in the normal course of their workday that are out of compliance, a work order is created to address the issue. In addition, customers call in from time to time reporting of missing or broken signs and staff make the repairs or replacements accordingly. A total of 296 signs have been replaced since the plan began. Staff completed the

annual inspection on Section 1 in 2017 and are working on Section 2 this year. Staff has developed a 5 year plan for evaluating and replacing the street signage in the City.

- 2. Stormwater System Video Inspection:** Staff is developing a program to inspect with a video record all stormwater pipes in the City every 5 years. The program will be bid in 2018 with work to begin in F/Y 2019.

Ten-Year Capital Improvement Plan Update:

The following items are in progress or have been completed in fiscal year 2017:

	Allocated	Complete
2018 Resurfacing	\$555,000	0%
Bear Drive Drainage	\$320,000	0%

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2018

Public Services: Natural Gas

JANUARY'S REPORT

INTERIM DIRECTOR JASON RANDALL

Monthly Highlights:

Routine monthly reports of charts stations and odorant reports were completed. Okaloosa Gas performed our annual regulator inspection. Staff monitored and adjusted system pressures following the inspection. Work has begun for the preparation of the annual reporting.

Staff experienced low pressure issues on the system during the December and January cold fronts. Investigations determined the increase growth and extreme cold weather created the greater than normal pressure drops. In the interim, the supply from the City of Pensacola pressure was increased to compensate for demand while maintaining the current operating pressure of 32 psi.

Statistics/Performance Data:

Locates Received/Performed	411
Service Orders	257
After Hour Calls	12
Natural Gas Customers Services	14
Main Extensions	1

Strategic Priorities Update:

- 1. Supply Master Plan:** Staff is reviewing current purchase agreements and suppliers as well as develop any opportunity to purchase all or a percentage of gas supply at a lower cost (Henry Hub versus WCOG). The first formal draft is expecting April 2018, however, this will be reviewed annually after this point.

Ten-Year Capital Improvement Plan Update:

The following items are in progress or have been completed in fiscal year 2018:

	Allocated	Complete
Machinery & Equipment	\$30,000	0%
Vehicle Purchase	\$132,000	0%
Building Repairs	\$30,000	0%
CNG Fueling Expansion (FY17)	\$60,000	2%
Sabine Crossing (FY17)	\$70,000	15%

2018

Community Services

JANUARY'S REPORT

SHANE CARMICHAEL, DIRECTOR

Monthly Highlights

NEW PERMITS

ACCESSORY STRUCTURE	2
ADDITION	5
FENCE	8
POOL	2
PORTABLE STORAGE UNIT	2
PZ VERIFICATION	11
NEW SINGLE-FAMILY RESIDENCE	2
SIGN	1
TREE REMOVAL	4
TOTAL	37

PERMIT INSPECTIONS

PERMITS WORKED	150
SITE INSPECTIONS	90
FAILED INSPECTIONS	0
PERMITS CLOSED (FINALED)	41
PERMITS EXPIRED	1

NEW CODE ENFORCEMENT CASES

ANIMAL CONTROL VIOLATION	1
PARKING PROHIBITED	2
PERMIT REQUIRED	5
PSU VIOLATION	1
PUBLIC NUISANCES	6
SOLICITATION W/O PERMIT	1
WEEDS/GRASSES	1
ZONING VIOLATION	1
TOTAL	18

TRANSFER STATION

CUSTOMERS	324
DEBRIS VOLUME	510 CY
SCRAP METAL VOLUME	30 CY
VEGETATIVE DEBRIS VOLUME	45 CY
APPLIANCES	8
SCRAP TRAILER REVENUE	\$0
NO CHARGE LOADS (GOV.)	19
TOTAL REVENUE	\$6,739

BUSINESS TAX RECEIPTS

NEW

T.C. Real Estate - 314 Valencia Street

1 NEW BUSINESS	\$50.00
2 RENEWED BUSINESS	\$112.50
TOTAL	\$162.50

DEVELOPMENT ACTIVITY

DEVELOPMENT REVIEW BOARD (DRB)

- » No Cases
- » Two application packets were received and processed for the February meeting.

ARCHITECTURAL REVIEW BOARD (ARB)

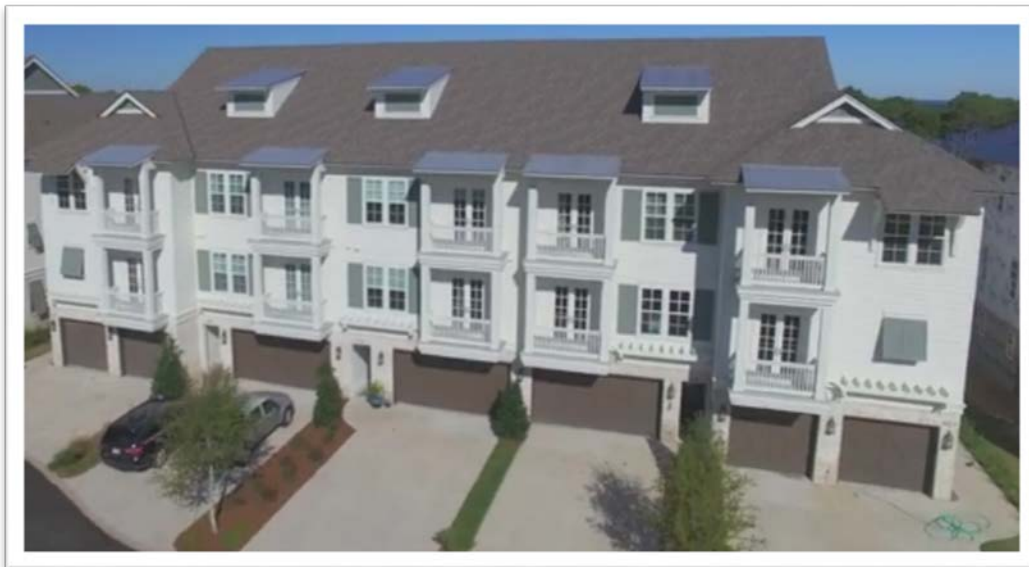
- » No Cases

BOARD OF ADJUSTMENT (BOA)

- » No Cases

OTHER NOTEWORTHY DEVELOPMENT ITEMS

- » The Director prepared a memorandum for the City Council to consider the conceptual approval of a small townhouse complex at the northwest corner of Soundview Tr. and Pensacola Beach Rd. The project requires the property be rezoned from C1 to TH.



CRA ACTIVITY

UNDERGROUNDING UTILITIES – FEASIBILITY STUDY

- Conducted project kickoff meeting with Dewberry and starting preparing a preliminary project schedule.

DANIEL / JOACHIM STREETSCAPING PROJECT

- Department staff presented the Daniel & Joachim Street Scape plan to the Gulf Breeze Presbyterian Church.
- The Neighborhood Services Coordinator worked with Gulf Power to finalize the lighting layout for the Daniel & Joachim Streetscape plan.
- Presented the Daniel & Joachim Streetscape Plan to City Council.

CRA RENEWAL

- Department staff continued to work with VHB to review and finalize the CRA plan update.
- The Director, Neighborhood Services Coordinator and the City Manager presented the CRA Plan Update and Extension to the Santa Rosa County Board of County Commissioners.

WAYFINDING SIGNS (NEW)

- Completed the concept design and met with George Markham & Sons Signs regarding sign construction and possible placement locations along Shoreline Dr. and Daniel Dr

FAIRPOINT GATEWAY

- Department staff conducted a meeting with GBUMC to create a conceptual design for a proposed gateway landscape beautification project on Fairpoint Dr. The goal would be to replace the gravel with an improved surface and add landscaping. GBUMC has offered to partially fund some improvements.

SPECIAL PROJECTS:

98/399 LANDSCAPING PROJECT

- The Neighborhood Services Coordinator completed an irrigation test and progress walkthrough with East Bay Landscaping and WAS.
- The Neighborhood Services Coordinator processed “Change Order #3.”
- Department staff worked with WAS and East Bay Landscaping to develop a schedule to bring the project to 100% completion by May.

MULTI-USE PATH

- Department staff worked with Dewberry to complete the ADA inspections and prepare a draft report for the ADA Transition Plan.

MISCELLANEOUS:

The Director and the Police Chief facilitated a meeting between Santa Rosa County Animal Services and a local resident about an ongoing animal control complaint in the Casablanca subdivision. A PSA for dog owners will be developed.

Department staff participated in weekly planning meetings for the 2018 Spring Fest.

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2018

Finance

JANUARY'S REPORT

JEANNE GRIFFIN, DIRECTOR

Monthly Highlights:

The fundamental goals of internal services, accounting, finance and utility billing are to provide accurate, timely, responsive information to customers, department, Council, citizens and government agencies cost efficiently.

The continued focus of the newly hired Director of Finance, has been the reconciliation of the City books, as monthly closings did not occur during the fiscal year ending September 30, 2017. The Senior Accountant and the new Director of Finance have continued to work long hours to complete the close-out process to prepare the necessary audit related schedules. The Director took a break from the audit work, to work on the FY2018 financial records; this was necessary to produce financial statements for the first quarter. In the case of Tiger Point/Troon, the trial balance received was not correct at 9/30/2017, so the current year activity has not yet been recorded. Before the 9/30/2017 audit work can be completed, and the current year activity recorded, revised bank reconciliations will be forth-coming from Troon.

There is a great deal of work remaining to prepare the first draft of the 2017 Comprehensive Annual Financial Report (CAFR). All necessary auditing adjustments and accruals must be completed by the second week in February. At that point, the Letter of Transmittal, Management Discussion and Analysis (MD&A), Notes to the Financial Statements and the Statistical Sections will need to be prepared.

The utility department continues to work on procedural guidelines and instructions. The newly hired Utility Billing Supervisor, is also working on follow-up for customers who have received their final bill, as this group comprises most of delinquent accounts. The supervisor is making phone calls to customers to secure proper forwarding addresses.

Calls Handled:	2116	Prior Month:	2622
Customers at Window	705		953
Customers at risk of cutoff on prior Friday for late payments	510		249
Customers contacted/alerted by phone, text or voicemail	510		364
Customers actually subject to cutoff	131		95

2018

Parks & Recreation

JANUARY'S REPORT

RON PULLEY, DIRECTOR

Monthly Highlights:

ARBOR DAY CEREMONY:

The City of Gulf Breeze, along with the Driftwood Garden Club, held a beautiful ceremony on Friday, January 19th celebrating Arbor Day. A tree was planted to commemorate the memory of Dot Morgan for her hard work and dedication within the community. A new picnic table was presented as a donation along with three Tulip Poplar trees contributing to the ground-breaking ceremony of the Sunset Park Splash Pad. There were 42 people in attendance to witness this special event. Additionally, parks staff helped coordinate plantings from Gulf Breeze Rotary, including trees planted at Tiger Point golf course to restore sediment control from Ivan-destroyed trees.



Tree Planted on Arbor Day 2018: Tulip Proper

Statistics/ Performance Data:

After School Program: The After- School Program mission is to provide a comprehensive after-school program for middle school children in our community. This program meets Monday – Friday from 1:30 – 5:30 p.m. and is FREE of charge and is supervised by paid staff that offer a variety of activities in a safe and supervised atmosphere. The Coordinator is Sydney DePalma and can be reached at (850) 934-4150.

Week	Date	Monday	Tuesday	Wednesday	Thursday	Friday	Total
1	Jan 2- 5	0	0	0	0	0	0
2	Jan 8 - 12	93	98	92	94	149	526
3	Jan 15 - 19	0	95	0	92	170	357
4	Jan 22-26	63	121	81	108	141	514
5	Jan 29 - 31	97	106	101	TOTAL	PARTICIPANTS	304
					TOTAL		1,701



The ASP Kids Planted 10 Trees at Shoreline South. Trees donated by Rotary Club in Honor of Arbor Day.

Men's Open Basketball: Morning 6:00 a.m. -7:30 a.m. This group is made up of men ages 18 and up that meet on Monday, Wednesday, and Friday mornings. Approximately 40 Men participate in this program three days a week.

Note: JB Spencer has a key to the building and opens the building for the players on Monday, Wednesday & Friday mornings from 6:30 a.m. – 8:00 a.m. This class does not have a fee structure.

Week	Dates	Monday	Wednesday	Friday	Total
1	Jan 1 - 5	0	40	28	68
2	Jan 8 - 12	30	44	48	122
3	Jan 15 - 19	25	35	42	102
4	Jan 22 - 26	25	45	40	110
5	Jan 29 - 31	30	25	-	55
				TOTAL	457

Bridge/Ladies Bridge: (Morning 9:00 a.m. – 2:00 p.m.) The Bridge Program is offered in the Clay Ford Room every Monday, Wednesday and Friday. The Participants Are Charged \$1.00 per class. The Bridge Director is Sid Hite (850) 934-4571

Week	Date	Monday	Wednesday (Ladies)	Friday	Total	Revenues
1	Jan 1- 5	0	0	28	28	\$ 28.00
2	Jan 8 - 12	20	8	32	68	\$ 68.00
3	Jan 15 - 19	16	0	28	44	\$ 44.00
4	Jan 22 - 26	20	0	26	46	\$ 46.00
5	Jan 29 - 31	20		0	20	\$ 20.00
				TOTAL	206	
				TOTAL	REVENUE	\$ 206.00

Adult Pickle Ball: The Adult Pickle Ball League is designed for adults age 18 and over to enjoy three to four nights per week in a friendly match of pickle ball. This program meets on Saturday Evenings, Sunday Afternoon and Wednesday mornings. (Thursday evenings beginning on March 1 – August 31) Participants can either pay \$75.00 per year or \$3.00 per class until they reach \$75.

	Dates	Wednesday	Thursday	Saturdays	Sundays	TOTAL	Revenues
1	Jan 1 - 5	28 / \$ 841.00	0	16 / \$ 261.00	30 / \$ 285.00	74	\$ 1387.00
2	Jan 8 - 12	27 / \$ 210.00	0	24 / \$ 111.00	22 / \$ 81.00	73	\$ 402.00
3	Jan 15 - 19	14 / \$ 75.00	0	25 / \$ 162.00	33 / \$ 60.00	72	\$ 297.00
4	Jan 22 – 26	26 / \$84.00	0	14 / \$ 21.00	32 / \$ 99.00	72	\$ 204.00
5	Jan 29 - 31	25/\$ 60.00	0	0	0	25	\$ 60.00
					Total		\$ 2,350.00

Vending Machine: The Vending Machine is located in the main lobby and is stocked and operated by the Recreation Center Staff. All proceeds are collected and deposited once a week as a fund-raising effort for programs and Supplies.

	Dates	Mon	Tues	Wed	Thurs	Friday		TOTAL
1	Jan 1 – 5					\$ 130.00		\$ 130.00
2	Jan 8 – 12			\$ 120.00		\$ 120.00		\$ 240.00
3	Jan 15 – 19					\$ 50.00		\$ 50.00
4	Jan 22 – 26	\$180				\$ 112.00		\$ 292.00
	Jan 29 – 31		\$ 395.00	\$ 196.00			TOTAL	\$ 1,083.00

Community center meetings:

Group	Date	Room	Event	Part #	Total
Sharks Practice	January 2	Gym B	Practice	16	16
Senior Luncheon	January 11	Clay Ford	Lunch and Bingo	23	23
Lacrosse Meeting	January 12	Room 101	Meeting with Staff	5	5
Will Do	January 18	Clay Ford	Meeting	6	6
				TOTAL	50

Community center rentals:

Renter	Date	Room	Event	Cost/Hr	Total
Kimberly Turk	1/01/17	Room 101	HOA Board	\$ 50.00 x 1.5 =25	\$ 100.00
Santa Rosa HOA	1/4/18	Room 101	HOA Board		\$ 100.00
Michelle Boyd	1/4/18	Room 101			\$ 125.00
Cathy Breau	1/4/18	Room 209	Meeting		\$ 50.00
Life Church	1/6/18	Th,209, Gym	`Church	\$ 350.00	\$ 350.00
Home Schooler's	1/8/18	Room 101	Writing workshop	\$ 50.00	\$ 100.00
Stephanie Hester	1/10/18	Room 101	Birthday Party		\$ 125.00
Freemen	1/12/18	Theatre	Retirement Party	\$ 50.00 (275.00)	\$ 50.00
Life Vantage	1/13/18	Room 209	Life Vantage	`	\$ 125.00
Life Church	1/14/18	Th,209, Gym	Church	\$ 350.00	\$ 350.00
Life Church	1/21/18	Th,209, Gym	Church	\$ 350.00	\$ 350.00
Jenna Coughlin	1/22/18	Theatre 7/21	Party	\$ 50.00	\$ 50.00
Holly Hugget	1/23/18	Room 101	Balance	\$ 50.00	\$ 50.00
Valerie Marganso	1/29/18	Theatre	Deposit	\$ 50.00	\$ 50.00
Dannon Byrd	1/29/18	Th/Kitchen	Total	\$ 262.50	\$ 262.50
Life Church	1/28/18	Th, Kitchen	Church	\$ 350.00	\$ 350.00
				TOTAL	\$ 2, 307.50

Jazzercise: Meets 9 Times per week. These classes are instructed by Jane Smith. 850-525-2545. This group pays 20% of all participation fees to the center. The following is a class time schedule with numbers:

M & W & F 8:30 a.m. Saturday's 8:00 a.m. & 9:00 a.m.

M & T & TH 6:00 p.m. Sunday's 4:30 p.m.

Date	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Jan 1-5	0	20	23	9	29	21	5	107
Jan 8-12	37	19	30	21	21	24	5	157
Jan 15 – 19	39	16	0	30	23	23	10	141
Jan 22 – 26	29	18	27	22	30	9	14	149
Jan 29 – 31	23	14	17	-	-	-	-	54
							TOTAL	608
						TOTAL	REVENUE	\$ 451.40



2018 Jazzercise Instructors

Open Gym: Open Gym is held every Sunday (when available) from 2:00 p.m. – 5:00 p. with a \$2.00 Non-Resident Fee. Individuals that come to play pick- up basketball games must be 16 years of age or older and present a valid picture I.D. and \$2.00 to participate.

Saturday/Sunday	Participation #	Revenue
January 6 & 7	39	\$ 24.00
January 13 & 14	66	\$ 8.00
January 20 & 21	40	\$ 0.00
January 27 & 28	28	\$ 6.00
TOTAL	173	\$ 46.00

Pilates: These classes are instructed by Ashley Kiegle and is a 1 Hour Mat class that focuses on core strength, posture, flexibility and toning. Drop in rate is \$10.00 per class or \$50.00 per month. (8) classes. This class meets every Tuesday and Thursday from 8:00 a.m. – 9:00 a.m. in Room 209.

Note: Most participants will pay the 3- month package at \$120.00 for all 3 months.

		Tuesday	Thursday	Total Participants	Total Revenue
1	Jan 1 – 5	9	9	18	
2	Jan 8 – 12	9	9	18	
3	Jan 15 – 19	11	7	18	
4	Jan 22 – 26	6	4	10	
5	Jan 29 = 31	8	-	8	
				72	\$ 88.00

Kangoo Jumps: This class is instructed by Barbara Kiel and is designed to utilize specialized boots to incorporate fitness and enhance safe jogging, running, enhance heart health and reduce mental stress. This class meets every Tuesday and Thursday from 9:30 a.m. – 10:00 a.m.

The cost is \$15.00 per class and a \$10.00 boot rental (Boots cost \$250.00)

Week	Date	Tuesday	Thursday's	Total	Revenues
1	Jan 1 – 5	1	1	2	
2	Jan 8 – 12	0	0	0	
3	Jan 15 – 19	0	0	0	
4	Jan 22 – 26	1	1	2	
5	Jan 29 -31		TOTAL	4	\$ 7.80

4ShoreFit: This is a four-week fitness boot camp using indoor and outdoor activities focusing on strength and conditioning. The Instructor is Erin Zeigler (850) 501-0552

Week	Date	Monday	Tuesday	Wednesday	Thursday	Friday	Total
1	Jan 1 – 5	0	32	15	15	18	80
2	Jan 8 – 12	37	34	10	9	27	117
3	Jan 15 – 19	42	33	0	49	0	124
4	Jan 22 – 26	29	24	31	23	14	121
5	Jan 29 – 31	25	18	35	-	-	78
						TOTAL	520
					TOTAL	REVENUE	\$ 1,681.80

Yoga: This class offered by Alicia Tappan meets every Monday and Wednesday from 9:00 A.M. – 10:00 A.M. in Room 101. The drop-in fee is \$10.00 and \$85.00 for 10 classes.

Week	Dates	Monday	Wednesday	Total
1	Jan 1 – 5	0	2	2
2	Jan 6 – 12	0	0	0
3	Jan 15-19	2	0	2
4	Jan 22 – 26	0	0	0
5	Jan 29 – 31	1	0	1
			TOTAL PARTICIPANTS	5
			TOTAL REVENUE	\$ 5.00

Dance Classes: This is a new Dance Class that is being offered at the Recreation Center for six weeks. The first series of classes feature the East Coast Swing and Cha Cha. Classes began on January 11, 2018 and will continue through February 16, 2018. They meet every Thursday Night from 6: 30 p.m. – 8:00 p.m.

Week	Dates	Thursday	Total
1	January 11	30	30
2	January 18	30	30
3	January 25	43	43
		TOTAL	103
		TOTAL REVENUE	\$ 368.00

Senior Fit: Meets T & Th 9:00 – 10:00 a.m. This class is specifically designed to meet the needs of senior adults, age 50 and older with an emphasis placed on stretching, low impact aerobics, muscle strengthening and toning with resistance. Instructor: Jane Smith.

Week	Date	Tuesday	Thursday	Total
1	Jan 1 – 5	9	12	21
2	Jan 8 – 12	15	13	28
3	Jan 15 – 19	17	11	28
4	Jan 22 – 26	19	17	36
5	Jan 29 – 31	18	0	18
			TOTAL	131

Senior Luncheon & Bingo: This program meets the second Thursday of every month in the Clay Ford room for Senior Citizens to eat a nice catered lunch and participate in a book swap and a few games of Bingo. The program is free of charge to all citizens 55 and over. The Total number of participants during the January Meeting was 24.

Zumba Gold: Meets M, W, F. This class is designed for senior citizens (55 Over) to participate in a fun and safe upbeat aerobics class. Instruction: Regina Ewing (850) 554-6639.

Week	Dates	Monday	Wednesday	Friday	Total
1	January 1 – 5	14	5	17	36
2	January 8 – 12	15	0	18	33
3	January 15 – 19	15	0	16	31
4	January 22 – 26	17	3	28	48
5	January 29 – 31	14	0	-	14
				TOTAL	162
			TOTAL	REVENUE	\$ 107.00

PARKS DIVISION:

Shoreline South – Picnic Gazebo

Renter	Rental Date	Event-Date	Event	Resident Fee	Non-Resident	Total
Maryann Rouden	1/2/18	6/16/18	Family Reunion		X	\$ 70.00
Sherman Powell	1/4/18	6/2/18	Family Reunion		X	\$ 70.00
Joy Reiter	1/5/18	5/12/18	Party		X	\$ 70.00
Renfro	1/6/2018	11/28/18	Family Reunion		X	\$ 70.00
Rowan	1/9/2018	2/10/2018	Birthday Party		X	\$ 60.00
Lisa Howard	1/10/18	1/26/18	Birthday Party		X	\$ 85.00
Fisherman's Asso	1/11/18	9/16/18	Fishing Tournament	X		\$ 120.00
Darren Dantin	1/12/18	4/28/18	Darrin Dantin	X		\$ 60.00
Mary Massarelli	1/15/17	4/15/18	Girl Scouts Event		X	\$ 70.00
Carlo Canapa	1/23/18	5/6/18	Italian Cultural Soc.		X	\$ 70.00
Leslie Cardenas	1/29/18	4/7/18	Birthday Party		X	\$ 70.00
					TOTAL	\$ 815.00

Kids park rentals:

Renter	Rental Date	Event Date	Hrs	Event	Resident	Non-Resident	Total
Caitlin Murrel	1/10	1/21	4	Birthday Party	X		\$ 40.00
Crystal Breemer	1/29	2/17	2	Birthday Party		X	\$ 20.00
					TOTAL		\$ 60.00

**Tennis Lessons/ Leagues:**

Whitney Man, Tennis Pro (850) 554 – 9547

LESSONS:

ADULT CLINICS: 1 hour 15 minutes = \$ 15.00

Pro – Private Lesson.5 hour - \$ 27.50

Pro, Private Lesson 1 hour = \$ 55.00

Pro, Private Lesson 1.5 hour = \$ 82.50

Pros- ladies League Lesson 1 hour = \$ 110.00

Pros-Ladies League Lesson 1.5 hour = \$ 160.00

KIDS CLINICS:

LEAGUES: \$ 100.00 per Ladies League Team

*1 hour = \$ 15.00 per clinic or \$ 104.00 for 8 clinics.

1.5 hour = \$ 20.00 per clinic or \$ 144.00 for 8 clinics

QUADS:

Monday Mixed Quads = \$ 25.00 for 6 weeks

Ladies Quads= \$ 30.00 for 6 weeks

Men's Quads = \$ 30.00 for 6 weeks

Program	Revenue Total	10%	20%	100%	Total to City
Kids Clinic	\$ 1,607.00	\$ 160.70			\$ 160.70
Adult Clinics	\$ 120.00	\$ 12.00			\$ 12.00
Tennis Pro Lessons	\$ 2,758.00	\$ 275.80			\$ 275.80
Quads	0	0			0
Reservations & GPLTL	\$ 592.50				\$ 592.50
Retail	0				
Head Pro	\$ 1,237.50		\$ 247.50		\$ 247.50
Assist. Tennis Pro	\$ 632.50		\$ 126.50		\$ 126.50
				TOTAL	\$ 2,015.00

GBSA Winter Sports: Basketball: The 2018 Basketball Season began registration on October 1st and continued through Nov 5. The Basketball Clinics were held on Nov 6 – 10th. The following is a list of all Team Roster's including Coaches and participants. The total number of youth participating in this year's program is 366.

Leagues	Number of Teams	Registered Participants
Age 5 – 6 Co – Ed	6 Teams	48
Age 7-8 Girls	4 Teams	29
Age 7-8 Boys	7 Teams	55
Age 9-10 - Girls	5 Teams	38
Age 9-10- Boys	6 Teams	55
Age 11-14 – Girls	3 Teams	31
Age 11-12 – Boys	7 Teams	62
Age 13 – 14 Boys	6 Teams	48
TOTALS	44	366

Note: Paid Non Resident Fees to the City in the amount of \$6,945.00

Note: Paid Administration Fee from GBSA \$6,000.00 & reimbursement = \$ 6,228.96

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2018

Tiger Point Golf Club

JANUARY'S REPORT

TREY CHILDS, GENERAL MANAGER

Monthly Highlights:

Troon Rewards Sign Up	32
Free Rounds	0

Total Monthly Revenue	\$52,339.01
Golf	\$24,713.49
F&B	\$25,187.40
Retail	\$2,438.12

Green Fee Dollars Per Round	\$12.95
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Performance Factors:	The biggest factor for golf was weather. See weather report below. We had 579 burgers sold for "Burger Night" and we had 190 for Friday night "Happy Hour". Held the monthly Gulf Coast Friends lunch on the 11 th . Hosted the Impact 100 event on the 18 th . Hosted the Rotary Club's Tuesday social on the 30 th .
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Marketing Activity:	<p>Facebook posts were sent out. Friday night "Happy Hour" flyer was updated and displayed in the clubhouse.</p> <p>*Approved the article in the upcoming Troon Golf & Travel magazine /e-newsletter.</p> <p>*Talked on the phone with Summer, Director of Sales at the Margaritaville Beach Hotel, and was able to have her add us on their website. They have an activities tab that has golf under it. It had Marcus Point on it and nothing else. We are the only ones on it now and there is also a link to book tee times straight from the tab.</p> <p>*Talked with Kailey Weiner at the Pensacola Beach Chamber about our listing on their page. Our website was listed as TigerPointClub.com which is not correct. They have corrected it to TigerPointGolf.com.</p> <p>* Set up our "free" quarter page ad in the VIP Pensacola magazine. The focus is on golf this month. They won the quarter page ad as a door prize at the VIP Pensacola magazine's monthly cover real party the week before.</p> <p>* Met with Summer, Director of Sales at the Margaritaville Beach Hotel, on Thursday. We spoke about "stay and play" packages for her guests. Group packages and "team building activities" was also discussed. She'd include it with all of her packages being sent out to her potential group business leads.</p>
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	<ul style="list-style-type: none"> * Went to the Gulf Breeze Chamber Rise & Shine Breakfast. *Went to the Walton Snowbird January Meeting in Destin. Gave out flyers and spoke with them about our golf course. * Spoke with the GM of the Hampton Inn in Gulf Breeze about seeing if we can be added under the section where Golf is listed on their website. * Talked with Mark Rice from Web.com about our SEO / SEM campaign * Got the Best Western in Navarre to add us under the "Golf" section on their website. They only had Hidden Creek down before. * Went to the Pensacola Beach monthly breakfast on Thursday. Talked with Kelly Eddins from the Hampton by Hilton on Pensacola Beach. Will be setting up a follow up meeting with her to see how we can partner up with them. * Finalized our membership campaign and strategy for its launch on February 15th. * Went to the Pensacola Beach Chamber Snowbird Bash on Friday. Talked up Tiger Point to numerous snowbirds and also some vendors that were there. Talked with the editor of the Island Times, along with Robert Gleim who is associated with Bamboo Willie's, Hooter's and Hemingway's.
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Total Rounds	1270
Member	398
Paid	685
Comp	187
Weather Influence:	12 days were hurt because of weather. We had two separate freezes. Each freeze kept the golf course closed for two days. It hurt other days with temperatures barely above freezing.

Memberships	
Total	111

Activity:	We collected \$21,258.01
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Agronomic Conditions	Cleaned pinecones. Helped move the rocks from the planters in the front of the clubhouse. Sprayed a fungicide application on the greens. Sprayed the dollar weed along the right side of # 12. Pulled poppy trees out in front of # 4 tee box until equipment stopped working. Regular maintenance practices. Replaced the bathroom vanity in the women's bathroom on # 8. Put pine straw in the clubhouse planters before the wedding expo. Planted trees that were donated to us by the Rotary Club. Sprayed Kerb
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	herbicide on the greens, approaches and some of the fairways to try and knock out the POA that is popping up.
Human Resource/ Safety News	Hired two new staff members for outside services. Hired one new staff member to help in F&B. She works inside and on the beverage cart.