
MINUTES OF MEETING

Each person who decides to appeal any decision made by the Board with respect to any matter considered at the meeting is advised that the person may need to ensure that a verbatim record of the proceedings is made, including the testimony and evidence upon which such appeal is to be based.

**WATERLEFE
COMMUNITY DEVELOPMENT DISTRICT**

A workshop of the Board of Supervisors of the Waterlefe Community Development District was held on **Tuesday, May 13, 2014 at 3:00 p.m.** at the Waterlefe Golf - Lefe Room, 1022 Fish Hook Cove, Bradenton, Florida.

Present and constituting a quorum were:

Ken Bumgarner	Board Supervisor, Chairman
John Brocki	Board Supervisor, Vice Chairman
Rosalyn Warner	Board Supervisor, Assistant Secretary
Mark Kalish	Board Supervisor, Assistant Secretary

Also present were:

Norm Spitzig	Golf Consultant, Master Club Advisors
Joe Rasset	General Manager, Waterlefe Golf Club
Steve Deitz	Golf Course Committee
Steve Sanborn	Golf Course Committee
Don McFadden	Golf Course Committee
Bill Dunn	Golf Course Committee
Tony Maddaloni	Golf Course Committee
Herb Krasow	Golf Course Committee
Audience	

FIRST ORDER OF BUSINESS

Call to Order

Mr. Bumgarner called the workshop to order and conducted the roll call.

SECOND ORDER OF BUSINESS

Discussion Concerning Golf Course

Mr. Spitzig provided an overview of his background and experience, advising his company specializes in staff recruitment and strategic planning for golf courses and communities.

Mr. Spitzig summarized his findings over the two days, which included identifying how Waterlefe is different than other golf communities; recognition that the members are looking for high quality amenities, strong management and well maintained facilities; a focus on developing a strategic vision for the community (including the golf course) and clarity for the community. He further discussed finding the "right" balance between outside and member play; consideration of the demographics of the community and what you want to target your program toward; establishment of a membership target of 130 to 150 members; and defining what being a member

is versus a non-member; rethink current programs and offers of membership; and most importantly, trying to educate the community regarding the value of the golf course to the community and value of their home investment.


Discussion ensued among the Board members, and attendees asked questions and offered comments to the consultant, such as the need for a strategic plan; whether an increase in fees would result in current members leaving; and the issue of seasonal residents paying year round as there is currently not a program tailored to their needs. Mr. Spitzig commented "don't go there if at all possible", as you cannot come back and the results are likely to be negative on the entire program. It was suggested that there is a need to involve young families in golf activities, such as youth lessons and family activities at club; that the golf course needs to adapt if it is to succeed.

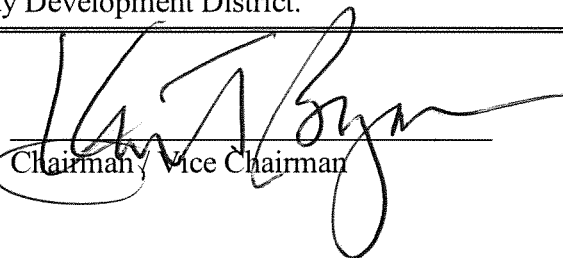
Additional issues that were discussed included the mentality associated with WCI being gone and the notion that "I don't have to pay for the golf course if I don't play golf", and why that way of thinking doesn't work. Mr. Spitzig suggested trying to find a way to balance the response to discuss the value of the course to the overall appearance of the community and the importance of the open green space impacting the value of homes and the community. There is also a need to find a way to get the message to Realtors regarding the issues of the bond default and how it impacts the community and home values.

THIRD ORDER OF BUSINESS

Adjournment

On a Motion by Mr. Bumgarner, seconded by Mr. Brocki, with all in favor, the Board adjourned the workshop at 4:22 p.m., for Waterlefe Community Development District.


Secretary / Assistant Secretary


Chairman / Vice Chairman