

South Village Community Development District

475 West Town Place
Suite 114
St. Augustine, Florida 32092

District Website: www.SouthVillageCDD.com

November 7, 2024

Board of Supervisors
South Village Community Development District

Dear Board Members:

The South Village Community Development District Continued Meeting is scheduled for **Tuesday, November 12, 2024 at 6:30 p.m. at the Clubhouse, 3989 Eagle Landing Parkway, Orange Park, FL 32065.**

Following is the advance agenda for the meeting:

- I. Roll Call
- II. Audience Comments (*regarding agenda items listed below*)
- III. Consideration of Management Services Agreement First Addendum
 - A. Consideration to Add 1 Full Time Maintenance Position (Rec)
 - B. Consideration to Add 1 Full Time Assistant F&B Position (Golf/F&B)
 - C. Consideration of Proposed 3rd Party Restaurant Operations Consultant
- IV. Supervisor's Requests
- V. Audience Comments
- VI. Next Scheduled Meeting: December 3, 2024 @ 6:30 p.m. @ Eagle Landing Residents Club
- VII. Adjournment

From: David Frechette <frechettesvcdd@gmail.com>
Subject: EL Bar and Grill Restaurant Evaluation
Date: November 3, 2024 at 8:24:28 AM EST
To: Marilee Giles <mgiles@gmsnf.com>

Good afternoon Marilee,

I have an attached proposal from a consulting company who I think we should use after considerable research. The price is half of what I was offered with 2 other companies and I really feel we will be getting extra attention and follow-up as a member of our community is part of the company. Also, this will cover the cost of the cabana bar and pool cafe which the other 2 proposals didn't. The cost is very reasonable and I would like to add this to the agenda for board consideration/vote in November. Please disseminate this information to the board so the members can prepare for the meeting.

I know it's a little late, but if you could please make it happen - I would be very grateful!

[Here is ROI email from 'Amanda Stokes Consulting';](#)

Hi David,

We understand the importance of quantifying the cost of consulting services, and I'd like to provide some specific expectations on how quickly the investment can be recouped and the ongoing financial benefits.

1. Expected Financial Improvements *Through our Operations Assessment, we focus on optimizing labor, controlling costs, and enhancing guest experiences to boost both revenue and profitability. Specifically, we expect the following impacts on your financial performance:*

- **Labor cost reduction** *through improved staff scheduling and task delegation, potentially saving 5-10% in labor expenses within the first three months after implementation.*
- **Cost control measures** *in inventory management and menu optimization, which could lead to a 3-5% reduction in food costs.*
- **Revenue enhancement** *by increasing guest satisfaction and encouraging repeat business, leading to a 5-7% uplift in average guest spend due to improved menu offerings and guest interactions.*

2. Recouping the Investment *Considering these financial outcomes, we estimate that the investment of \$6,500 could be recouped within 6-9 months, based on the following:*

- **Labor and cost control improvements** *alone could save approximately \$2,500-\$3,000 in operational expenses within the first three months.*

- **Revenue growth from guest satisfaction** initiatives and menu optimization could generate an additional \$2,000-\$4,000 in incremental revenue in the same time frame.

Together, these improvements could lead to a **\$4,500 to \$7,000 benefit within the first three to six months**, offsetting most, if not all, of the assessment cost by the end of that period.

3. Long-Term Financial Benefits Beyond the initial ROI, the implementation of our recommendations provides long-term benefits, including sustained operational efficiency, improved profitability, and enhanced guest loyalty, ensuring continued financial growth.

We will also provide a clear implementation roadmap that ensures your team can execute these strategies efficiently, enabling a swift realization of these benefits.

Amanda Stokes Consulting

Amandastokesconsulting@gmail.com

(561)315-8832

Here is the proposal email from 'Amanda Stokes Consulting':

Hi Frenchy,

I hope this message finds you well. I'm excited to share the Operations Assessment Proposal for Eagle Landing Restaurant. This proposal is designed to provide a comprehensive evaluation of your current operations, along with actionable recommendations that will enhance efficiency, guest experience, and overall profitability.

Our assessment will focus on key areas such as:

- *Operational workflows and procedures*
- *Staffing efficiency and team training*
- *Guest service standards*
- *Financial performance and cost management*
- *Vendor and supply chain management*

This holistic approach will allow us to identify areas of improvement while celebrating what's already working well. My team and I are committed to delivering insights that will support the continued success of Eagle Landing.

Please find the detailed proposal attached for your review. Should you have any questions or need clarification on any aspect, I'd be happy to schedule a follow-up call or meeti

Thank you for the opportunity to partner with you on this project. I look forward to your feedback and working together to elevate the operations at Eagle Landing.

Kind regards,

Amanda & Eric

Thank You!

David J Frechette Sr. (Frenchy)

SVCDD Supervisor

Food & Beverage Oversight

(904) 451-1011

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**Eagle Landing
Proposal.docx**





Operations Assessment Proposal:

3973 Eagle Landing Pkwy
Orange Park, FL 32065
10-8-24

Created by:

Amanda Stokes and Eric Lauer
950 Autumn Pines Drive
Orange Park, FL 32065
(561)315-8832



Amandastokesconsulting@gmail.com



Project Overview

The Operations Assessment at Eagle Landing Golf Club will provide a thorough evaluation of current processes, systems, and workflows to identify areas for improved operational efficiency, enhanced guest satisfaction, and increased revenue. Through on-site observation, staff interviews, and detailed analysis, Amanda Stokes Consulting will develop a comprehensive plan tailored to the unique needs and goals of Eagle Landing.

This assessment will focus on optimizing daily operations, refining cost management practices, and ensuring that the restaurant continues to offer a top-tier experience for members and guests. Our aim is to empower your leadership team with the insights and strategies necessary for long-term success, operational sustainability, and financial growth.

Project Outcomes

Upon completion of the Operations Assessment, Eagle Landing Golf Club can expect the following outcomes:

- **Increased Operational Efficiency:** Streamlined processes for daily operations, including more effective staff scheduling, task delegation, and inventory management, leading to smoother workflows.
- **Improved Financial Performance:** Comprehensive cost control measures and strategies to manage expenses, identify unnecessary expenditures, and improve profitability without compromising the quality of the experience.
- **Enhanced Guest Experience:** Recommendations for improving guest interactions and guest satisfaction, ensuring repeat business and positive reviews.
- **Clear Implementation Roadmap:** A practical, actionable plan that Eagle Landing can follow to achieve the recommended changes, including timeline suggestions and staff training initiatives.
- **Menu Recommendations:** We will make menu recommendations taking into account your current P-mix and trends that should be capitalized on.

Our Process

To ensure a comprehensive and accurate assessment, Amanda Stokes Consulting will follow a structured process designed to provide valuable insights and actionable recommendations. Our approach is tailored to the unique needs of Eagle Landing Golf Club and involves the following steps:

1. On-Site Observation and Analysis (2 Days) Our team will spend two full days on-site at Eagle Landing Clubhouse to observe daily operations in action. During this time, we will:

- Observe staff interactions, workflows, and service delivery across all key areas of the restaurants, including the clubhouse, and other outlets.
- Monitor guest experiences, noting touchpoints that can enhance guest satisfaction or efficiency.
- Review the utilization of resources, including equipment, staffing levels, and inventory management, to identify areas for improvement.



- Menu Review to identify best selling items, lowest selling items and identify areas for improving selections for guests that will drive traffic and increase revenue.

2. Staff Interviews and Engagement

To gain a deeper understanding of internal processes, we will conduct interviews with key team members and department heads. These interviews will help:

- Identify operational challenges or bottlenecks from a staff perspective.
- Uncover opportunities to improve communication, coordination, and task delegation.
- Gain insights into current practices related to employee engagement and overall job satisfaction.

3. Data Collection and Review

We will gather and analyze relevant operational data, including:

- Financial reports, expense management, and budget controls to assess cost efficiency.
- Guest feedback and service ratings to measure satisfaction and identify trends.
- Analyze schedules to ensure that labor is being managed and the staffing levels are commensurate to business levels.

4. Assessment and Evaluation

Following the on-site observation, interviews, and data analysis, we will:

- Identify key areas where operational improvements can be made.
- Evaluate the effectiveness of existing procedures and recommend practical adjustments.
- Assess the alignment between current operations and Eagle Landing's strategic goals.

5. Presentation of Findings and Recommendations

At the conclusion of the assessment, we will deliver a debrief with our high-level findings. Within 14 days, we will provide a detailed report outlining our findings and actionable recommendations. This report will include:

- A breakdown of operational strengths and areas for improvement.
- Cost-saving opportunities and revenue-enhancing strategies.
- A clear roadmap for implementing the suggested changes, including timelines and resource requirements.

Menu Review, Optimization, and Recommendations

As part of the Operations Assessment, Amanda Stokes Consulting will conduct a thorough review of the Eagle Landing menu to ensure it aligns with your business goals and maximizes profitability. Our approach focuses on three key areas: analyzing current menu performance, optimizing offerings for efficiency and profit, and making strategic recommendations for improvement.



- **Menu Performance Analysis:** We will evaluate sales data to identify which menu items are driving revenue and which may be underperforming. This analysis will help us understand the preferences of your clientele and ensure that your offerings reflect their tastes while maintaining a profitable balance.
- **Menu Optimization:** Based on our findings, we will recommend adjustments to streamline the menu. This may involve refining your selection, highlighting signature dishes, and removing items that do not contribute to your bottom line. We will also focus on maximizing profit margins by suggesting strategic pricing adjustments and sourcing more cost-effective ingredients without compromising quality.
- **Strategic Recommendations:** Our team will offer actionable recommendations, including the introduction of new, high-margin items that align with current dining trends. Additionally, we will advise on ways to enhance the presentation and description of your dishes, making them more appealing to guests and encouraging higher sales.

By optimizing the menu, Eagle Landing can improve both guest satisfaction and financial performance, ensuring that the menu is not only a reflection of your brand but also a tool for sustained profitability.

The Value of Professional Restaurant Consultants

1. **Industry Expertise and Experience**
Restaurant consultants bring years of experience and a wealth of industry knowledge to the table. They have worked with diverse operations and are skilled at identifying pain points that may be overlooked by those working in the day-to-day grind. Their expertise helps restaurants avoid common pitfalls and implement best practices that lead to long-term success.
2. **Operational Efficiency**
By assessing existing processes, a consultant can streamline operations to increase efficiency in the kitchen, front-of-house, and management. This results in faster service times, lower labor costs, and improved workflow, leading to a more profitable operation.
3. **Cost Control and Profitability**
Consultants help restaurant owners analyze their financials in-depth, identifying areas where costs can be reduced, such as food waste, labor expenses, or vendor negotiations. They also provide strategies to optimize the menu for higher profit margins while maintaining quality.
4. **Improved Guest Experience**
A professional consultant evaluates every touchpoint of the guest journey—from the moment they walk in, to the time they leave. Enhancing guest service and satisfaction results in repeat guests, positive reviews, and increased foot traffic.
5. **Tailored Business Strategies**
Every restaurant is unique, and consultants develop customized plans based on the restaurant's specific goals and challenges. Whether it's menu development, marketing, staffing, or growth strategies, their recommendations are built to fit the restaurant's brand and target market.
6. **Staff Training and Development**
A consultant can provide valuable training for management and staff to enhance their skills in



areas such as customer service, operational efficiency, or upselling. Well-trained staff lead to better performance, reduced turnover, and a more cohesive team environment.

7. **Menu Optimization for Profitability**

Consultants can assess menu performance and suggest changes to optimize offerings. This might involve refining menu size, introducing signature items, or focusing on high-margin dishes that are popular with guests, ultimately driving profitability.

8. **Data-Driven Decisions**

A professional restaurant consultant relies on data and proven methodologies to guide decisions, taking the guesswork out of improving the business. By analyzing key metrics such as sales trends, labor productivity, and customer feedback, they help implement changes that make a measurable difference.

9. **Marketing and Branding Expertise**

In an increasingly competitive market, consultants can offer innovative marketing strategies and branding ideas that help restaurants stand out. This could include digital marketing, social media engagement, local partnerships, or revamping the restaurant's image to appeal to a broader audience.

10. **Crisis Management and Turnaround Solutions**

If a restaurant is struggling, consultants can provide a fresh perspective and develop turnaround strategies that revive the business. Their objective insights help identify issues and create a solid plan to stabilize operations and regain profitability.



Project Investment

	Fee
Operations Assessment	\$6500

Terms & Conditions

- Amanda Stokes Consulting requires a non-refundable 50% deposit. The remaining 50% will be due upon the delivery of the Operations Assessment Report.
- Deposits for services are non-refundable

Agreed & Accepted

This proposal is valid for fifteen days from the date of submission.

Amanda Stokes & Eric Lauer

Eagle Landing Golf Club
David Frechette

Date _____

Date _____