AGENDA
GOLF COURSE ADVISORY BOARD
REGULAR MEETING
FEBRUARY 14, 2018
9:00 AM
FERNANDINA BEACH GOLF COURSE CLUBHOUSE
2800 BILL MELTON ROAD
FERNANDINA BEACH, FL 32034

1. CALL TO ORDER

2. ROLL CALL

3. NEW BUSINESS

3.1 Financials

3.2 Repurpose Ideas

4. MGA UPDATE

5. WGA UPDATE

6. MARKETING UPDATE

6.1 Marketing 2.18

7. AGRONOMY UPDATE

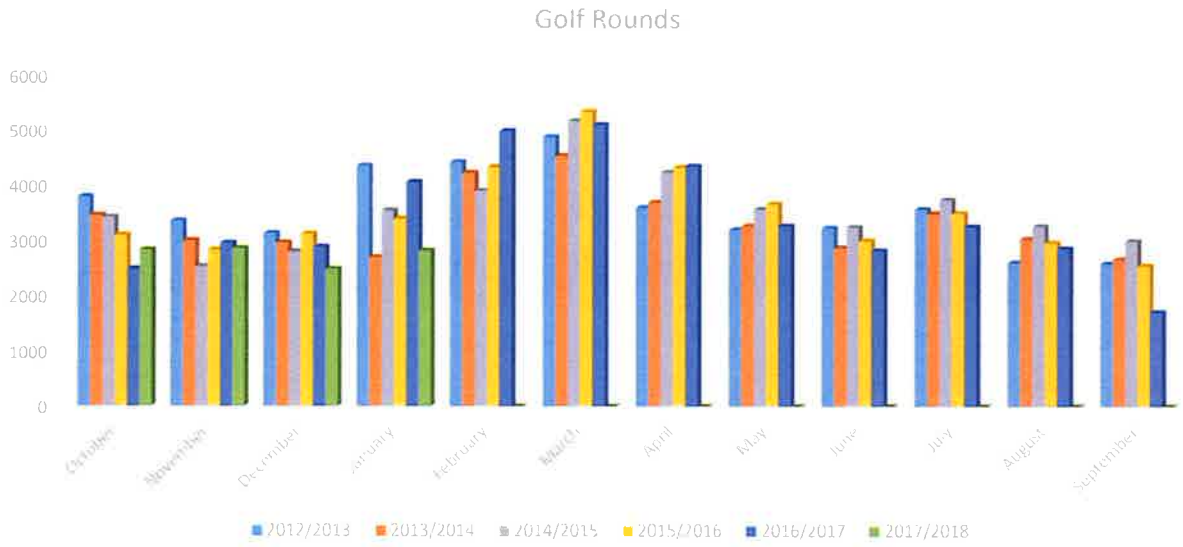
8. PUBLIC COMMENT

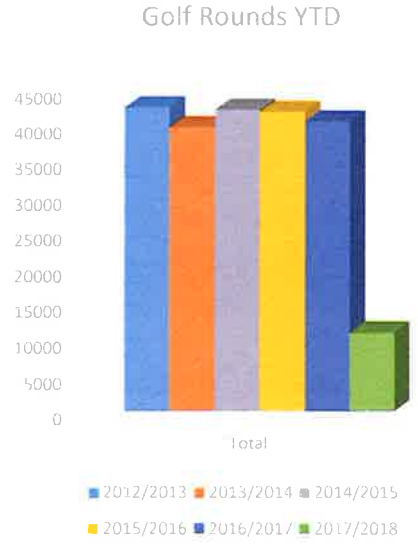
9. ADJOURNMENT

All members of the public are invited to be present and be heard. Persons with disabilities requiring accommodations in order to participate in this program or activity should contact the City Clerk at (904) 310-3115 or TTY/TDD 711 (for the hearing or speech impaired). All interested parties may appear at said meeting and be heard as to the advisability of any action, which may be considered with respect to such matter. For information regarding this matter, please contact the Golf Course Manager.

Total Rounds

	October	November	December	January	February	March	April	May	June	July	August	September	Total
2012/2013	3783	3348	3121	4344	4407	4862	3587	3181	3213	3552	2587	2572	42557
2013/2014	3445	2987	2947	2687	4205	4514	3677	3240	2852	3470	3005	2645	39674
2014/2015	3414	2522	2786	3537	3888	5151	4217	3552	3227	3720	3242	2975	42231
2015/2016	3086	2819	3109	3380	4317	5325	4299	3644	2976	3476	2941	2532	41904
2016/2017	2476	2943	2875	4047	4972	5084	4331	3246	2802	3233	2841	1695	40545
2017/2018	2820	2849	2482	2807	0	0	0	0	0	0	0	0	10958



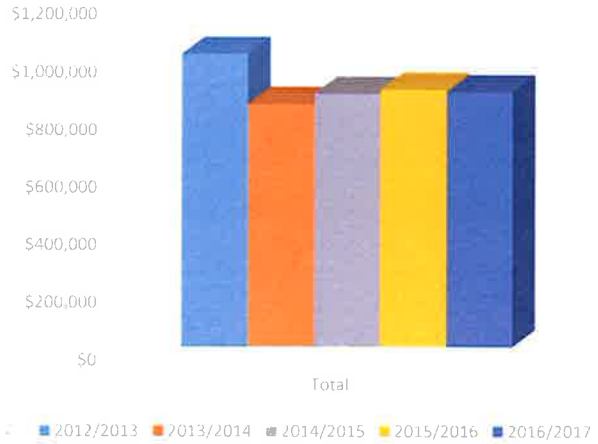


Total Golf Revenue

	October	November	December	January	February	March	April	May	June	July	August	September	Total
2012/2013	$192,322	$67,606	$57,386	$76,993	$79,595	$86,334	$70,436	$61,029	$65,280	$73,008	$120,528	$67,853	$1,018,370
2013/2014	$177,651	$60,535	$53,778	$46,133	$76,200	$84,014	$73,832	$61,973	$52,732	$62,542	$52,730	$43,820	$845,940
2014/2015	$165,720	$48,593	$49,198	$62,377	$70,893	$93,376	$74,222	$66,767	$65,825	$73,315	$59,201	$52,188	$881,675
2015/2016	$162,220	$55,001	$58,273	$64,512	$78,495	$95,860	$84,641	$70,168	$61,075	$69,363	$48,008	$47,646	$895,262
2016/2017	$160,425	$64,878	$56,952	$80,820	$91,040	$93,634	$86,091	$63,047	$42,314	$64,171	$49,814	$33,875	$887,061
2017/2018	$149,638	$55,924	$48,662	$55,876	$0	$0	$0	$0	$0	$0	$0	$0	$310,100

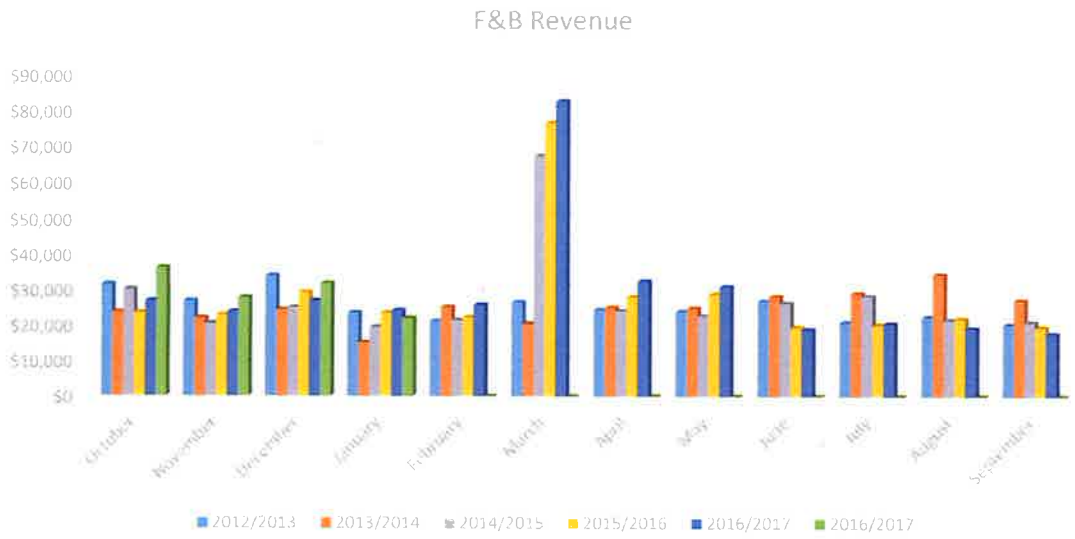
Golf Revenue includes Green Fee, Cart Fee, Range, Card Sales and Membership

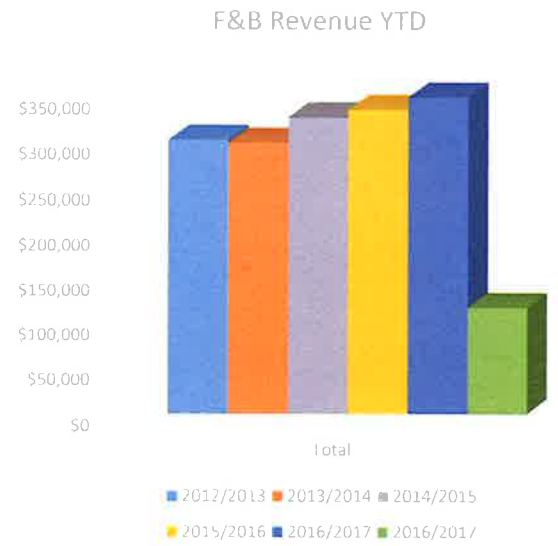
Golf Revenue YTD



Total F&B Revenue

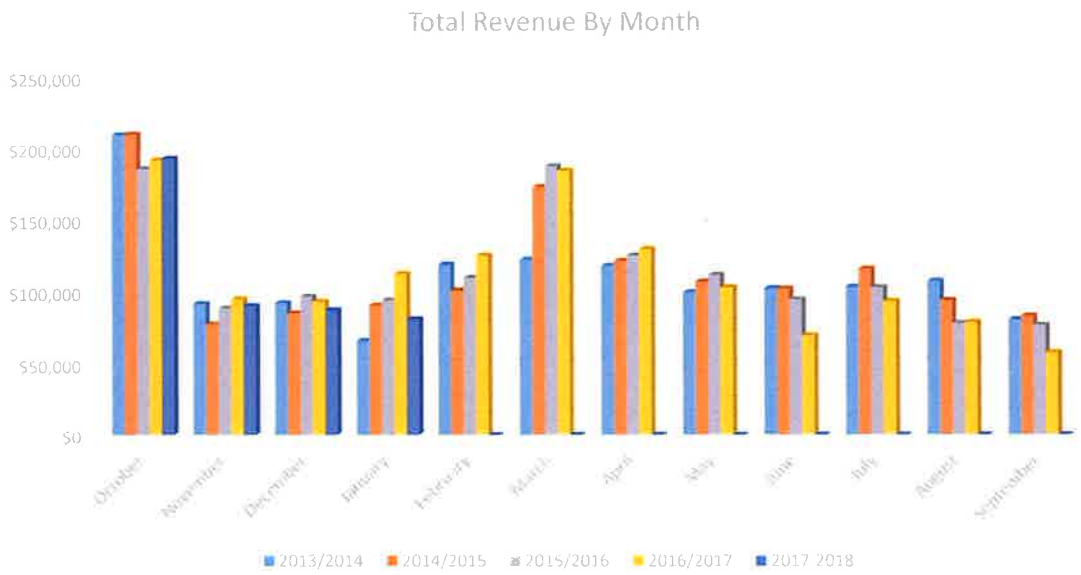
	October	November	December	January	February	March	April	May	June	July	August	September	Total
2012/2013	$31,592	$26,923	$34,046	$23,645	$21,230	$26,602	$24,471	$23,975	$26,888	$20,834	$22,398	$20,197	$302,801
2013/2014	$23,757	$22,087	$24,478	$15,048	$25,250	$20,404	$24,992	$24,810	$28,159	$29,013	$34,369	$27,111	$299,478
2014/2015	$30,149	$20,487	$25,085	$19,602	$21,461	$67,229	$24,038	$22,677	$26,277	$28,286	$21,559	$20,888	$327,738
2015/2016	$23,582	$22,961	$29,313	$23,531	$22,270	$76,533	$28,035	$28,835	$19,399	$20,114	$21,930	$19,441	$335,944
2016/2017	$26,906	$23,917	$26,961	$24,215	$25,833	$82,551	$32,465	$30,950	$18,831	$20,424	$19,180	$17,585	$349,818
2016/2017	$36,285	$27,909	$31,893	$22,033	$0	$0	$0	$0	$0	$0	$0	$0	$118,120

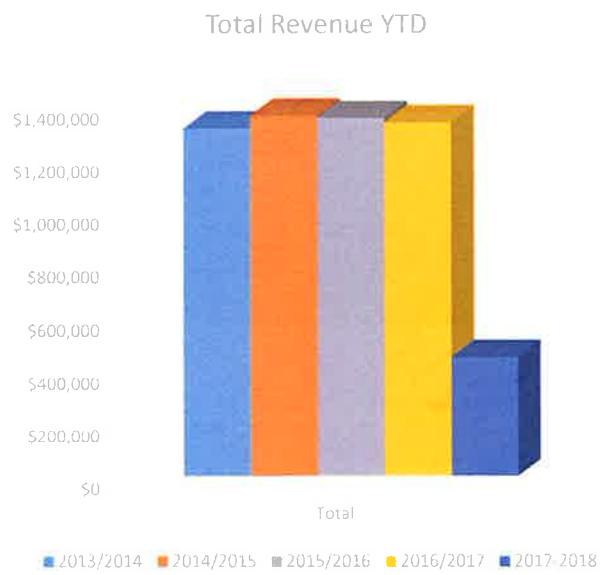




Total Revenue

	October	November	December	January	February	March	April	May	June	July	August	September	Total
2013/2014	$210,223	$92,412	$92,920	$66,693	$118,927	$122,296	$118,063	$99,788	$102,388	$103,446	$107,199	$80,744	$1,315,099
2014/2015	$210,562	$78,030	$85,643	$90,934	$100,958	$172,949	$121,313	$107,054	$102,013	$115,656	$94,112	$83,209	$1,362,433
2015/2016	$186,238	$89,073	$97,323	$94,596	$109,725	$187,889	$124,969	$111,552	$94,900	$102,949	$78,145	$76,773	$1,354,132
2016/2017	$192,325	$95,441	$93,713	$112,582	$125,046	$184,583	$129,560	$103,130	$70,029	$93,559	$79,003	$57,864	$1,336,835
2017-2018	$193,491	$90,657	$87,662	$81,485	$0	$0	$0	$0	$0	$0	$0	$0	$453,295





GoMaps

January 11, 2018

1:4,514

0 0.0375 0.075 0.15 mi

0 0.05 0.1 0.2 km

Esri, HERE, DeLorme, MapmyIndia, © OpenStreetMap contributors, and the GIS user community
Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

2018

GoMaps

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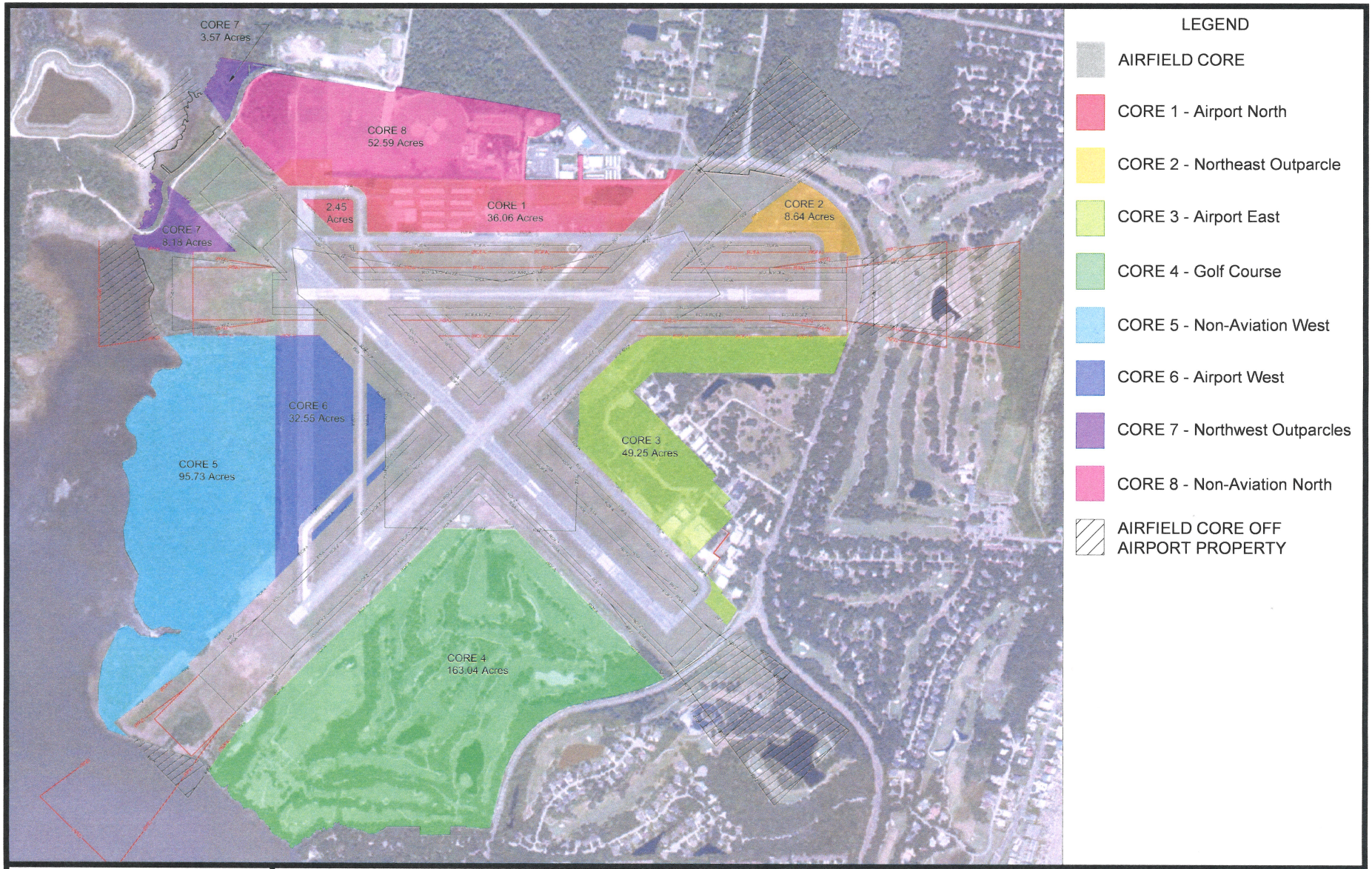
2018

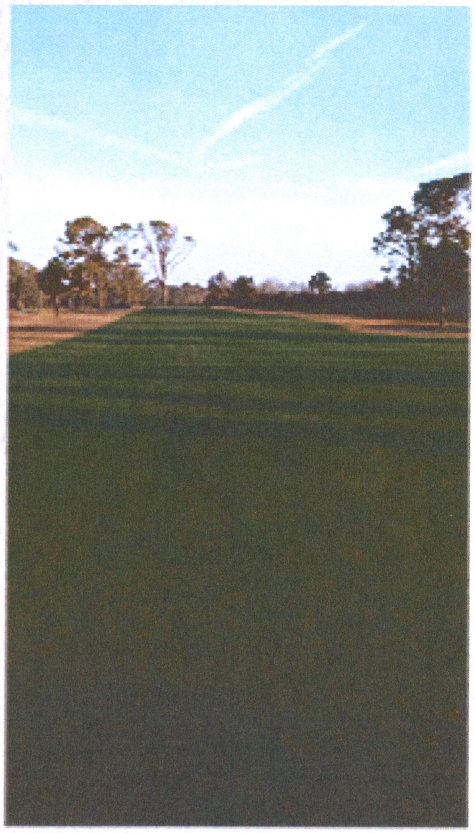


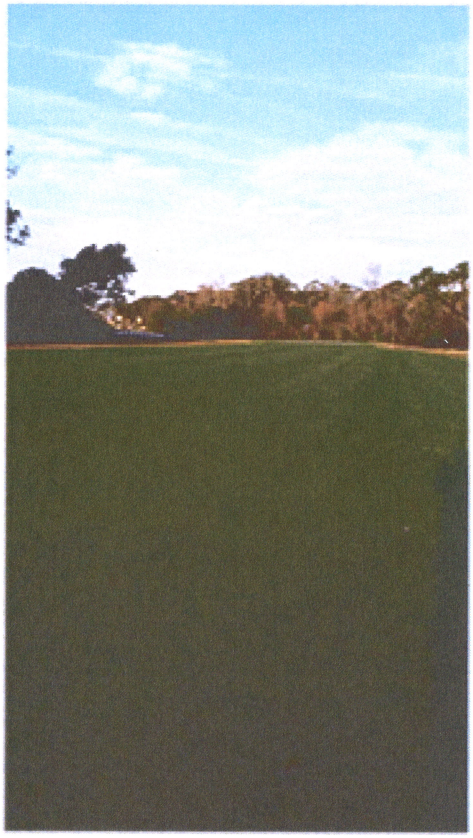
PASSERO ASSOCIATES

Fernandina Beach Municipal Airport
Fernandina Beach, Florida

On-Airport Land Use
Core Development Areas

Figure
7-4





Pictures taken
2/7/2018

Fernandina Beach Golf Club

Winter Conditions

Our Winter over seed has given us incredible conditions. Customers are telling us fantastic things about your Fernandina Beach Golf Club. From the beautiful color of our fairways to the wonderful condition and speed of our greens to the new cart fleet. We at Fernandina Beach Golf Club believe playing off green grass is important for the experience. Come on out and experience the improved facility!

Reviews
FROM REAL PEOPLE

"We visited Amelia Island a few years ago and looked for golf courses in the area. We chose your course because of the location and prices. We have been back 3 times and enjoy the staff, facilities and course very much. We bring different friends each visit and your course is on our places to play in northern Florida. We live in Myrtle Beach and play many courses. Yours is one of the best. Thank you."
GB 1/31/2018

:The staff is very friendly and always fits me in when I can play. I play by myself mostly and need a cart because of an amputation– I am never rushed or held up on the course."
JD 1/18/2018

"It is a nice course and better managed than it used to be. The new golf carts are welcome."
MH 1/26/2018

"It is close by, first of all. The price is reasonable. The course is in good shape and easy to walk. Plus, the clubhouse employees are friendly."
NM 1/26/2018

Beat the Clock

FERNANDINA BEACH GOLF CLUB

Thursdays

Book your Tee Time and Play to SAVE!

Play between:

7:00am - 7:59am	$10 Discount
8:00am - 8:59am	$8 Discount
9:00am - 9:59am	$6 Discount
10:00am - 10:59am	$4 Discount
11:00am - 11:59pm	$2 Discount

Call today for your Tee Time

904-310-3175

Offer good for 18 hole rounds with cart only.
Valid Thursdays only. Expires 1/31/2018.
Discounts taken at register.
Not valid with any other specials or discounts.
Not valid with online reservations.

MANAGED BY BILLY CASPER GOLF

WEEKEND SPECIAL

18 HOLES WITH A CART - BEFORE 1:00

$18	MEMBER
$24	BEACH CARD
$29	PUBLIC

BOOK TODAY

CALL 904-310-3175

FERNANDINA BEACH GOLF CLUB

NOT VALID WITH LEAGUES, OUTINGS, EVENTS OR OTHER OFFERS. SUBJECT TO CHANGE WITHOUT NOTICE. VALID WEEKENDS THROUGH 2/28/2018

FERNANDINABEACHGOLFCLUB.COM

THIS MONTH'S TWILIGHT DEALS

18 HOLES WITH A CART

Member
$18
Plus tax
Everyday after
1:00pm

Beach Card
$22
Plus tax
Everyday after
1:00pm

Public
$25
Plus tax
Everyday after
1:00pm

9 Hole Special $15
Plus tax - After 3:00pm

Call today
for your Tee Time
904-310-3175

CLICK HERE

Not valid with leagues, outings, events or other offers. Expires 2/28/2018
fernandinabeachgolfclub.com