



AGENDA
GOLF COURSE ADVISORY BOARD
REGULAR MEETING
APRIL 11, 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. APPROVAL OF MINUTES**
 - 3.1 Approval of Minutes
- 4. OLD BUSINESS**
 - 4.1 Pickle Ball
 - 4.2 Repurpose/Revenue Generation
- 5. NEW BUSINESS**
 - 5.1 Financial Update
 - 5.2 Cole Builders
- 6. MGA UPDATE**
- 7. WGA UPDATE**
- 8. MARKETING UPDATE**
- 9. AGRONOMY UPDATE**
- 10. PUBLIC COMMENT**
- 11. 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.

MINUTES

Golf Course Advisory Board Meeting

March 14, 2018

Page 1 of 3

The Golf Course Advisory Board of the City of Fernandina Beach, Florida met in a Regular Meeting on Wednesday, March 14, 2018 at 9:00 AM in the Golf Course Clubhouse. Present were: Chairman, Harry Kegler; Vice Chairman, Philip Jones; Secretary, Lee Murray; Board Member, Jane Paige; Board Member, Claude Hartley; Staff Coordinator, FBGC General Manager, Steve Murphy; FBGC Superintendent, Shannon Wheeler. Public attendees were: FB City Commissioner, Chip Ross; FBMGA President, Jon Berk; Fred Pugh; Mike Meadows and Mike Lednovich.

Board Chairman Kegler called the meeting to order at 9:00 AM.

3. APPROVAL OF MINUTES:

Philip Jones made a motion to accept the minutes of the January 11, 2018 meeting and the minutes of the February 14, 2018 meeting. Jane Paige seconded the motion and the motion passed with all ayes.

4. OLD BUSINESS:

4.1 NCAA Event Update:

Steve Murphy discussed the recent success of the recent three day NCAA Golf Event at the FBGC which provided \$5,000 in increased revenue. Two teams from Northern Ohio played 27 holes for three days. This was not budgeted and a coup for FBGC that our venue was chosen among all the options the teams had to play their event. The teams were pleased and there are plans to try and have more teams participate next year, but not during the Bonham's Car Auction week.

4.2 Bonham's Car Auction:

Steve Murphy discussed the recent success of the Bonham's Car Auction which brought in \$56,000 in revenue, an 8% increase over 2017. The Bonham's people were very pleased with the overall event that ran without any hitches. There are two more years on the Bonham's Auction and negotiations are underway to extend the contract. Steve informed the Board that the increased revenue from the NCAA event and the Bonham's helped to offset the \$10,000 revenue loss from the SPRA races that were not held, but were in this year's budget.

4.3 Repurpose/Revenue Generation:

Steve Murphy asked the GCAB members to bring ideas (brainstorm) to the next meeting on ways the FBGC could increase revenue. Any ideas would be considered to continue to make the FBGC an ongoing viable entity.

4.3 Pickleball:

Steve Murphy discussed his meeting with Fred Pugh about Pickleball Courts at the FBGC. There was general discussion about having Pickleball courts at the FBGC with input from all Board members and Commissioner Ross and Fred Pugh. There is the possibility that Fernandina Beach City Impact fees might be available for the construction. After all the discussion about the advantages, disadvantages and the difficulties of meeting the code requirements, Philip Jones made the motion to "have Steve Murphy proceed with a feasibility study regarding building Pickleball courts at the FBGC". Lee Murray seconded the motion and the board voted all ayes.

5. NEW BUSINESS:

5.1 Financial Update:

Steve Murphy noted that the bad weather in January and February had lowered the rounds played and the F&B revenue, but he was optimistic for the future. The FBGC is very weather dependent. The GCAB would be involved in the future budgeting and that process will start in April.

5.2 Mystery Shopper:

Steve Murphy provided a handout of the results of the last Mystery Shopper evaluation at FBGC on March 3, 2018. The FBGC did very well on the evaluation. The Board was also informed that Billy Casper Golf does online questionnaires throughout the year. The Mystery Shopper evaluation is very thorough covering all aspects of the golf course experience including how the mystery shopper evaluated the following: phone reservation, check-in/golf shop, starter, beverage cart, food and beverage, course maintenance, finishing/leaving, overall facility appearance, overall guest satisfaction, and golfer ratings.

6. MGA UPDATE:

Philip Jones and Lee Murray discussed FBMGA events and asked questions about certain golf course conditions. Superintendent Shannon Wheeler explained the plans to help make various course improvements.

7. WGA UPDATE:

Jane Paige expressed the WGA's disappointment in the cart paths and asked that some dirt, shells or something be put on the cart path entrances to the fairways to prevent the big bumps. Shannon Wheeler explained the plans to help make various course improvements.

8. MARKETING UPDATE:

Steve Murphy presented handouts of the latest promotions and said all plans are working and they are looking at future promotions to increase revenue.

9. AGRONOMY UPDATE:

Shannon Wheeler explained what he and his crew of six were doing. They are limited by cold weather and budget restrictions and doing everything they can to make the course as playable as they can. He reiterated that his crew is a "Maintenance Crew", not a "Project Crew".

10. PUBLIC COMMENT:

Mike Lednovich discussed his philosophy about, "Urgency for Change", and the need for specific goals. He also discussed some of the ratings FBGC has received on Golf Advisor. Steve Murphy discussed how the 145 courses that Billy Casper Golf manages get different reviews, and sometimes the bad reviews are because two people who would like to play alone are paired with two other people, which is a necessary thing to do when operating a golf course. Mike Lednovich also suggested using our unique par 5 West #2 in the FBGC Marketing plans, because it such a unique hole at 590 yards.

11. ADJOURNMENT:

Philip Jones made a motion to adjourn at 10:22, seconded by Claude Hartley.

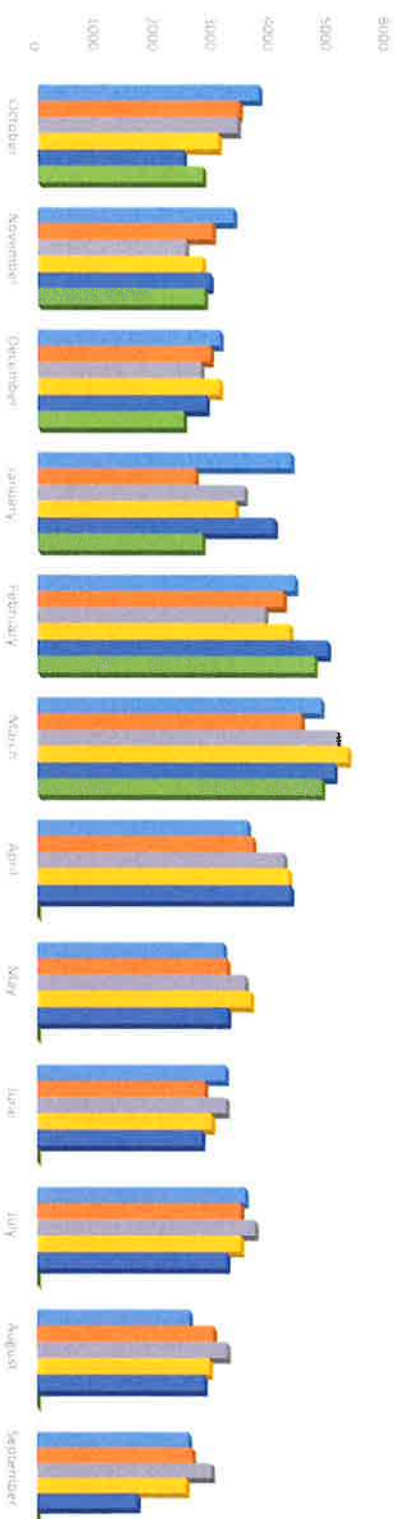
Submitted by, Lee Murray, FBGC Secretary

The next GCAB Meeting is April, 11, 2018 at the FBGC at 9:00 AM

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	4747	4871	0	0	0	0	0	0	20576

Golf Rounds



Golf Rounds YTD



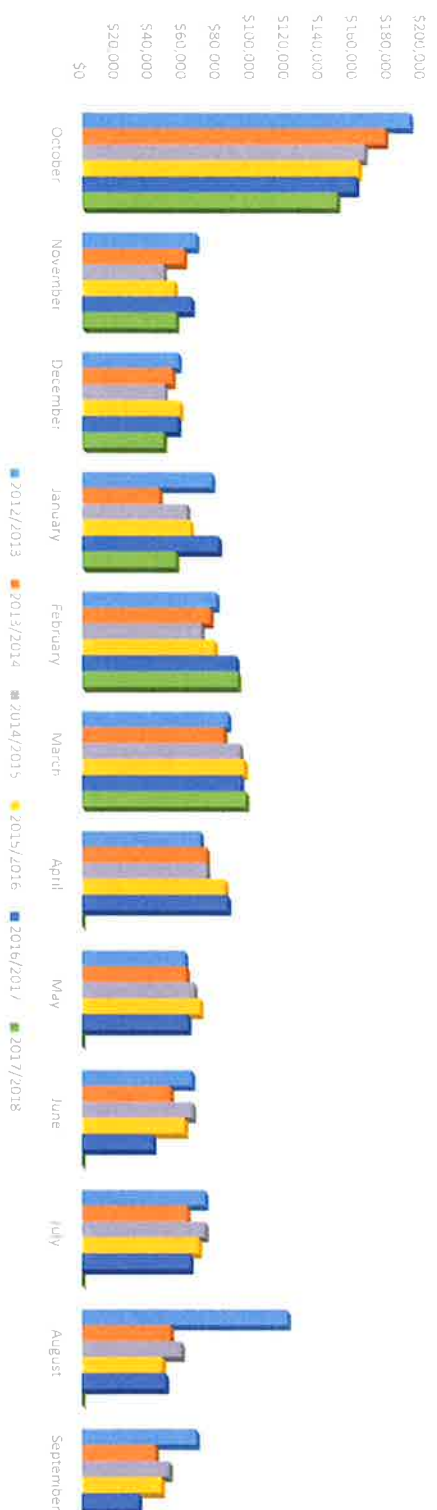
Line Graph



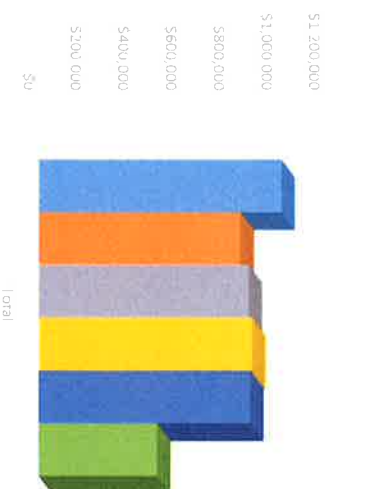
Total Golf Revenue

	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	\$92,029	\$96,674	\$0	\$0	\$0	\$0	\$0	\$0	\$498,803

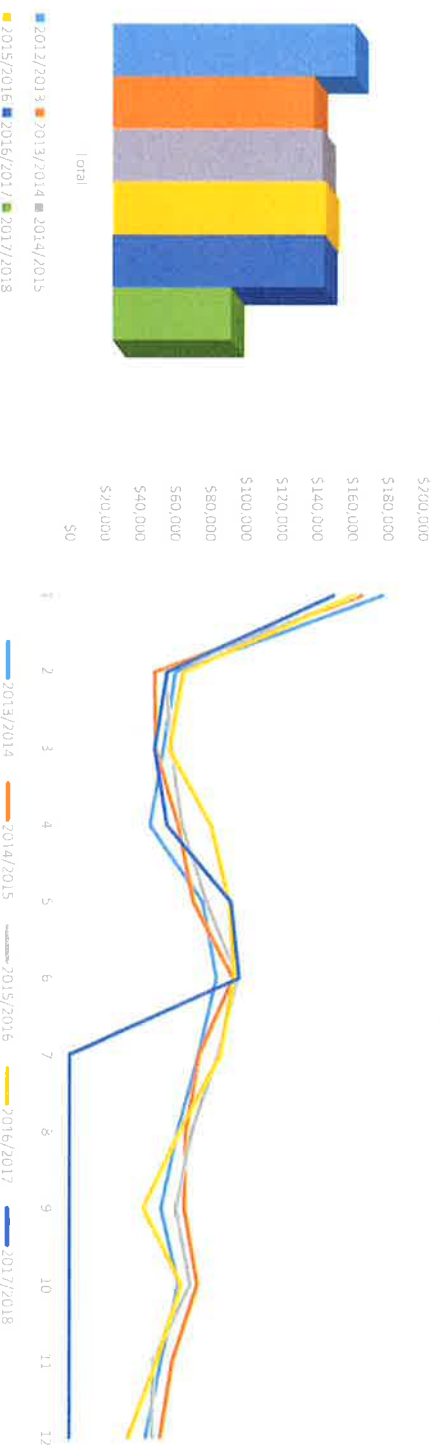
Golf Revenue Includes Green Fee, Cart Fee, Range, Card Sales and Membership



Golf Revenue YTD



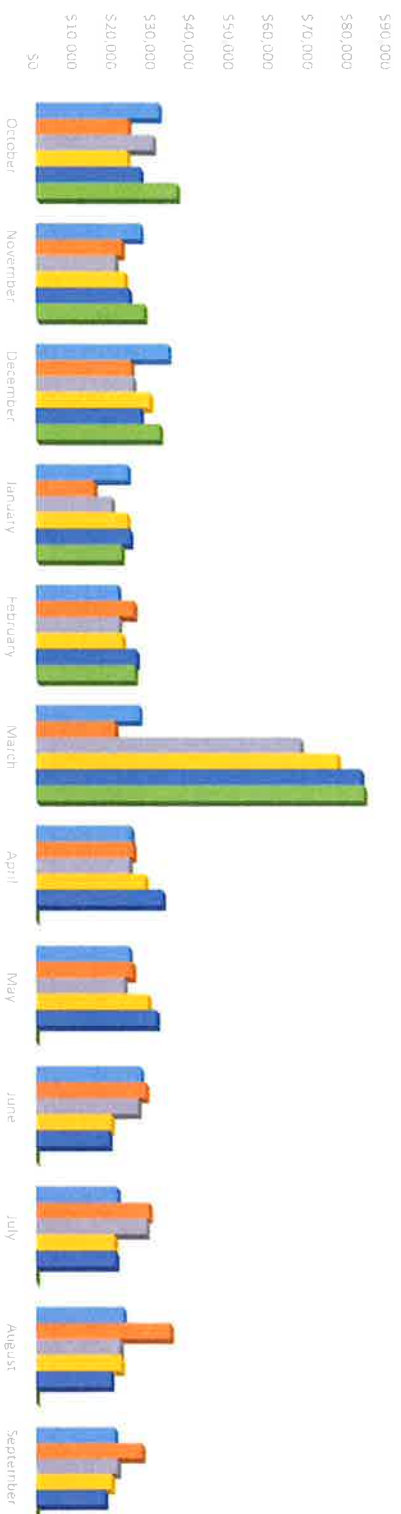
Line Graph



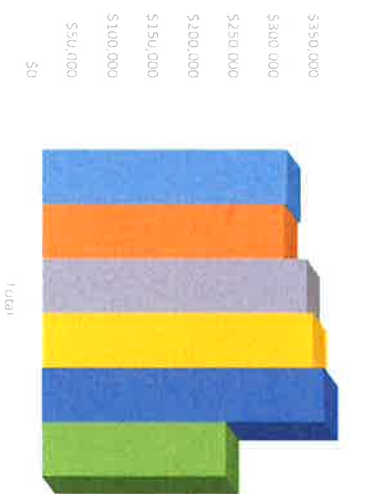
Total F&B Revenue

	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
2017/2018	\$36,285	\$27,909	\$31,893	\$22,033	\$25,438	\$83,352	\$0	\$0	\$0	\$0	\$0	\$0	\$226,910

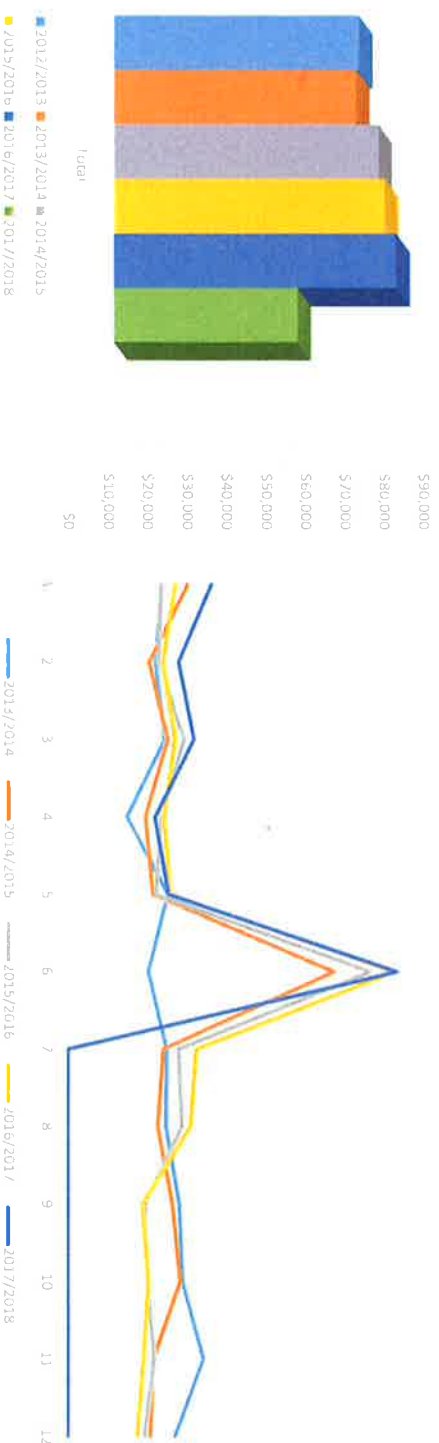
F&B Revenue



F&B Revenue YTD

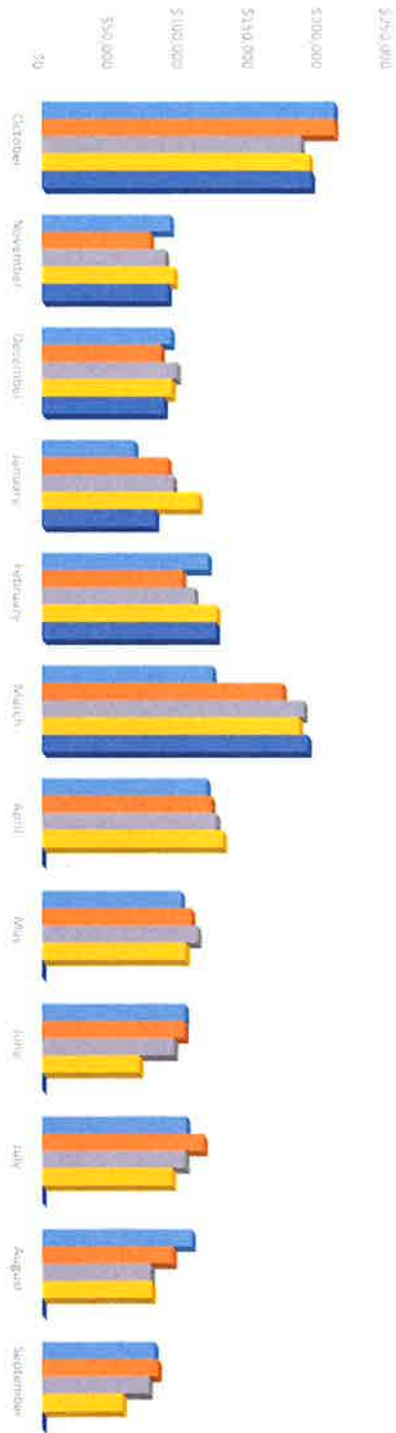


Line Graph

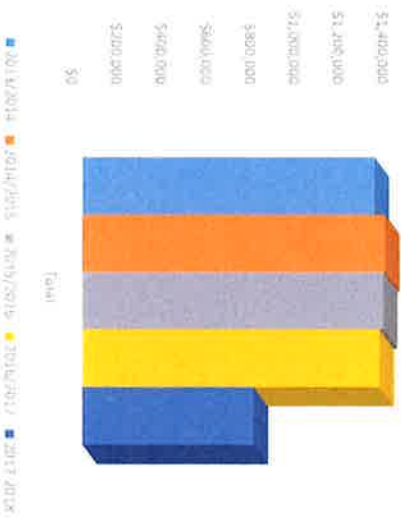


Total Revenue		October	November	December	January	February	March	April	May	June	July	August	September	Total
2013/2014		\$210,223	\$92,412	\$92,920	\$66,693	\$118,927	\$122,296	\$118,063	\$99,788	\$102,388	\$103,446	\$107,199	\$80,744	\$1,315,099
2014/2015		\$210,562	\$78,030	\$85,643	\$90,934	\$100,958	\$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	\$124,644	\$190,747	\$0	\$0	\$0	\$0	\$0	\$0	\$768,686

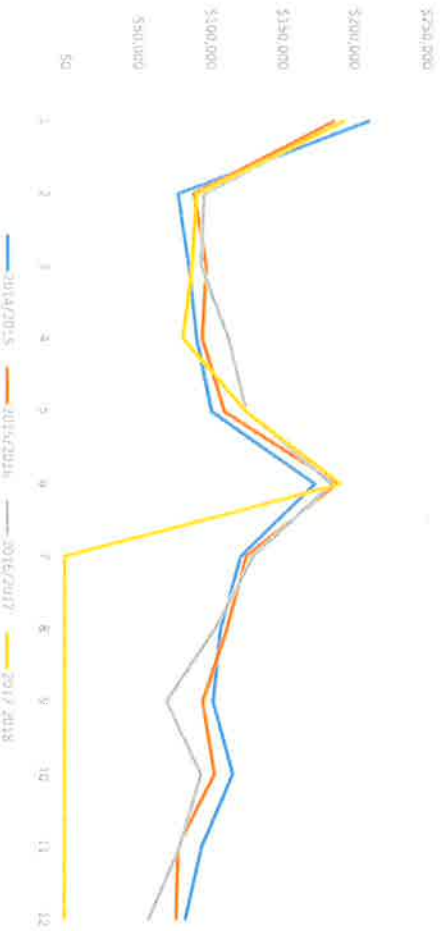
Total Revenue By Month



Total Revenue YTD



Line Graph





CBI Construction, Inc.
License # CGC 1512007/#CCC 1327979
1901 Island Walkway Suite 305
Fernandina Beach, FL 32034
(904) 426-2703 Cell
(904) 302-8606 Office
(904) 379-3560 Fax

Date: March 26th, 2018

To: City of Fernandina Beach Maintenance & Managers Office

From: Tracy Higginbotham

RE: Emergency Repairs to City Golf Course Clubhouse

Cole Builders is pleased to provide you with a proposal to perform the following work.

Includes:

- Permits
- County inspections
- Dumpster w/debris removal

TRUSS REPAIR THROUGHOUT CLUBHOUSE AS NEEDED

- Seal and block off doors to other rooms to prevent dust from leaving work area as well stopping non-construction personnel from entering work areas
- Seal off kitchen pass and install temp. wall to allow kitchen/wait staff passage to & from kitchen/other club rooms
- Remove attic insulation to expose any damage to existing truss members
- Remove up to 4' of textured ceiling starting at wall top plate (any additional removal of drywall/ceiling will require a change order)
- Remove sup to 2' of wall board to fully expose the top plate as needed to perform repairs as described by engineering plans
- Remove cantilevered soffit system and lights attached to same throughout room
- Attempt to raise truss webbing by jacking it back to its original height (if needed or possible) then gusseting it back at appropriate height
- If not able to return trusses to original height, then will be gusseted in place. This may cause framing issues to square up ceiling slopes or wall sections (will require change order)
- (Does not include any plumbing in ceiling, to be determined after ceiling is opened)
- Paint walls to match current finish with Sherwin Williams Super-paint or equal

CEILING REPAIRS IN CENTRAL CLUB & BAR AREA

- Repair areas of damage to ceiling over bar
- Replace ceiling where previously removed. Follow same slope angle downward to 8' at which point carry ceiling horizontally across to where it intersects wall at roughly 90deg.
- Replace insulation batting to meet current code
- Spray knockdown on smooth/flat ceiling areas
- Overspray knockdown on repaired areas of the vaulted ceiling

Lights	\$3,500.00	40%	\$ 4,900.00		
Permit	\$500.00	40%	\$ 700.00		
Paint	\$2,200.00	40%	\$ 3,080.00		
Insulation	\$1,500.00	40%	\$ 2,100.00		
AC Work	\$2,000.00	40%	\$ 2,800.00		
			\$ 33,110.00		