



AGENDA
GOLF COURSE ADVISORY BOARD
REGULAR MEETING
MAY 9, 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 Commissioner Course Tour
- 5. NEW BUSINESS**
 - 5.1 Financial Update
- 6. MGA UPDATE**
- 7. WGA UPDATE**
- 8. MARKETING UPDATE**
 - 8.1 Marketing
- 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 Regular Meeting

April 11, 2018

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Board Chair Harry Kegler called the meeting to order at 9:00 AM. Present were: GCAB members: Harry Kegler, Philip Jones, Lee Murray, Jayne Paige, Claude Hartley. FBGC General Manager, Steve Murphy, FBGC Superintendent Shannon Wheeler, Fernandina Beach City Commissioner, Chip Ross, FBMGA President Jon Berk, Fred Pugh, and Mike Lednovich.

3. APPROVAL OF MINUTES: Philip Jones made a motion to accept the March 14 minutes. Jayne Paige seconded the motion and the motion passed.

4: OLD BUSINESS: The following items were on the Old Business Agenda.

4.1 ITEM ONE: The Pickleball Courts at the FBGC were taken off the agenda since the City of Fernandina Beach was going to build more Pickleball Courts downtown and there was a consensus that players wouldn't pay money to play when they could play for free downtown.

4.2 ITEM TWO: Repurpose/Revenue Generation for the FBGC.

Philip Jones proposed working closely with Northern Colleges to attract them to our golf course and promoting Junior Golf. Steve Murphy updated the Board on the many ways Billy Casper Golf promoted golf and the many ways they analyze the different programs to find out which plans work the best for certain courses. Steve discussed the two summer camps that FBGC promotes. There was discussion about promoting the FBGC to the new development Wildlight, and to all the hotels. Steve Murphy mentioned that FBGC had been nominated as the "Most Improved Golf Course" and Shannon Wheeler noted that Steve Murphy had been nominated as "Best General Manager". There was general discussion about many different ways (use more volunteers, a membership recruitment drive) to raise revenue with a consensus that improving the driving range would be a definite way.

5. NEW BUSINESS: Harry Kegler said he would like to invite City Manager Dale Martin and the five City Commissioners to have lunch at the golf course and tour the entire golf course. There was general discussion about the best way to proceed in this matter and the Board hoped that this could be done before the end of June.

5.1 FINANCIAL UPDATE: Steve Murphy referred to his financial handouts. Steve noted that prices would be raised incrementally next year. The pricing is based on many variables including the prices charged at all the other courses within twenty miles of FBGC. Steve discussed the

recent emergency repairs and noted that the banquet room would have to have the same repairs (approximately \$80,000) next year. Steve Murphy noted that March was a good month and the FBGC financial projections were in line with the budget.

6. MGA UPDATE: Jon Berk updated the Board on FBMGA activities and Lee Murray updated the Board on the upcoming Tournaments scheduled.

7: WGA UPDATE: Jayne Paige asked about the tree issue on hole #7 South. Shannon Wheeler recognized the problem and said he needed a certain saw to take care of the problem.

8: MARKETING UPDATE: Steve Murphy referred to his written handouts.

9. AGRONOMY UPDATE: Shannon Wheeler updated the Board about the difficult conditions that affected the FBGC this winter and was hopeful that the upcoming warmer weather would “wake up the grass” and course conditions would improve. Shannon discussed specific course issues and detailed the plans to take care of those issues. He specifically discussed ways he was going to work to improve the driving range.

10. PUBLIC COMMENT: Jon Berk mentioned that our FBGC was in much better condition than North Hampton Golf Course

11. ADJOURNMENT: Philip Jones made a motion to adjourn and it was seconded by Lee Murray. The meeting was adjourned at 10:33 AM

ATTEST:

LEE MURRAY

SECRETARY

HARRY KEGLER

CHAIR



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