AGENDA
GOLF COURSE ADVISORY BOARD
REGULAR MEETING
JUNE 13, 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 May Minutes

4. OLD BUSINESS

4.1 Commissioner Golf Course Tour Update

5. NEW BUSINESS

5.1 Financials

6. MGA UPDATE

7. WGA UPDATE

8. MARKETING UPDATE

8.1 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.

Board Chair Harry Kegler called the meeting to order at 9:03 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 and FBWGA representative Helen Hirsch. Jayne Paige announced that Helen Hirsch would be replacing her as the FBWGA representative on the GCAB when her term expires in June 2018. Harry thanked Jayne for her many years of service. Steve Murphy mentioned that Jon Berk should send a letter to the FB City Clerk nominating Philip Jones for another one year term representing the FBMGA. Jon said he would do so.

3. APPROVAL OF MINUTES: Philip Jones moved to accept the April 11, 2018 GCAB Minutes. Claude Hartley seconded and the motion passed unanimously.

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

4.1 ITEM ONE: FB City Commissioner tour of FBGC - There was a general discussion about the tour of the Golf Course for the FB City Commissioners that will be held on Tuesday, June 12 from 1:00 PM till 3:00 PM. Members were asked to formulate discussion topics and forward them to Steve Murphy and he would prepare an "educational tour package" for the Tour. It is hoped that the GCAB can help educate the FB City Commissioners how important the FBGC is to the community and what a gem it is for the City to have for its residents.

5. NEW BUSINESS: Steve Murphy said the financials had just been completed the night before. Rounds had been down about 100 and the F&B revenue was down because of the two week shutdown to fix the grill roof and trusses. He presented the Five Year Capital Plan for the FBGC which he sends to the FB City Commissioners in addition to the 2018-2019 Annual Budget. There was general discussion among all the members and FB City Commissioner about the five year plan. Among the discussions was the announcement that the City of FB was going to hire an arborist. Shannon Wheeler explained what an arborist does and said it would be very helpful to him. Steve Murphy explained in greater detail the Five Year Capital Plan and the proposals for Maintenance Equipment Purchases ($200,000 – Year One – This includes a very much needed $25,000 Backhoe), Building Repairs ($80,00 – Year One – banquet room roof and trusses), North Greens Renovation ($50,000 – Year Three), Bunker Renovation ($75,000 – Year

Five), Cart Path Repair ($240,000 - $60,000 per year – Years One, Two, Three and Four), Kitchen Equipment Replacement ($20,000 – Year Two), Bar Renovations ($30,000 – Year Three) and Tee Box Renovations ($75,000 - $40,000 – Year Three and $35,000 Year Four). It was noted that the Debt for the Golf Carts and Debt for the Clubhouse would both expire in December, 2020.

5.1 FINANCIAL UPDATE: No Discussion

6. MGA UPDATE: Philip Jones announced the new 8:30 tee time for the FBMGA Saturday Morning Mixer. Lee Murray announced the dates for the next three FBMGA Tournaments and the need to attract more members to the FBMGA.

7: WGA UPDATE: Jayne Paige thanked Shannon for the tree trimming that was done on #7 South and asked if the water cooler which is by the white tees on 7 South could be moved to the #8 tee box. She announced the Jacksonville Area women golfers would be coming to the FBGC in the near future.

8: MARKETING UPDATE: Steve Murphy reviewed the handouts and the different ways they are working to attract more golfers.

9. AGRONOMY UPDATE: Shannon Wheeler announced the aerification schedule. He discussed the transition the FBGC was going through as the Rye Grass dies off and the Bermuda grass comes up. He again discussed how much they do with the limited staff he has. He does have a new assistant Mike Worth, and he says the FBGC was fortunate to be able to hire him.

10. PUBLIC COMMENT: FB City Commissioner Chip Ross discussed the FBGC and its relationship to the City, asking GCAB members to really think about how much they are willing to spend to have a City owned Golf Course. He advised attending FB City Budget meetings. There was general discussion about the challenges facing Municipal Golf Courses throughout the US.

11. ADJOURNMENT: Philip Jones made a motion to adjourn and it was seconded by Jayne Paige. The meeting adjourned at 10:09 AM

ATTEST:

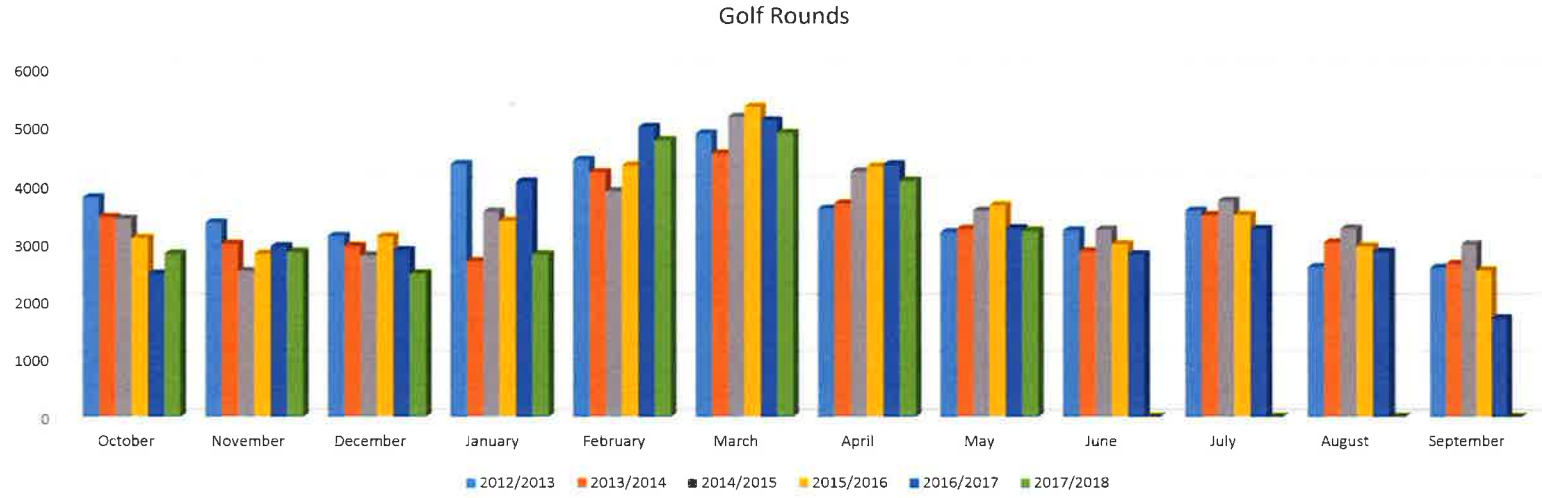
_____ _____

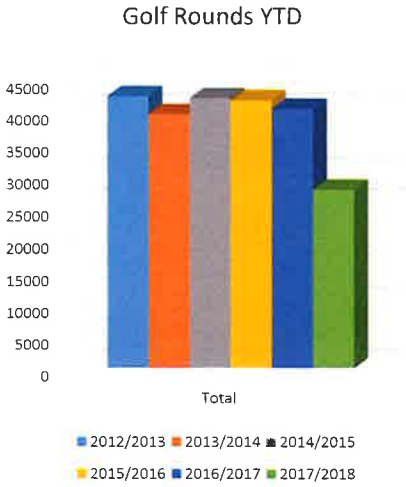
LEE MURRAY HARRY KEGLER

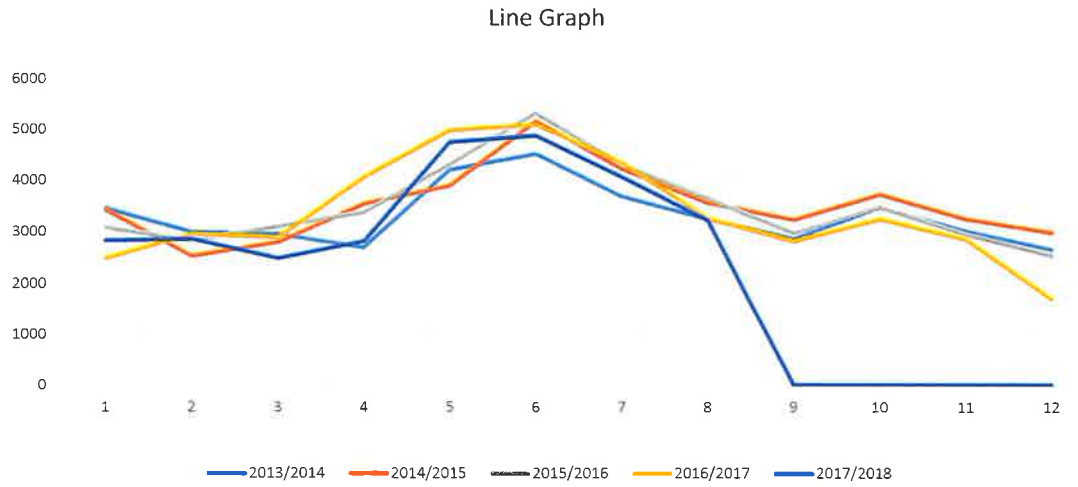
SECRETARY CHAIR

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	4060	3209	0	0	0	0	27845



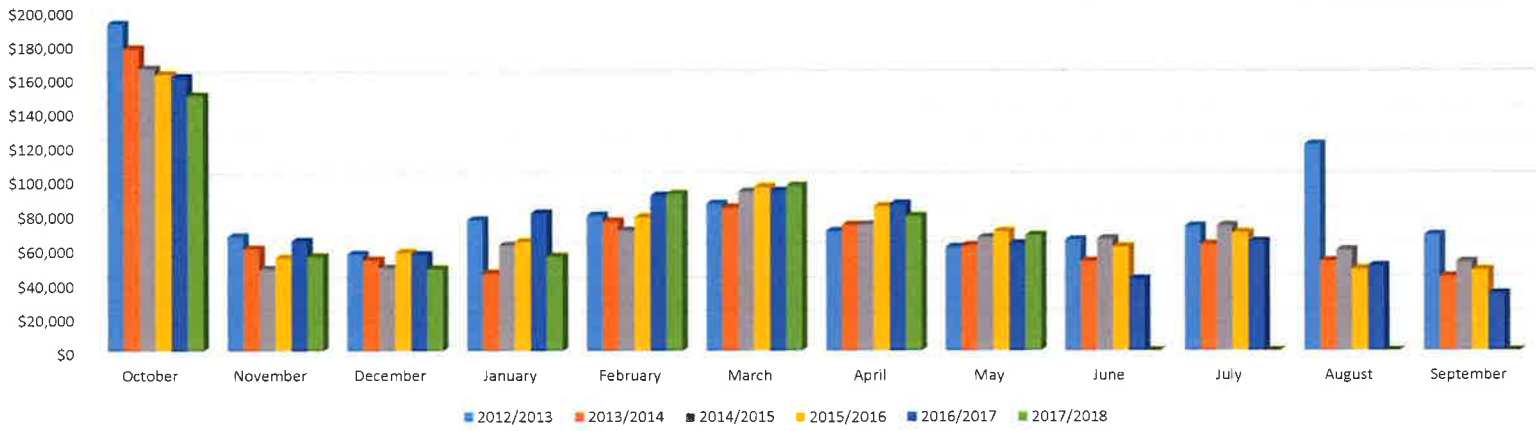




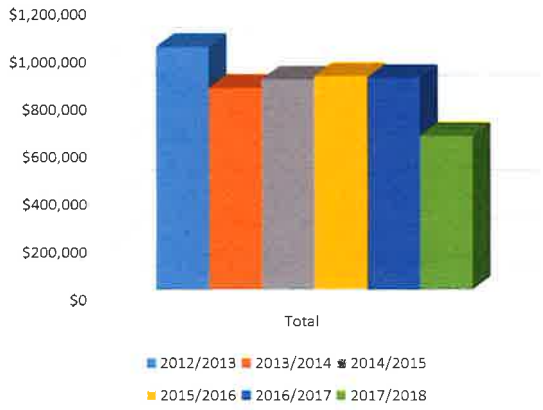
Total Golf Revenue

	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	$78,919	$68,010	$0	$0	$0	$0	$645,732

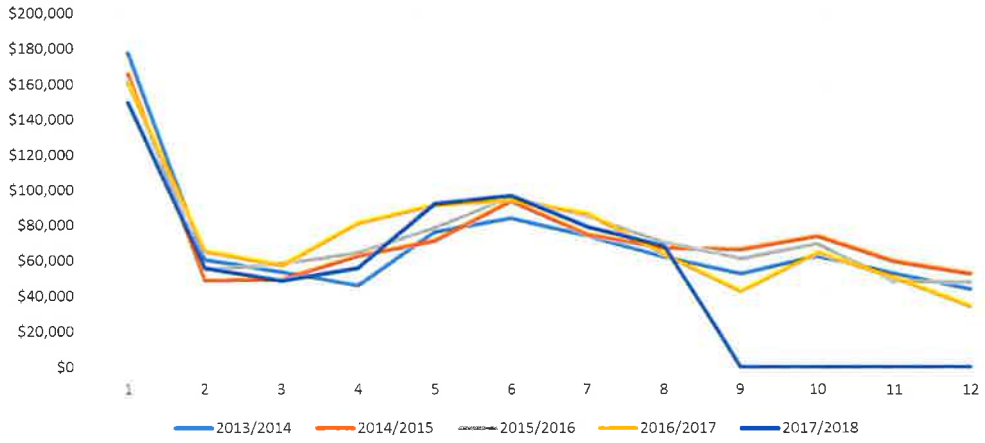
Golf Revenue Includes Green Fee, Cart Fee, Range, Card Sales and Membership



Golf Revenue YTD

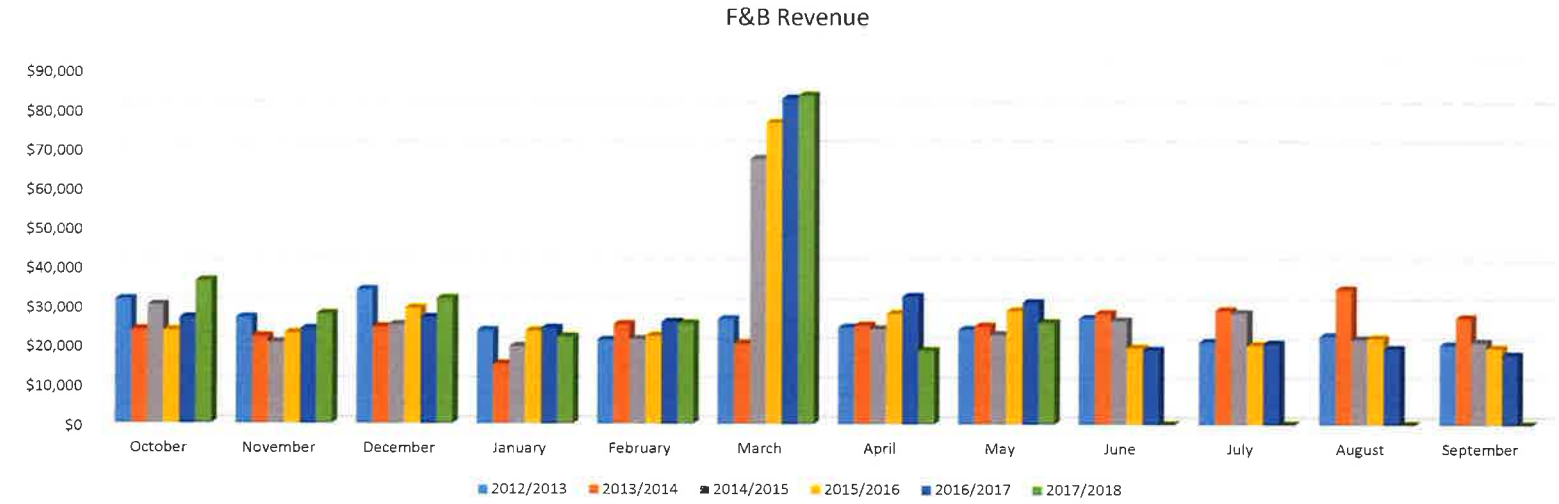


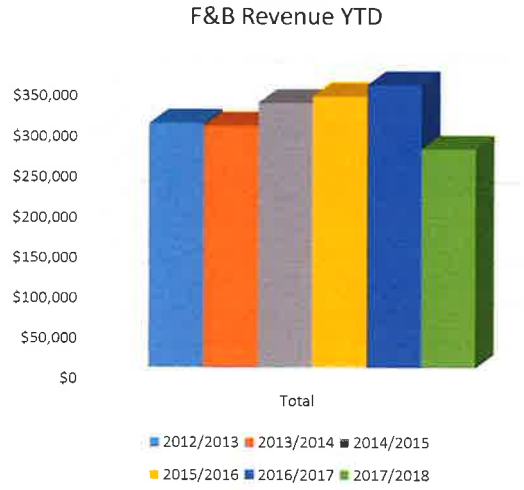
Line Graph

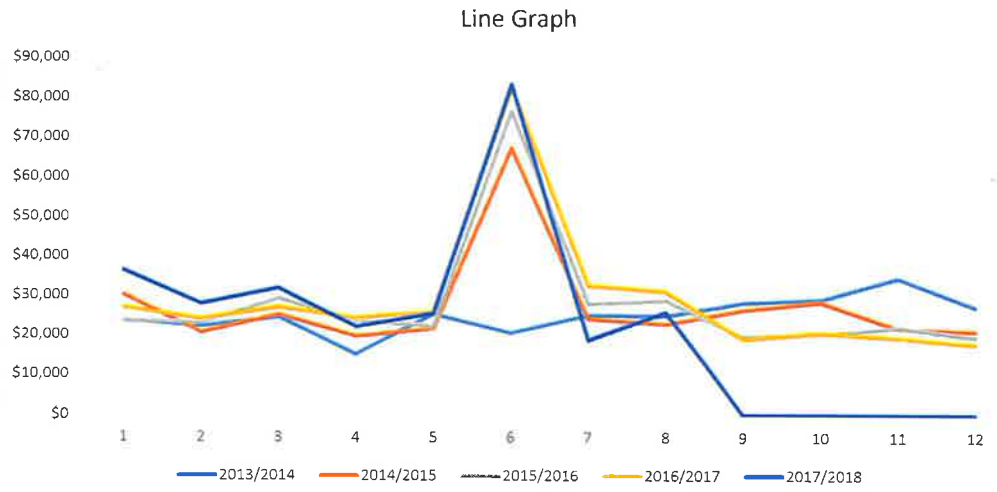


Total F&B Revenue

	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	$18,605	$25,736	$0	$0	$0	$0	$271,251

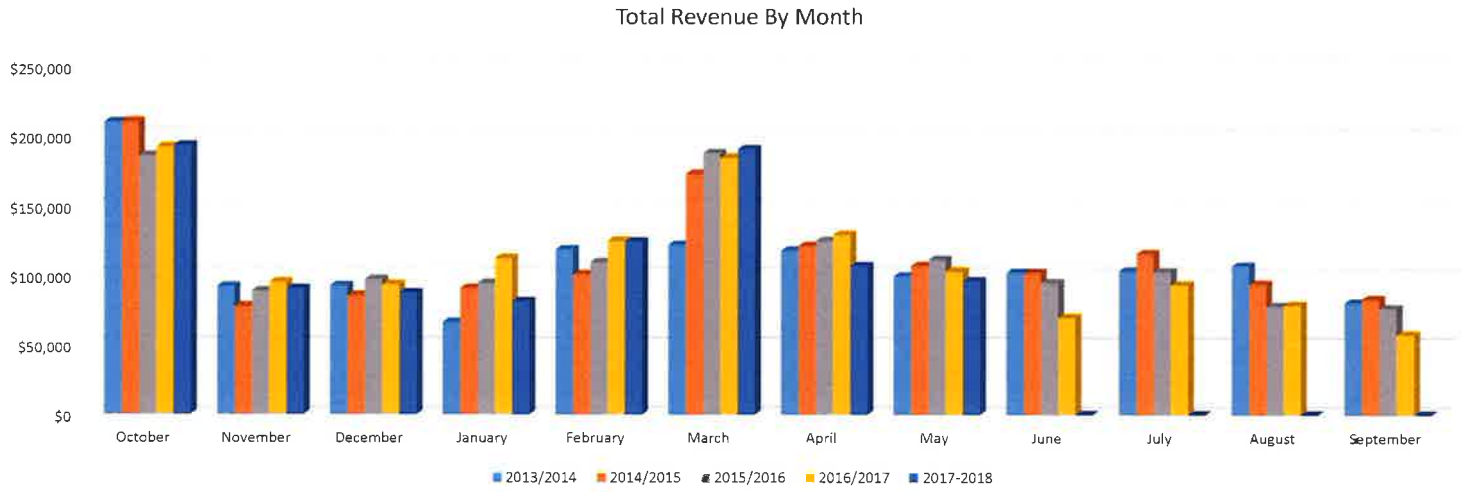


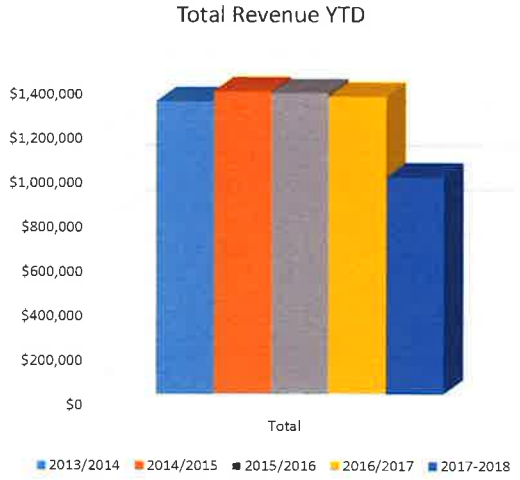


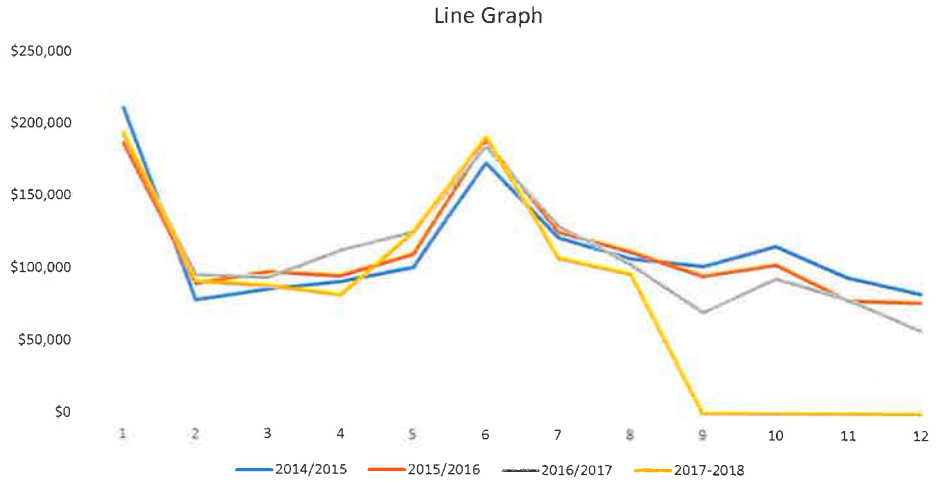


Total Revenue

	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	$107,110	$96,252	$0	$0	$0	$0	$972,048







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June 18 - West Course
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June 12 - 25, 2017

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6:00PM TO 7:30PM

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9:00pm Shotgun Start

1:30PM Awards

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