AGENDA
GOLF COURSE ADVISORY BOARD
REGULAR MEETING
JULY 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

5. NEW BUSINESS

5.1 Financial Update

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.

Golf Course Advisory Board Regular Meeting

June 13, 2018

1. CALL TO ORDER at 9:00 AM
2. ROLL CALL: In attendance were Harry Kegler, Chairman of the Board, Philip Jones, Vice-President, Lee Murray, Secretary, Claude Hartley, Member, Jayne Paige, Member, Jon Berk, FBMGA President, Chip Ross, Fernandina Beach City Commissioner, Steve Murphy, FBGC General Manager, Shannon Wheeler, FBGC Superintendent, Helen Hirsch, Mike Lednovich, George Murphy and BJ Murphy.

3. APPROVAL OF MINUTES: Motion to accept made by Claude Hartley. Seconded by Jayne Paige.

4. OLD BUSINESS: FB City Commissioner Golf Course Tour Update: Harry Kegler reviewed the very successful tour of the course on Tuesday, June 12. Harry thanked Steve Murphy and Shannon Wheeler for their expertise in explaining the conditions of the golf course to the City Commissioners. All the Board members expressed their satisfaction with the tour. Lee Murray suggested that Shannon Wheeler prepare a monthly update on the golf course conditions. Shannon said he will do that after he is finished the aerification process. Claude Hartley asked about using a company to do the aerification as had been done in the past. Shannon explained it cost $7,000, and the staff is doing it themselves to save the money and is spending the savings on the tree root cutting project that was done in February.

5. NEW BUSINESS:

5.1 Financials: Steve Murphy reviewed the financials, pointing out that April and May were difficult because there was so much rain in April and May. The rain made driving range revenue go down, but golf rounds and revenue were still almost on plan for April and May. Food and Beverage was down also, but Kristi Benjamin is doing an excellent job. Overall, the FBGC is trending right along the projected budget. Lee asked how much revenue the driving range brings in. Steve said about $5,000 to $6,000 per month. Discussion followed about making improvements to the Driving Range, and if there is any way to make it so it doesn't have to close every time it rains.

6. MGA UPDATE: Lee announced the FBMGA Father's Day Tournament. Jon Berk thanked Steve and Shannon for their efforts with the Golf Course Tour. Steve suggested that the FBMGA change the date of the next meeting from July 5 to July 12, since the 5th is the day after the

Fourth of July. There was some discussion about the FBGA Scholarship fund that would be almost down to zero in the next few years and how that might affect the 501)C) 3 status.

7. WGA UPDATE: Jayne said the Women's season was over until September, but there were still some matches being played against other courses. There was some discussion about the removal of the rain shelters from the golf course. Steve explained that the shelters were hazardous and they had to be torn down.

8. MARKETING UPDATE:

8.1: Marketing Update: Steve Murphy discussed some of the new things they were trying. On Thursday, June 28 the FBGC is sponsoring a free event for the public featuring Carlos J. Bustabad, a local hypnotist. He discussed the involvement with The World's Largest Golf Outing on August 6, 2018, the FBGC involvement with the Fisher House.org (a very successful Ronald McDonald type organization for Wounded Warriors) and the two summer golf camps that will be held at FBGC.

9. AGRONOMY UPDATE:

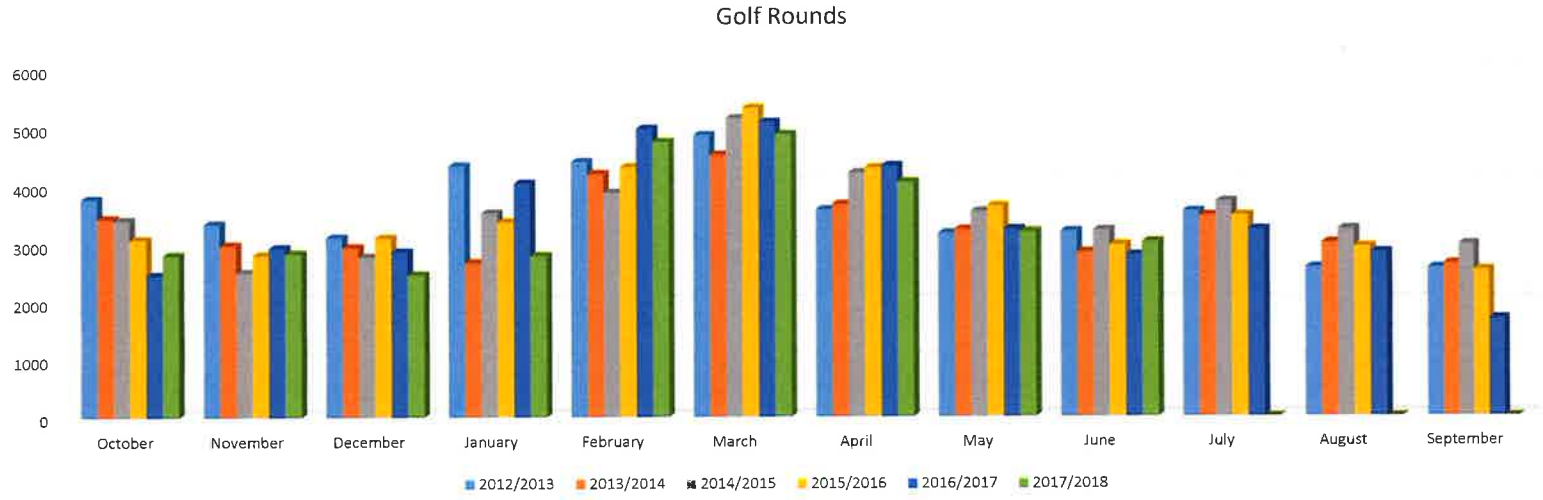
Shannon reviewed the aerification plans and discussed the improvements that have been made in the one and half years that he has been at the FBGC.

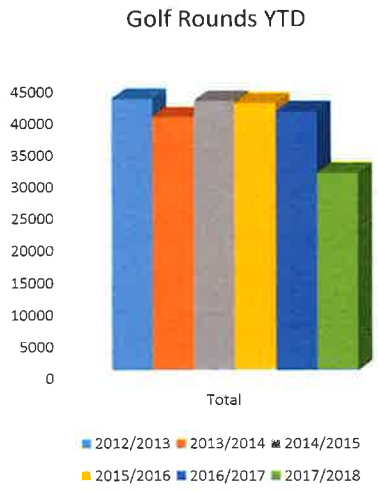
10. PUBLIC COMMENT: Harry asked FB City Commissioner if he wanted to speak. Mr. Ross said when speaking before the City Commissioners at the next Commission meeting, "Be Bold, Be Bright, Be Gone!" There was some discussion about the upcoming City Commission meeting and the need for many FBMGA and FBWGA members to attend the meeting. FBMGA Member George Murphy spoke about his 38 years of playing the FBGC and the amount of money that he and his extended family have paid to the city over those 38 years.

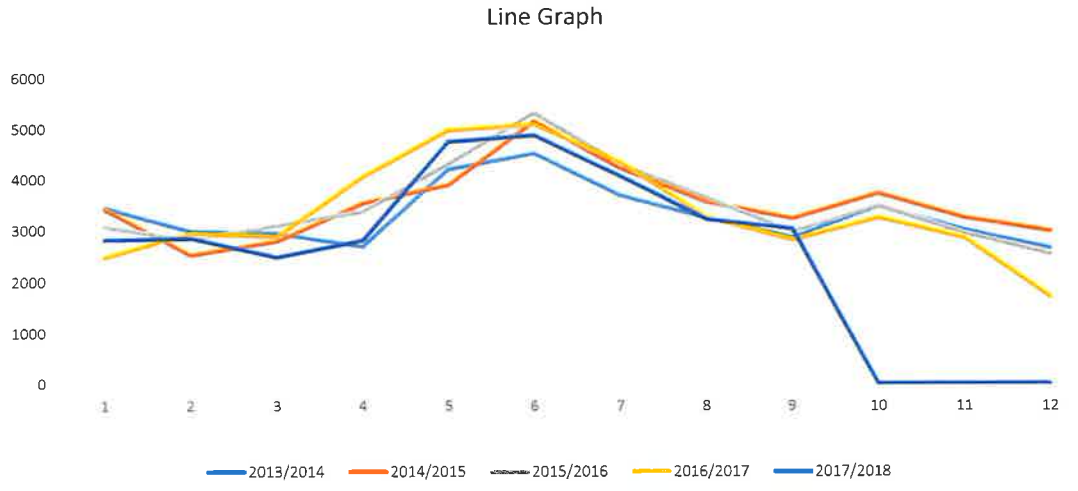
11. ADJOURNMENT: Philip Jones made motion for adjournment. Jayne Paige seconded the motion.

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	3029	0	0	0	30874



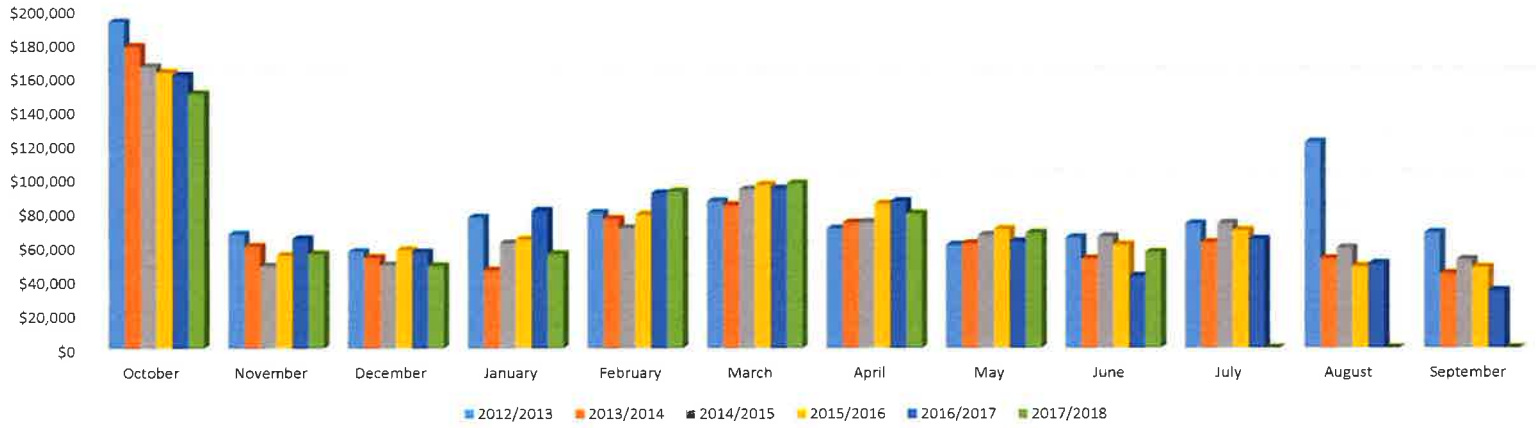




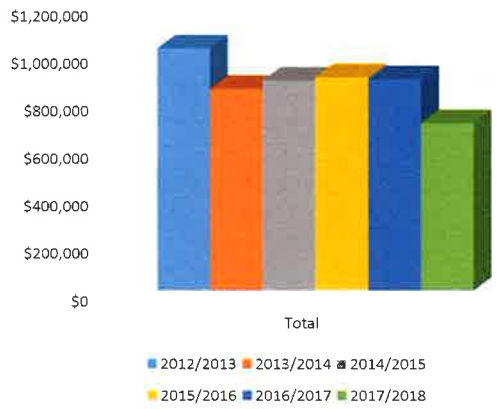
Total Golf Revenue

	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	$56,810	$0	$0	$0	$702,542

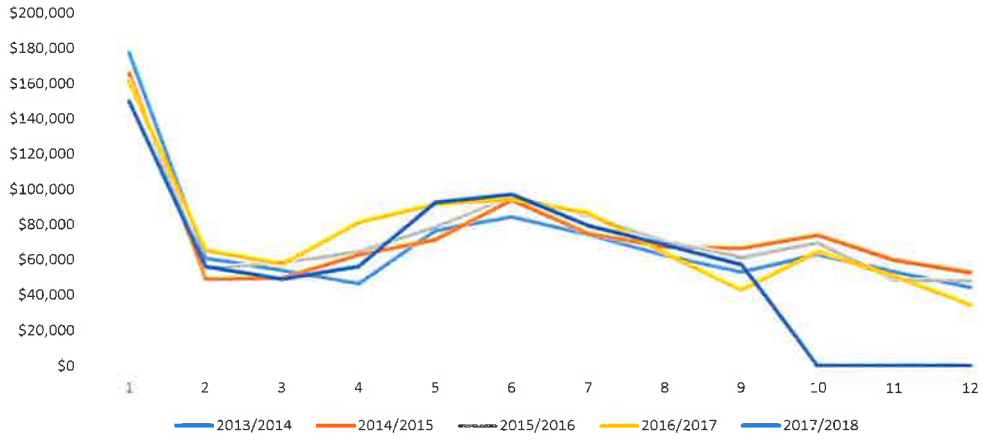
Golf Revenue Includes Green Fee, Cart Fee, Range, Card Sales and Membership



Golf Revenue YTD

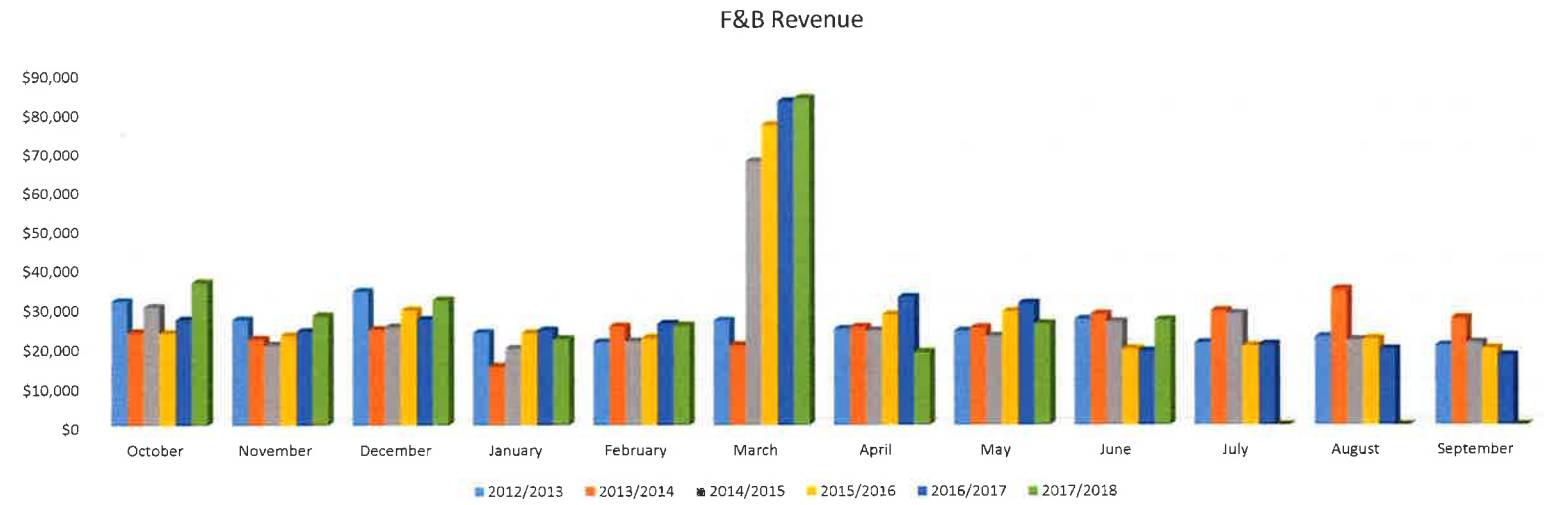


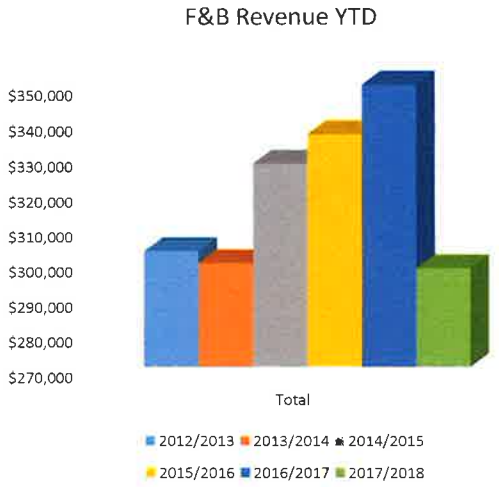
Line Graph

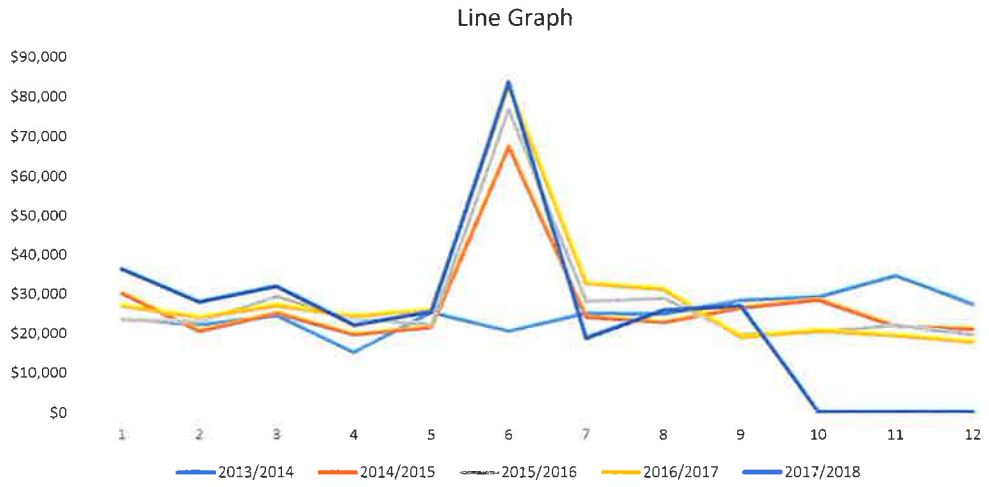


Total F&B Revenue

	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	$26,739	$0	$0	$0	$297,990

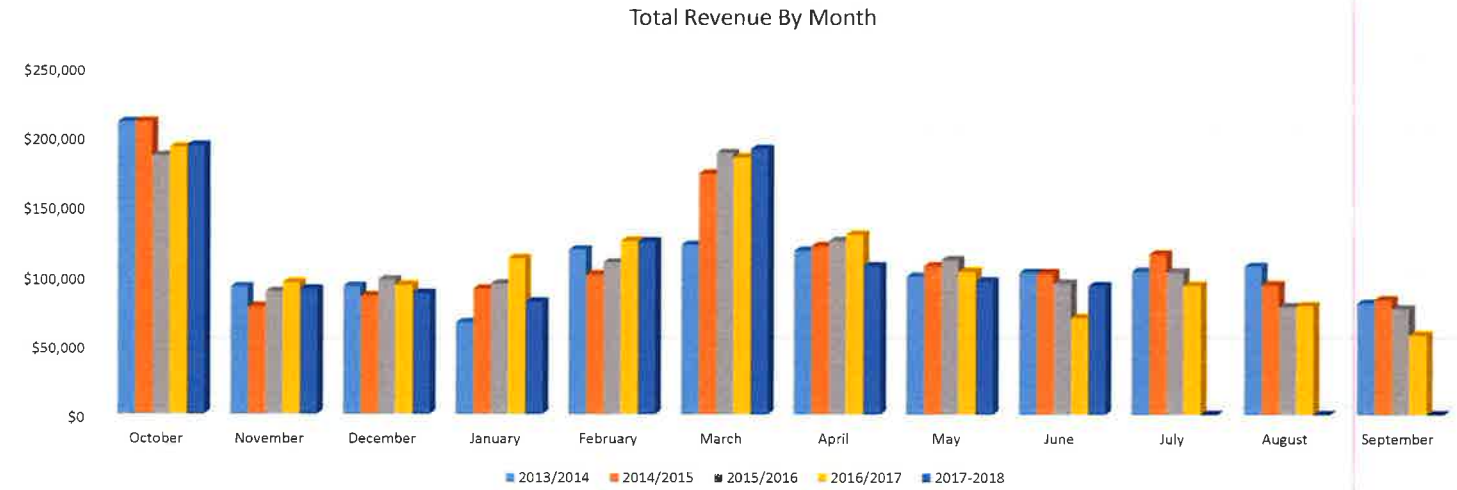


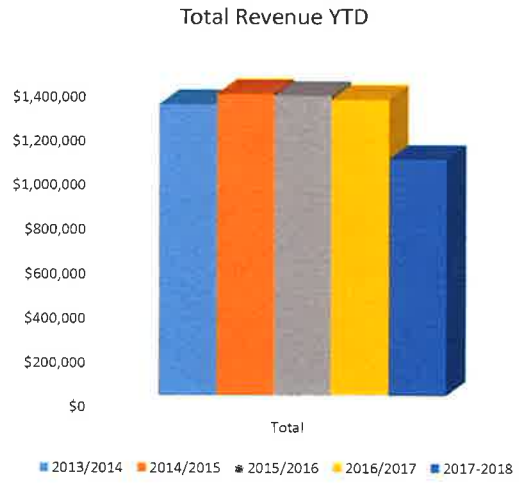


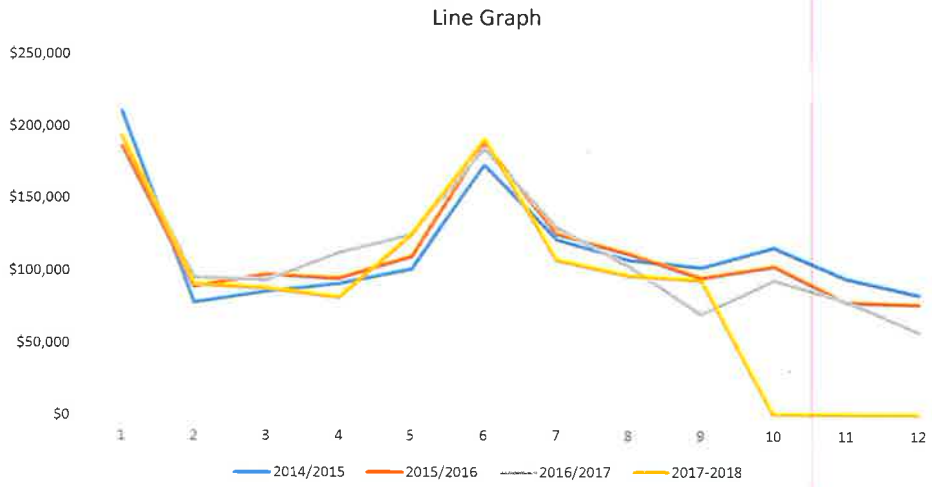


Total Revenue

	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	$93,187	$0	$0	$0	$1,065,235







COOL DEALS FOR HOT DAYS

Everyday

$25

Twilight Special
After 1:00pm
Valid thru 7/31/2018

Weekend

$29

18 Holes with cart
7:00am-1:00pm
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Thursdays

$10 Off

Play between
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Discount applies to 18 holes
with cart only.
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FERNANDINA BEACH GOLF CLUB

$39 Per Player

Register as a Single, Twosome, or Foursome!

Price Includes: $10 per player donation, green fee, shared cart, warm-up bucket, local prizes and awards ceremony following play

Play in the 2018 **World's Largest Golf Outing** and help us give back to those who need it most!

8:00AM *Registration*

9:00AM *Shotgun Start*

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SAVINGS EVERYDAY AT ANYTIME

$29	18 Holes Riding
$18	18 Holes Walking
$20	9 Holes Riding
$12	9 Holes Walking
$24	Twilight Riding (After 1:00pm)
$16	Twilight Walking (After 1:00pm)

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Valid October 1, 2018 - September 30,

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MEMBERSHIPS INCLUDE:

$20 Cart fee
Discounted Walking Rates
50% Off Range Balls
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CITY RESIDENTS

Single	$675
Couple	$1025
Senior Single	$600
Senior Couple	$925

NON-CITY RESIDENTS

Single	$775
Couple	$1125
Senior Single	$700
Senior Couple	$1025

4 FREE Rounds if purchased by 9/15/2018

2 FREE Rounds if purchased by 9/30/2018

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FAMILY MEMBERSHIP

Available to spouses and their children under 24 years of age living at the same address. Includes all benefits above.

City Resident	$1250
Non-City	$1350

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MEMBERSHIPS VALID OCTOBER 1, 2018-SEPTEMBER 30, 2019

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