



AGENDA
GOLF COURSE ADVISORY BOARD
REGULAR MEETING
AUGUST 8, 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
 - 5.2 Property Change
- 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.

The Golf Course Advisory Board of the City of Fernandina Beach, Florida, met in a Regular Meeting on Wednesday, July 11, 2018 at 9:00 pm in the Gold Course Clubhouse. Present were

In attendance were Harry Kegler, Board Chair, Claude Hartley, Member, Helen Hirsch, Member and Steve Murphy, FBGC General Manager. Absent were Lee Murray, Secretary and Philip Jones, Vice Chair.

Others in attendance were Shannon Wheeler, FBGC Superintendent, Jon Berk, FBMGA President, Chip Ross, Fernandina Beach City Commissioner and Mike Lednovich, Candidate for City Commissioner.

3. APPROVAL OF MINUTES:

Approval of Minutes - Motion to approve the minutes from the Regular Meeting on June 13, 2018 was made by Helen Hirsch and seconded by Claude Hartley. Minutes approved.

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

The old business discussed was the tour of the city Commissioners of the golf course on June 12, 2018 and the Q & A following the tour which was productive. All the commissioners were in attendance with the exception of the Mayor, John Miller.

Additional comments were made regarding the Commission Meeting on June 19, 2018 when the commissioners voted NOT to sell the Fernandina Beach Golf Course. Many of the regular players at the course showed up for that meeting showing their objection to any possible sale of the course.

Commissioner Ross commented that he had received many emails from golfers who did not want to sell the course. Many people from the golf course were in attendance at the commissioner's meeting and many that were a surprise to see. Jon Berk did a great job of encouraging golfers to show up. Helen reminded us that a number of lady golfers were in attendance also.

5. NEW BUSINESS:

Financial Update – Steve Murphy said that he starts the budget in May so it's hard to budget 12 months out so in setting the budget for this June the budget was aggressive and we missed budget for June. However, looking at the results year over year the rounds are up by 227, golf revenue up by \$14,496, Food and Beverage up by \$7,908. Total revenue is up by \$23,158 so it's not a loss.

July is starting out in a similar way with rounds of golf up, revenue is up and August and September will be better because last year it was all about the hurricane.

The fee schedule for next year has been approved by Billy Casper Golf. Changes are shown in yellow and attached to this report of the meeting minutes.

- Daily Member Walk Fee will increase \$.50 for 9 holes and \$1.00 for 18 holes
- Daily Greens Fees will increase \$1.00 for 9 holes and \$2.00 for 18 holes
- Membership (A) – Member Fee will increase \$1.00 for regular and Twilight
- The Beach Card will increase by \$10.00 from \$59.99 to \$69.99

- A new category "Family Membership" has been added. It will include the family and all children 24 years old and younger living at home. This has not been offered before at this course.
- Cart Fees will increase \$.50 for 9 holes (\$10.50) and \$1.00 for 18 holes (\$21.00)
- City Employees will also increase by \$1.00 for 9 holes, 18 holes and walking.

Other fees will remain the same as currently.

If everything remains the same the additional fees will add \$60,000 to the annual revenue. The card fees are cheaper than they were 20 years ago when they were \$25.00. Everything was higher than. Royal Amelia didn't exist 20 years ago.

The full Membership was discounted last year to try to pull in more members. 8 people signed up This year it is discounted from \$3,500 per year to \$3,000. If you play 104 rounds per year it is breakeven.

Golf Now fees are lower now than standard fees. Why would anyone pay the higher rate? Steve said that it is the Twilight rate. Billy Casper sets the Golf Now rate. Golf Now charges 15% fee. FBGC is the most reasonable in the area.

6. MGA UPDATE:

Jon Berk gave the update on the MGA. September 22 & 23rd will be the Club Championship. We had a great turnout for the Commissioner Meeting. The MGA just voted on the Tee Box debate. Men 60 years old can move to the Gold Tees and Men 72 years old can move to the Red Tees. This applies to all MGA tournaments. It is not mandatory to move up. There will be no additional reason to move based on handicap and age or ability and age.

It is now official. The Blitz is not affected because it is not an MGA sponsored event.

Helen said that the WGA have age and handicap as the criteria to move up to a shorter tee box.

Jon said the 501 (c) (3) scholarship fund would continue to pay through 2019. At that point it would be decided to continue or join and support the JAGA effort for an annual fee of \$250 to become part of their scholarship effort.

7. WGA UPDATE:

Helen Hirsch reported that the ladies are still playing against other courses in the Summer Team matches and they are doing well. There are five teams in the Area Four. They are Queens Harbor, Magnolia Point FBGC, Jacksonville Golf & Country Club and Long Point, we are doing okay and are about in the middle in third place. Future matches include two home matches.

Some ladies suggested the rakes need to be replaced because they are broken. Shannon said he has ordered 25 new rakes yesterday.

8. MARKETING UPDATE:

Steve handed out information about The World's Largest Golf Outing. He would like to see a full field. This is a Billy Casper sponsored event throughout the country where the benefits from the tournament go to the Fisher House for veterans. Similar to the Ronald McDonald House. It is a great event and cost only \$39. There is also a raffle for two WLGO bags. The Golf Channel covers it live. Employees should be asking people to buy the raffle tickets and signing up for the tournament. The other marketing materials will be sent out after August first.

Memberships can be purchased after September first. If you renew your membership before September 15 you will get 4 free passes. Renew by September 30 and get 2 free passes. After September 30 nothing.

9. AGRONOMY UPDATE:

Shannon said we took delivery of four of six new (to us) pieces of equipment from lease at TPC Sawgrass. Two mowers, a Gator Utility Vehicle, Pro-Gator utility vehicle, a roller either tomorrow or Monday which is having new rollers installed. A trailer which is being built in South Dakota. The new mowers are diesel and seem to be very good. \$32,000 new. The hours on this equipment are low and will give us long term help.

The grass is growing and everything is coming back well. We have enough equipment for 9 holes and our people are taking care of 27 holes. Today one worker had to take his om to the doctor so I lost 20% of my workforce.

Weed control is coming along well. Some people have complained about the long grass that is 40 yards off the fairways.

The greens are a little soft right now and some additional sand would help but it may not be good for the greens long term. We should deal with the softness now so long term the course will be best when the busiest season starts. We have to make some decisions for the season of the most business.

We will do some more work on the greens in the fall. We have sanded four times already and some players second guess how the work is being done.

Shannon says this is his favorite thing to do and he is passionate about doing the right thing. Everything is aimed at being ready for peak season.

The tee boxes have been punched and the root system will help bring the tee boxes back to having grass like needed. The sand used is special for the purpose.

Shannon was asked again about doing an article for the MGA Newsletter. He has agreed to write an article. He works long hours and is really busy. He is part of the working team.

Aerification will start again 9 holes each week starting the week of October 29th. West the week of the 5th of November and the South the week of November 12th.

10. PUBLIC COMMENT:

Jon Berk asked about using volunteers on the course to help with maintenance. Steve said he had gone to the Casper attorney for a ruling. Shannon is not interested in having to monitor people that may be more work than help. He would accept folks going around with material to fill divots in the fairways using a golf cart.

Commissioner Ross said the issue of solar energy being used at the course has not been able to be put together. He also suggested that the golf course hold a candidate open house at the course and have it organized like the one we had last year which was the best format they attended. Steve said it is on the agenda. Second week of October.

He also had three questions not related to the golf course. He wanted an opinion from the board. He said a committee was looking at putting in paid parking at the three public parking areas at the beach. The system would allow the parking pass using a cell phone. The money would help offset cost. The

parking would be at the beach. Harry said he thought paid parking should be established and the community is missing money that could be gained. Harry said that he goes to a lot of different places and always has to pay to park. He never questions it.

It would be monitored by license plates. Helen said she did not like the idea. It is her opinion. Claude Hartley said he didn't agree and it would put the Sand Bar out of business. Commissioner Ross said he would take our opinions back to the committee. Steve Murphy said this is the first place he has ever been that did not have paid parking.

Commissioner Ross also said he considers three things when he is looking at an issue.

1. How does it increase the quality of life for the community?
2. Who is going to pay for it?
3. What will it cost?

11. ADJOURNMENT:

Claude Hartley made a motion to adjourn and Helen Hirsch seconded it. The motion carried.

ATTEST:

LEE MURRAY
SECRETARY

HARRY KEGLER
CHAIR

GoMaps



August 2, 2018

1:1,128
0 0.0075 0.015 0.03 mi
0 0.015 0.03 0.06 km
Est. HERE, Garmin, © 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

WORLD'S LARGEST GOLF OUTING



**FREE FUTURE ROUND
OF GOLF TO EVERY PLAYER!**

Come Together on Monday, August 6th!

Fernandina Beach Golf Club

\$39 Per Player

Register as a Single, Twosome, or Foursome!

Price Includes: Golf, Cart, Range, Lunch and Prizes

Free future round of golf. \$44 value!

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

8:00am Registration

9:00pm Shotgun Start

1:30PM Awards

[CLICK HERE TO REGISTER](#)



GOLF NOW

AUGUST BEACH CARDHOLDER SPECIAL

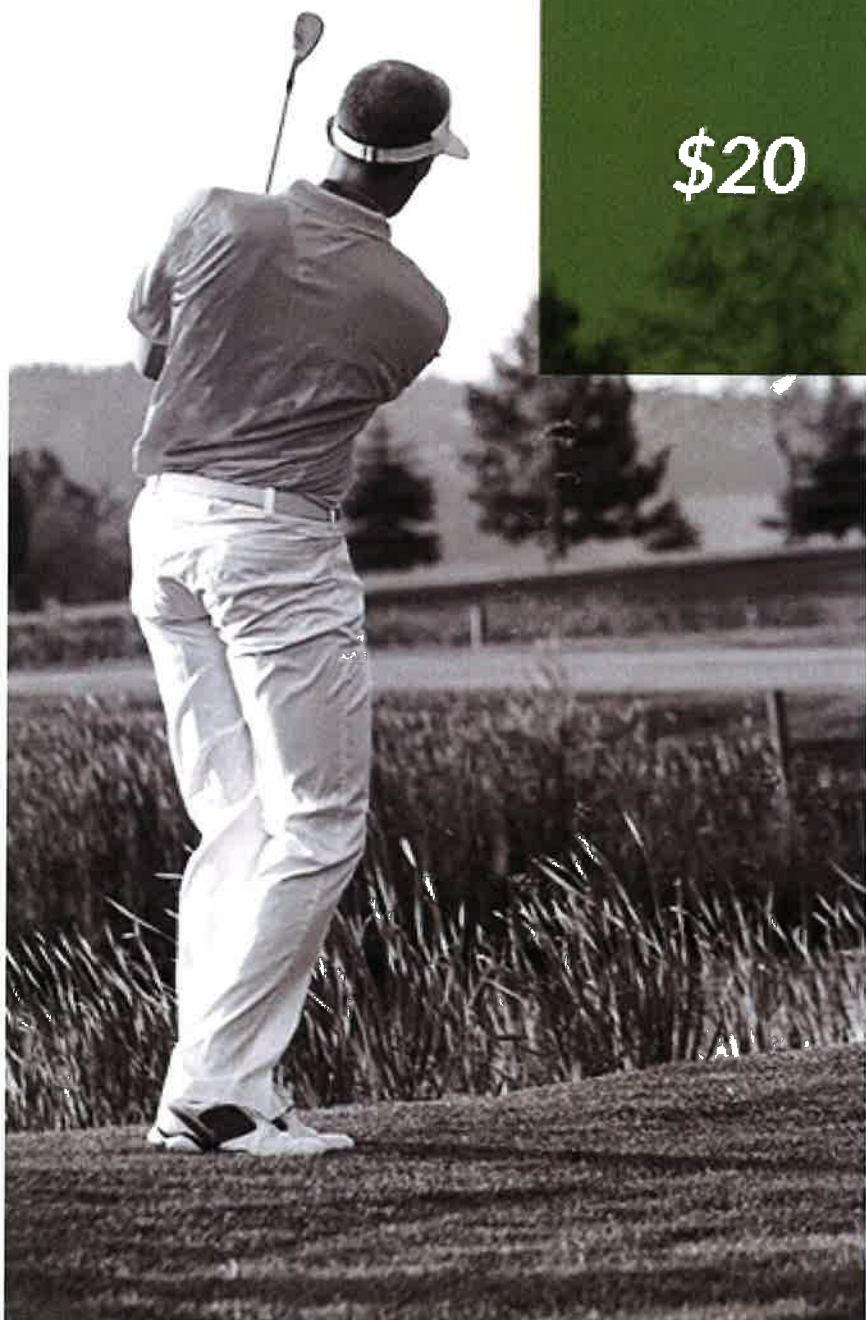
A Big Thank You For Your Loyalty!

\$24

Play Earlier
7:00am-1:00pm
Tuesday & Thursday

\$20

Play Twilight
1:00pm-6:00pm
EVERYDAY



CALL 904.310.3175
or Visit Our Website to Book
Your Tee Time Online at
fernandinabeachgolfclub.com



904.310.3175 | fernandinabeachgolfclub.com

Not Valid With Other Offers Or Coupons. Not
Valid For Use With League, Outings or Events.
Must be an Beach Cardholder to Receive Offer.

COOL DEALS FOR HOT DAYS

Everyday

 \$25 

Twilight Special
After 1:00pm
Valid thru 8/31/2018

Weekend

 \$29 

18 Holes with cart
7:00am-1:00pm
Valid thru 8/31/2018

Thursdays

 \$10
Off 

Play between
7:00am and 1:00pm
Discount applies to 18 holes
with cart only.
Valid thru 8/31/2018

Floral Print Fridays

 FREE
RANGE
BALLS 

Wear a floral print shirt and
receive a bucket of range
balls with your paid round.

Offers not valid with any other specials or discounts
Offer expires 8/31/2018

Book Today 904.310.3175!

Member and Beach Card rates
may vary. Please call the Golf
Shop for more information.



fernandinabeachgolfclub.com

SWING INTO SAVINGS

FERNANDINA BEACH GOLF CLUB



2018-2019 MEMBERSHIPS

*New Family Memberships
Call for details*

**Starting at:
\$600 Annually**

**PURCHASE OR
RENEW EARLY
AND RECEIVE:**

By September 15, 2018
4 free guest passes,
By September 30, 2018
2 free guest passes

MEMBERSHIPS INCLUDE:

- \$21 plus tax Cart Fee 18 Holes
- \$10.50 plus tax Cart Fee 9 Holes
- Discounted walking rates
- 50% Off Range Balls
- 10% Off in Pro Shop (non sale items)
- 10% Off in Restaurant
- 14 day Advance Tee Times

UNLIMITED MEMBERSHIP: \$3000 Annually

- NO Green Fees
- NO Cart Fee
- NO Range Fee
- 10% Off in Pro Shop (non sale items)
- 10% Off in Restaurant
- 14 Day Advance Tee Times

Memberships valid October 1, 2018 through September 30, 2019

Not a Member?

Purchase your Membership in September - Use it in September

904-310-3175 - fernandinabeachgolfclub.com

**PURCHASE
YOURS STARTING
SEPTEMBER 1,
2018**

**VISIT THE
WEBSITE
FOR FULL
PROGRAM
DETAILS**

© 2018 FERNANDINA BEACH GOLF CLUB



FERNANDINA BEACH GOLF CLUB 2018-2019 MEMBERSHIPS



904-310-3175 | fernandinabeachgolfclub.com
2800 Bill Melton Road | Fernandina Beach, FL 32034

PHOTO: C. SPER, GOLF

UNLIMITED

\$3000 Annually

No Green Fee

No Cart Fee

No Range fee

10% Off in Pro Shop (non sale items)

10% Off in Grill

CITY RESIDENT

Single \$675.00

Couple \$1025.00

Single Senior (65+) \$600.00

Couple Senior \$925.00

Locker Fee

\$50.00

Unltd. Range

\$120.00

NON-RESIDENT

Single \$775.00

Couple \$1125.00

Single Senior (65+) \$700.00

Couple Senior \$1025.00

Locker Fee \$50.00

Unltd. Range \$100.00

Resident and Nonresident Memberships benefits:

\$21.00 Cart Fee

Discounted Walking Rates

50% Off Range Fees

10% Off in Pro Shop (non sale items)

10% Off in Grill

BEACH CARD

FREQUENT PLAYER PROGRAM

\$69.99

Guaranteed Rates:

18 Holes W/Cart	\$29.00
18 Holes Walking	\$18.00
9 Holes W/Cart	\$20.00
9 Holes Walking	\$12.00
Twilight W/Cart	\$24.00
Twilight Walking	\$16.00

PLAYER DEVELOPMENT PROGRAM

\$29.99 per month with 12 month commitment

Unlimited Range Balls

Golf Before 8:00am and after 1:00pm.

18 Holes W/Cart	\$14.00
18 Holes Walking	\$8.00
9 Holes W/Cart	\$10.00
9 Holes Walking	\$5.00



Memberships Valid

October 1, 2018 - September 30, 2019

All rates and fees are plus tax and are subject to change.

**New to
Fernandina Beach
Golf Club**

**FAMILY
MEMBERSHIPS
STARTING AT
\$1250**

PROOF



INCLUDES:

**\$21 18 HOLE CART FEE PER PLAYER
\$10.50 9 HOLE CART FEE PER PLAYER
DISCOUNTED WALKING RATES
50% OFF RANGE BALLS
10% OFF PRO SHOP (non sale items)
10% OFF IN GRILL**

AVAILABLE TO:

**FAMILIES LIVING AT THE ADDRESS
CHILDREN UNDER THE AGE OF 24 AT TIME OF PURCHASE
CHILDREN PLAY FOR FREE AFTER 1:00pm WITH PAYING ADULT**



Family Membership

City Resident \$1250.00

Non-City Resident \$1350.00

- Families all living at the same address
- Children up to the age of 24 years old at the time of purchase
- Reserve tee times 14 days prior to playing
- \$21.00 Member Cart fee (18 holes)
- \$16.00 Twilight Member Cart Fee
- \$10.50 Member Cart fee (9 holes)
- \$9.00 Walking fee (18 holes)
- \$4.50 Walking fee (9 holes)
- 10% off non-sale items in Pro Shop (Soft Goods)
- 10% off non-sale items in Pro Shop (Hard Goods)
- 10% off Food & Beverage
- 2 Free Guest Passes
- 50% off Range Balls
- Monthly Member Loyalty Calendar
- Member Event Calendar



Beach Card Loyalty Program

\$69.00

- Reserve tee times 7 days in advance of playing
- 18 holes/cart - \$29.00
- 18 holes/cart after twilight (1 PM) - \$24.00
- 18 holes walking - \$18.00
- 9 holes/cart - \$20.00
- 9 holes walking - \$12.00