



AGENDA
GOLF COURSE ADVISORY BOARD
REGULAR MEETING
SEPTEMBER 12, 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**
- 4. OLD BUSINESS**
 - 4.1 Property Change
 - 4.2 Candidate Forum October 8, 2018
- 5. NEW BUSINESS**
 - 5.1 Breakwater Hotel
 - 5.2 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.



MANZIE & DRAKE LAND SURVEYING



LEGAL DESCRIPTION

PREPARED FOR:

THE CITY OF FERNANDINA BEACH

AUGUST 22, 2018

A PORTION OF SECTION 11, TOWNSHIP 2 NORTH, RANGE 28 EAST, NASSAU COUNTY FLORIDA, BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS:

BEGIN AT THE NORTHEAST CORNER OF LOT 40, SELVA VERDE SUBDIVISION SECTION TWO, ACCORDING TO THE PLAT THEREOF RECORDED IN PLAT BOOK 4, PAGE 77, OF THE PUBLIC RECORDS OF NASSAU COUNTY, FLORIDA; THENCE SOUTH $19^{\circ}29'40''$ WEST, ALONG THE EASTERLY LINE OF SAID LOT 40, A DISTANCE OF 130.00 FEET; THENCE SOUTH $05^{\circ}33'20''$ EAST, ALONG SAID EASTERLY LINE, A DISTANCE OF 58.98 FEET TO THE SOUTHEAST CORNER OF SAID LOT 40; THENCE NORTH $78^{\circ}26'40''$ EAST, ALONG THE EASTERLY PROLONGATION OF THE SOUTHERLY LINE OF SAID LOT 40, A DISTANCE OF 27.24 FEET TO INTERSECT A LINE BETWEEN THE NORTHEAST CORNER OF SAID LOT 40 AND THE MOST EASTERLY CORNER OF LOT 39 AS SHOWN ON SAID PLAT OF SELVA VERDE SUBDIVISION SECTION TWO; THENCE NORTH $03^{\circ}33'55''$ EAST, ALONG LAST SAID LINE, A DISTANCE OF 176.13 FEET TO THE POINT OF BEGINNING.

MICHAEL A. MANZIE, P.L.S.

FLORIDA REGISTRATION NO. 4069

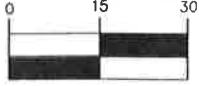
JOB NO. 20407 8/23/18

MANZIE & DRAKE LAND SURVEYING

SKETCH OF LEGAL DESCRIPTION

(LEGAL DESCRIPTION ATTACHED)
(THIS IS NOT A BOUNDARY SURVEY)

GRAPHIC SCALE



(IN FEET)
1 inch = 30 ft.

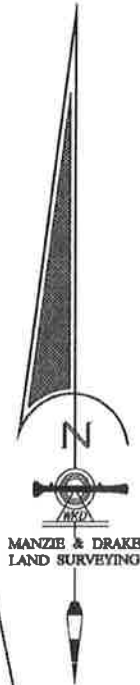
LOT 41

"SELVA VERDE SUBDIVISION SECTION TWO"
(PLAT BOOK 4, PAGE 77)

POINT OF BEGINNING

NORTHEAST CORNER OF LOT 40,
"SELVA VERDE SUBDIVISION SECTION TWO"
(PLAT BOOK 4, PAGE 77)

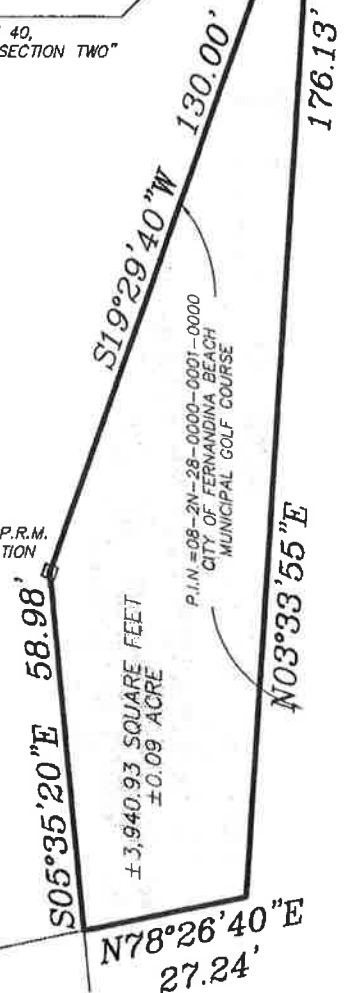
LOS ROBLES
(50-FOOT RIGHT-OF-WAY)



LOT 40

"SELVA VERDE SUBDIVISION SECTION TWO"
(PLAT BOOK 4, PAGE 77)

PLAT P.R.M.
POSITION



LOT 39

"SELVA VERDE SUBDIVISION SECTION TWO"
(PLAT BOOK 4, PAGE 77)

LEGEND

P.R.M. = PERMANENT REFERENCE MONUMENT
P.I.N. = PARCEL IDENTIFICATION NUMBER

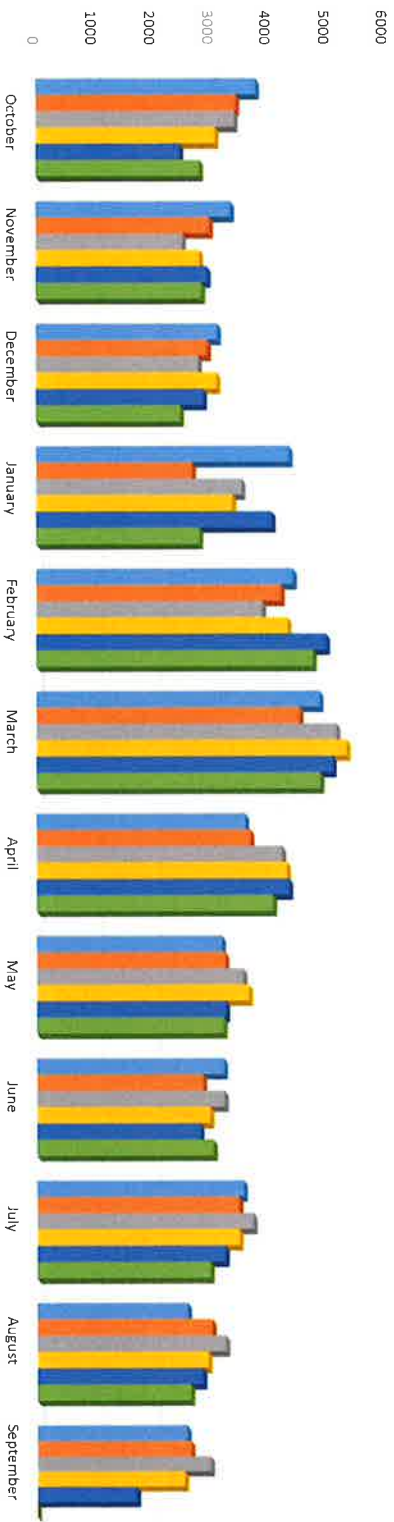
JOB NO. 20407

117 SOUTH 9TH STREET, FERNANDINA BEACH, FL 32034
OFFICE (904)491-5700 WWW.MANZIEANDDRAKE.COM

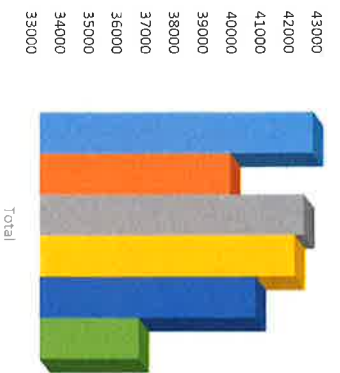
Total Rounds

	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	2974	2641	0	36489

Golf Rounds

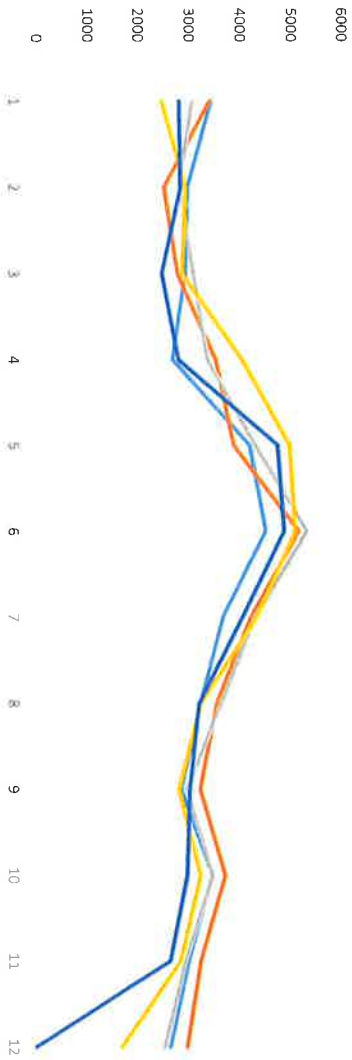


Golf Rounds YTD



Line Graph

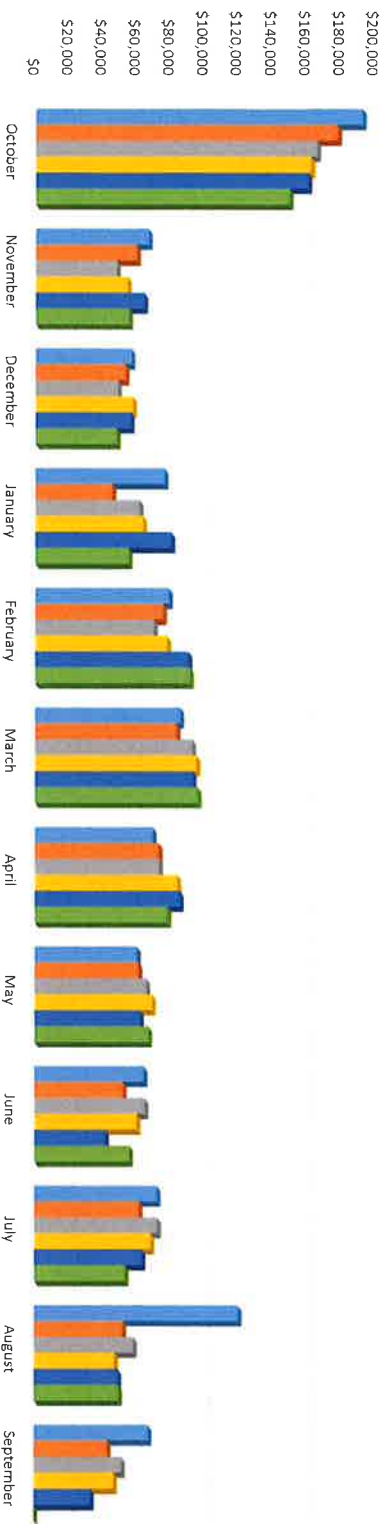
2012/2013 2013/2014 2014/2015 2015/2016 2016/2017 2017/2018



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	\$54,090	\$50,437	\$0	\$807,069

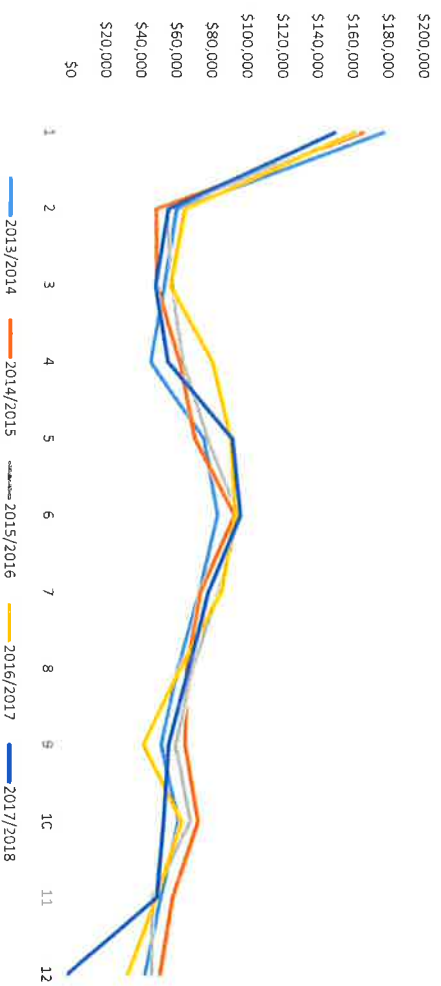
Golf Revenue Includes Green Fee, Cart Fee, Range, Card Sales and Membership



Golf Revenue YTD



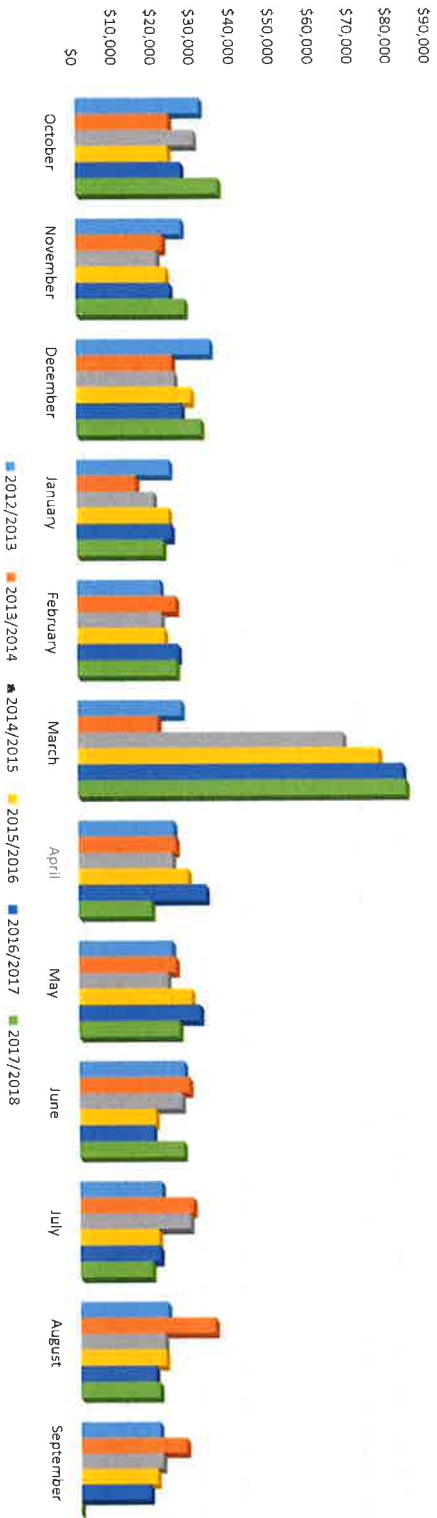
Line Graph



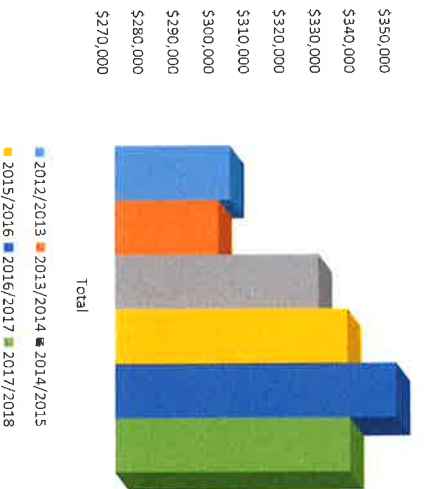
Total F&B Revenue

	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	\$18,381	\$20,301	\$0	\$336,672

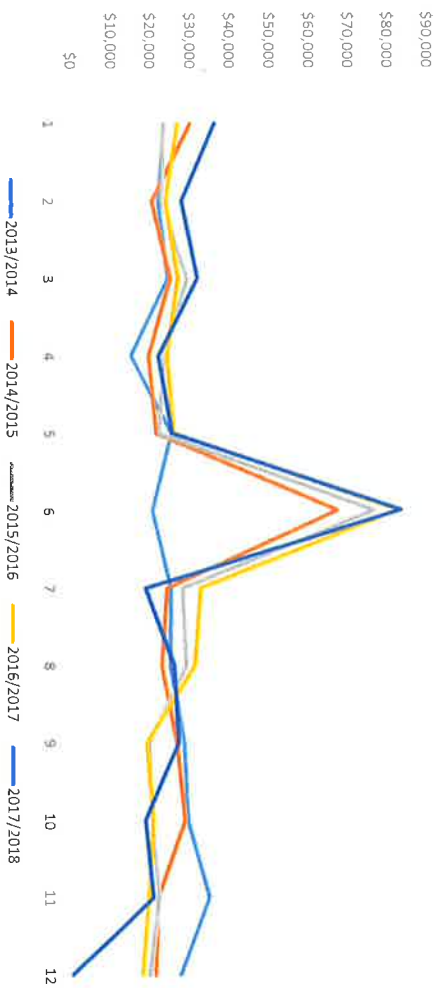
F&B Revenue



F&B Revenue YTD

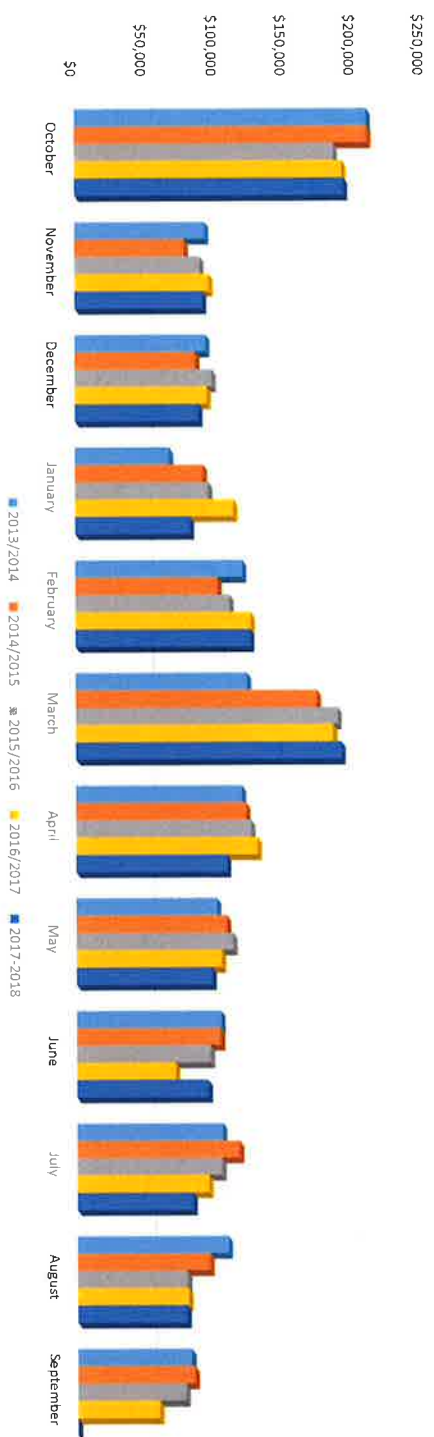


Line Graph

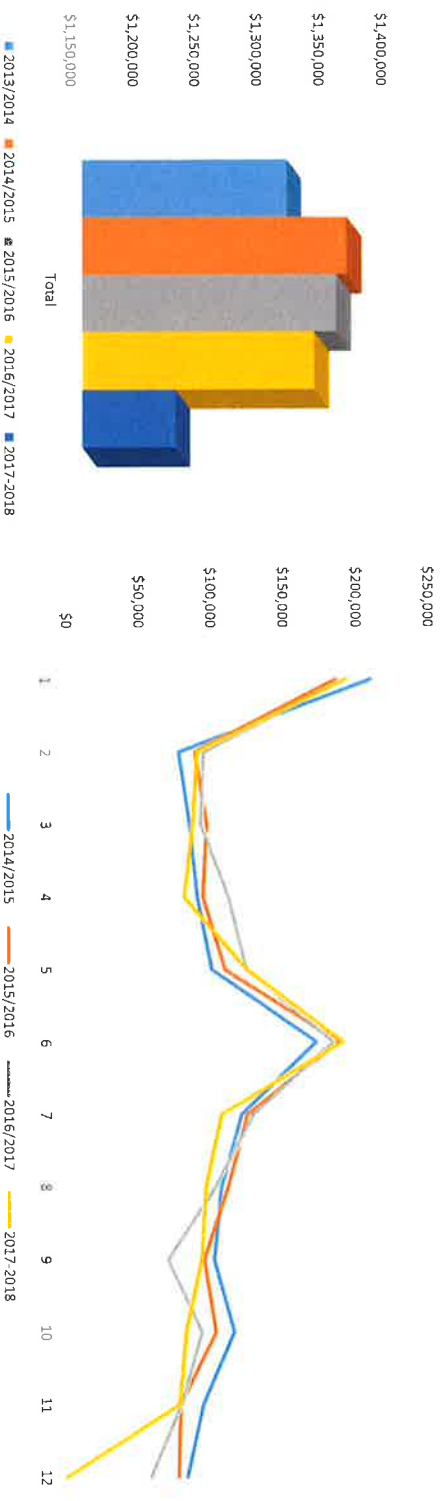


Total Revenue													
	October	November	December	January	February	March	April	May	June	July	August	September	Total
2013/2014	\$210,223	\$92,412	\$92,920	\$66,693	\$118,927	\$122,296	\$118,063	\$99,788	\$102,388	\$103,446	\$107,199	\$80,744	\$1,315,099
2014/2015	\$210,562	\$78,030	\$85,643	\$90,934	\$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	\$107,110	\$96,252	\$93,187	\$82,140	\$77,607	\$0	\$1,224,982

Total Revenue By Month



Total Revenue YTD



A photograph of three golfers in white attire standing on a golf green, with trees in the background. The image is used as a background for the top half of the advertisement.

Friends

THAT PLAY TOGETHER
STAY TOGETHER



Refer a Member and
receive 4 Free Passes
for Both of You!

You love being a member here, and we love having you call us your home course. Spread the word and recruit a golfing buddy to join you and we'll give you and your friend 4 golf passes for FREE. Plus give your friend a Fernandina Beach Golf Club logo towel.

Stop by the Golf Shop for details.

New members only. Must not have been a member or Beach Card holder for at least 12 months. See staff for full terms and conditions.

 MANAGED BY
BILLY CASPER GOLF



Paint Day

Saturday September 22, 2018 1:00pm-3:00pm

No talent necessary! Artist provides all materials.

10% off Food and Beverage for Participants

Invite your friends, sip on your favorite beverage and enjoy step-by-step instructions with an experienced and enthusiastic local artist. You'll leave with a one-of-a-kind creation and new found talent.

Instruction provided by local artist Edwin Mosher

Limited Easels Available

Reservations Required

\$45

PER PERSON

Call the Golf Shop for more information
904-310-3175 ext 2

email: smurphy@fernandinabeachgolfclub.com

Cancellations Must Be Made 24 hours In Advance

FERNANDINABEACHGOLFCLUB.COM



4 YEARS IN A ROW!

Best of the Best **2018**

BEST GOLF COURSE

**Fernandina
Beach
Golf Club**

*Presented by our readers in recognition of
outstanding service and performance to the public.*



FLORIDA'S GREATEST WEEKLY NEWSPAPER
NEWS LEADER
AMELIA ISLAND - FERNANDINA BEACH - FULTON - TRAILING COUNTY

CNI Community
Newspapers,
Incorporated
Newspapers. Make a Difference


Fay R. Malay Jr.
Publisher

904-310-3175 - www.fernandinabeachgolfclub.com

THE BEACH CARD

PERKS THAT MAKE A DIFFERENCE

FERNANDINA BEACH GOLF CLUB



**ONLY
\$69.99
PER YEAR**

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)

Not a Beach Card Holder? Buy in September - Use in September



fernandinabeachgolfclub.com

**PURCHASE YOUR
BEACH CLUB CARD IN
OUR GOLF SHOP!**

All prices plus tax
Valid October 1, 2018 - September 30,

SWING INTO SAVINGS

With a Membership
AT FERNANDINA BEACH GOLF CLUB

MEMBERSHIPS INCLUDE:

\$21 Cart fee
Discounted Walking Rates
50% Off Range Balls
10% Off in Pro Shop
10% off in Grill
2 Week Advanced Booking

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

NEW!

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



**NOT A MEMBER?
PURCHASE YOUR
MEMBERSHIP IN
SEPTEMBER AND START
USING IT THE DAY OF
PURCHASE!**

MEMBERSHIPS VALID
OCTOBER 1, 2018-SEPTEMBER 30, 2019

**FOR MORE INFORMATION
PLEASE CALL
904.310.3175**

fernandinabeachgolfclub.com

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	Locker Fee	\$50.00
Couple	\$1025.00	Unitd Range	\$120.00
Single Senior (65+)	\$600.00		
Couple Senior	\$925.00		

NONRESIDENT

Single	\$775.00
Couple	\$1125.00
Single Senior (65+)	\$700.00
Couple Senior	\$1025.00
Locker Fee	\$50.00
Unitd. Range	\$100.00

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



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

Memberships Valid

October 1, 2018 - September 30, 2019

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

Membership HAS ITS PRIVILEGES



Benefits Include:

\$21 Cart Fee, Discounted Walking Rates,
50% off Range Balls, 2 Week Advance Booking,
10% off in Pro Shop (Non-Sale items), 10% off in Restaurant,
2 Free Guest Passes, **Member Guest Rates** (Restrictions apply)

NEW MEMBERS receive **10% OFF ANNUAL FEE**

MEMBERSHIPS

STARTING AT

Single \$600 | Couple \$925 | Family \$1250

Call the golf shop for details 904-310-3175 or visit our website fernandinabeachgolfclub.com



PATRIOT DAY LADIES LUNCHEON

GUEST SPEAKER Rear Admiral Babette "Bette" Bolivar
Commander, Navy Region Southeast

Music Provided by: Fernandina Beach High School



\$25
DONATION

SEPTEMBER 11TH | 11:30 AM - 1:00PM

Fernandina Beach Golf Club
2800 Bill Melton Rd
Fernandina Beach, FL 32034

THE AMELIA ISLAND CHARITY GROUP thanks you for your support of the Navy SEALs and their families. Proceeds from this luncheon will provide immediate and ongoing support to the Naval Special Warfare Community, including spouses and their children.

REGISTER Online at
aicgnsf.org or mail a \$25 donation payable to
Navy SEAL Foundation,
PO Box 15698 Fernandina Beach, FL 32035

Registration Deadline is September 5th, 2018
Call Carol Carter with questions at 904.261.9193

Sponsored by
Friends of the Navy SEAL
Foundation and Amelia Island
Charity Group