



AGENDA
GOLF COURSE ADVISORY BOARD
REGULAR MEETING
OCTOBER 10, 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 Candidate Forum
- 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.

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

Present were Harry Kegler – Board Chair, Philip Jones – Vice Chair, Chair, Lee Murray – Secretary, Helen Hirsch – Member and WGA Representative, Steve Murphy – FBGC General Manager. Absent was Claude Hartley – Member. Others in attendance were Shannon Wheeler, FBGC Superintendent, Jon Berk, FBMGA President, Mike Meadows, Mike Lednovich and Chip Ross, Fernandina Beach City Commissioner.

Board Chair Harry Kegler called the meeting to order.

3. APPROVAL OF MINUTES:

Approval of Minutes – Motion to approve the minutes from the Regular Meeting on August 8, 2018 was made by Philip Jones and seconded by Helen Hirsch. Minutes approved.

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

4.1 ITEM ONE:

Property Change

Steve Murphy announced that the purchase of property by homeowners on #1 South is no longer a necessary agenda item, in essence a non-issue, because the procedure would take too long and cost too much money.

4.2 ITEM TWO:

Candidate Forum October 8, 2018

Lee Murray offered to send out information about the Candidate's Forum to his email list. Last year's Candidate Forum was a great success and everyone hopes this year's will be as successful.

5.1 NEW BUSINESS:

Breakwater Hotel

Steve Murphy reported that he had reached an agreement with the Breakwater Hotel of a promotion of Two for One Specials that will be publicized in the hotel's lobby and in welcome packages that are given out to guests upon arrival.

5.2 FINANCIAL UPDATE:

Financials

Steve Murphy reported that the financials were included in his package. July and August were not good due to the hot and humid weather. The good news is that September will be great compared to last year because of hurricane Irma the golf course was closed for nine days last year. Membership income is \$27,000 ahead of last year, with 28 members ahead of last year in renewals. And there are six new members, while last year there were no new members. Steve mentioned that the golf course conditions were the best ever.

5.3

Change City Commission Liaison

Steve Murphy spoke about the when the Golf Course Advisory Board was set up there is language that states if a member misses three consecutive meetings that technically they would no longer be a member of the GCAB. Our Fernandina Beach City Commission liaison is Johnnie Miller and he has not attended any meetings. Steve

recommended that we replace Johnnie Miller with FB City Commissioner Chip Ross. Everyone agreed that this was a good idea and Steve should proceed with the necessary paperwork.

6. MGA UPDATE:

Jon Berk announced that the next FBMGA meeting will be October 4 and that the annual dues of \$60 will be due by October 1.

7. WGA UPDATE:

Helen Hirsch and Steve Murphy discussed the rest rooms on the North Golf Course. Helen announced that they would be having the biggest tournament of the year on October 16 and she hoped that the rest rooms would be in good shape by then. Steve Murphy said the WGA said they would take care of the rest room.

8. MARKETING UPDATE:

8.1 MARKETING UPDATE:

Steve Murphy referred to the marketing materials in the hand out. He discussed the different promotions, especially referring to the new Paint Day which will be held on Saturday, September 22. He also mentioned FBGC being honored by the News Leader as "The Best of the Best Golf Course" for the fourth straight year. He discussed the new Beach Card promotion, the new rates for 2018/2019 and he spoke glowingly about the Patriot Day Ladies Luncheon that attracted 90 attendees held at FBGC on September 11. The guest speaker was Rear Admiral Babette "Bette" Bolivar and, and Steve said, "She was a fantastic guest speaker".

9. AGRONOMY UPDATE:

Shannon Wheeler updated the Board on his plans for overseeding in October. He explained how the weather had affected course conditions and he and his staff were doing the best they could. He explained that he was short staffed by one and a half employees, and that it was difficult to find people who want to work. He also discussed the problems with maintaining equipment and how weird things happen and how that is just the nature of the business. Shannon discussed the trouble with maintaining the greens which "in essence are about 60 years old". A new City Arborist starts September 21 and Shannon is looking forward to meeting him and discussing his thoughts about the FBGC.

10. PUBLIC COMMENT:

There was no public comment.

11. ADJOURNMENT:

At 9:48 AM Philip Jones made a motion to adjourn and Helen Hirsch seconded. The motion carried.

ATTEST:

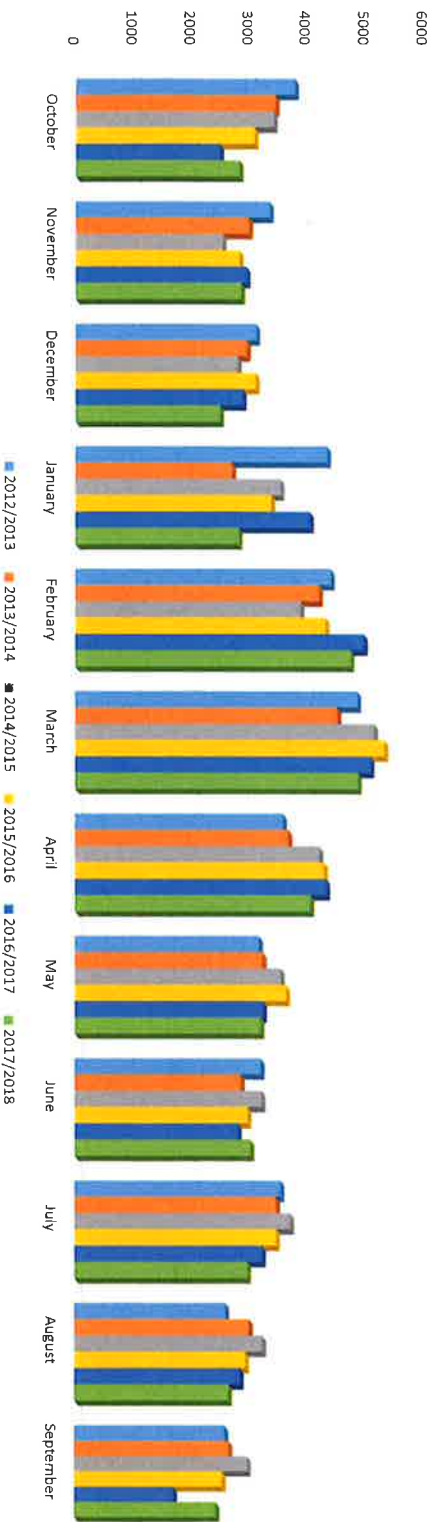
LEE MURRAY
SECRETARY

HARRY KEGLER
CHAIR

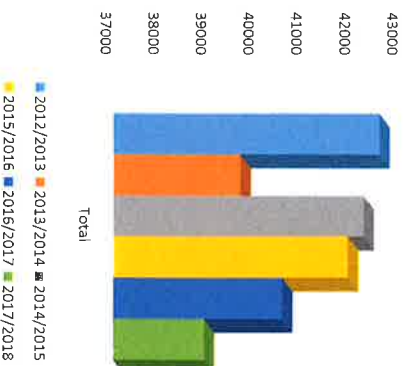
Total Rounds

	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	3029	2974	2641	2427	38916

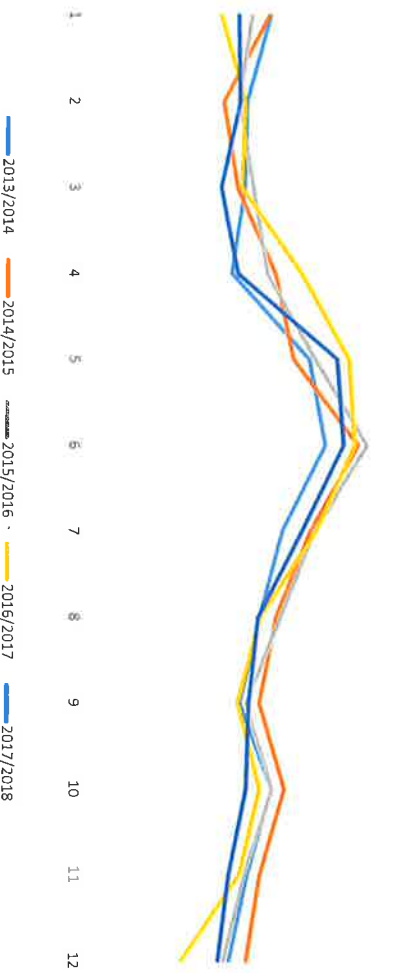
Golf Rounds



Golf Rounds YTD



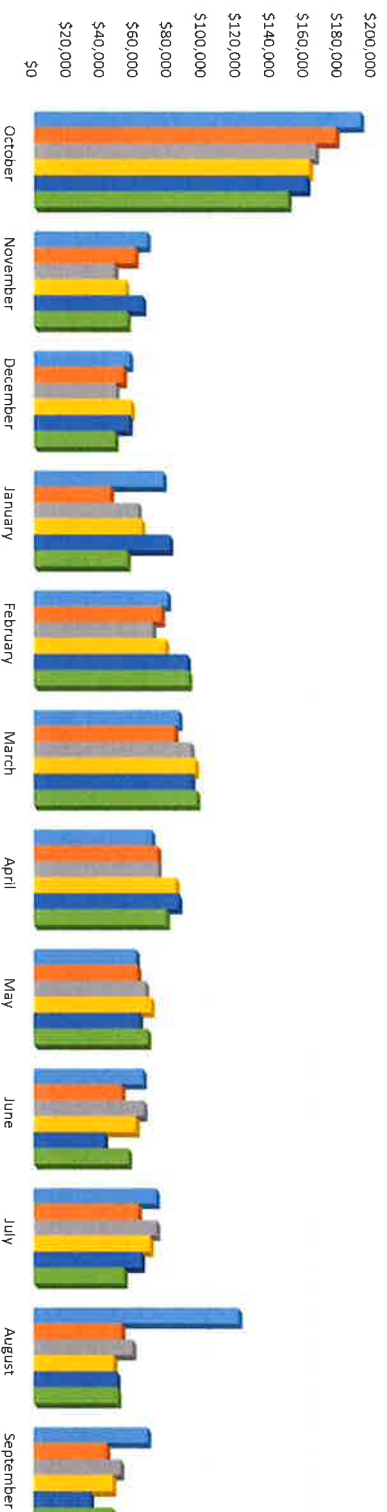
Line Graph



Total Golf Revenue

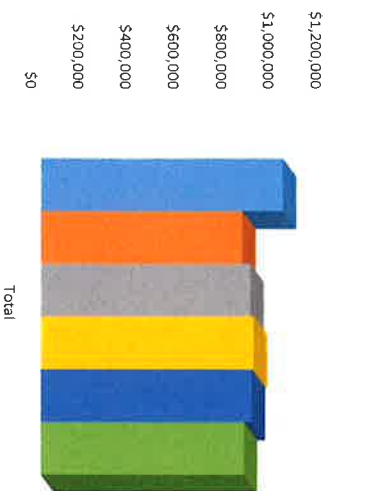
	October	November	December	January	February	March	April	May	June	July	August	September	Total
2012/2013	\$192,322	\$67,606	\$57,386	\$76,993	\$79,595	\$86,334	\$70,436	\$61,029	\$65,280	\$73,008	\$120,528	\$67,853	\$1,018,370
2013/2014	\$177,651	\$60,535	\$53,778	\$46,133	\$76,200	\$84,014	\$73,832	\$61,973	\$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	\$47,473	\$854,542

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



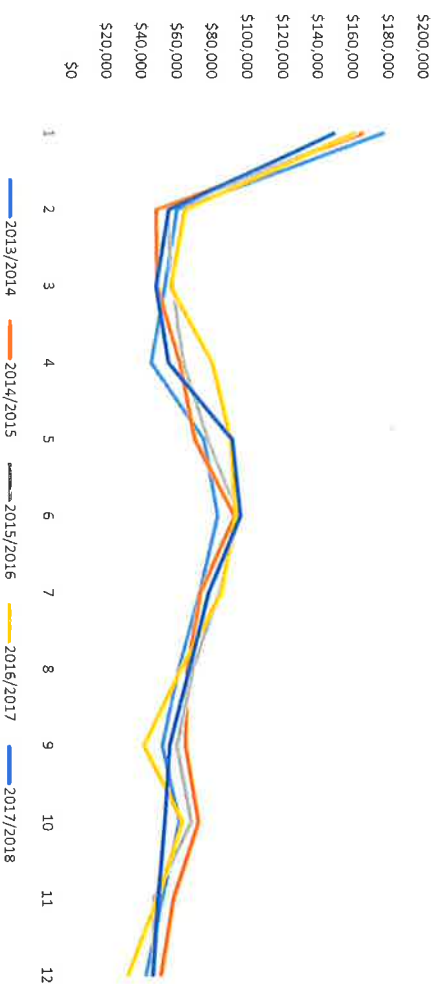
2012/2013 2013/2014 2014/2015 2015/2016 2016/2017 2017/2018

Golf Revenue YTD



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

Line Graph

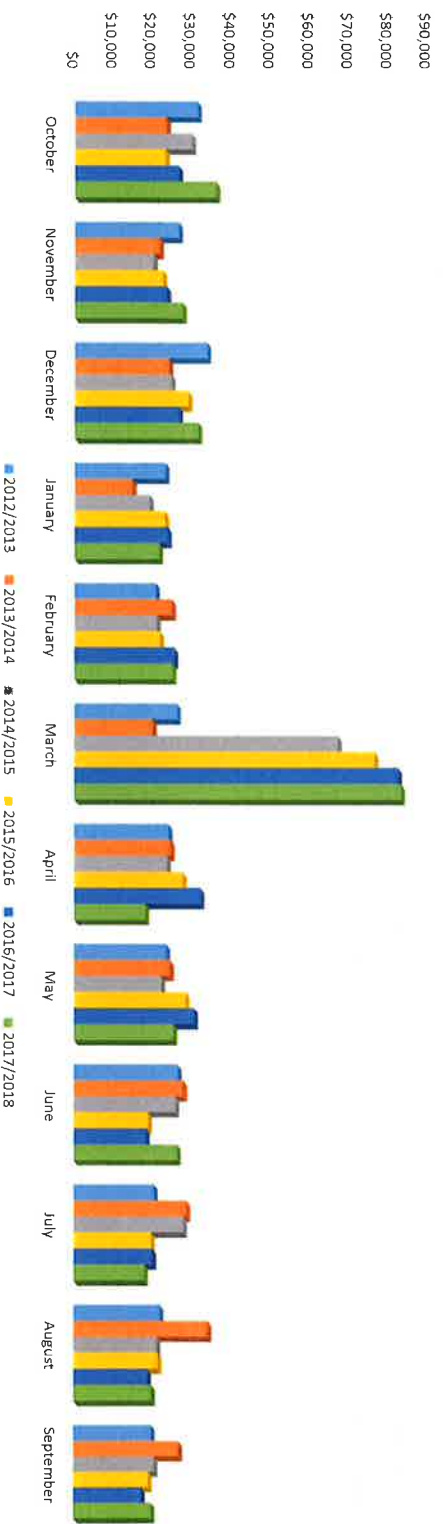


2013/2014 2014/2015 2015/2016 2016/2017 2017/2018 2018/2019

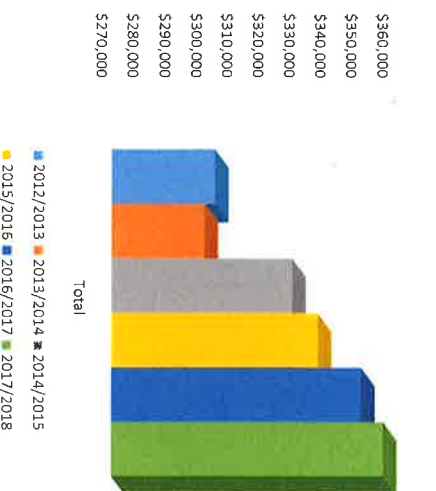
Total F&B Revenue

	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	\$20,191	\$356,862

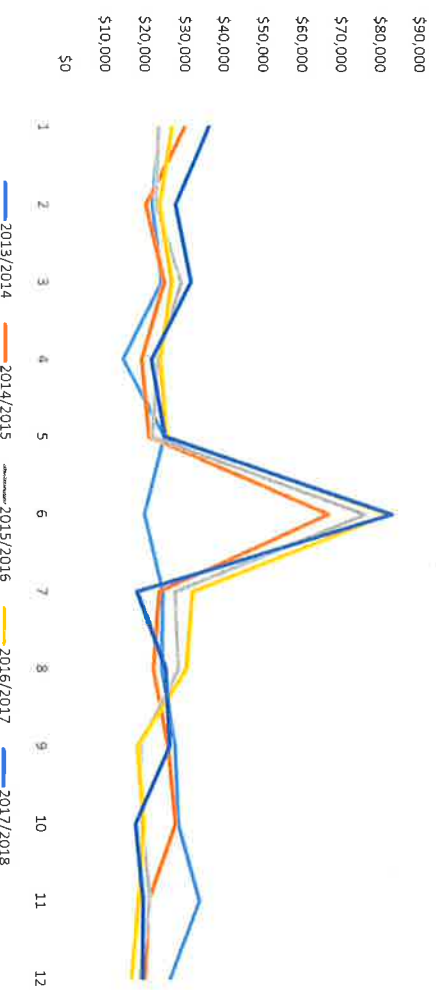
F&B Revenue



F&B Revenue YTD

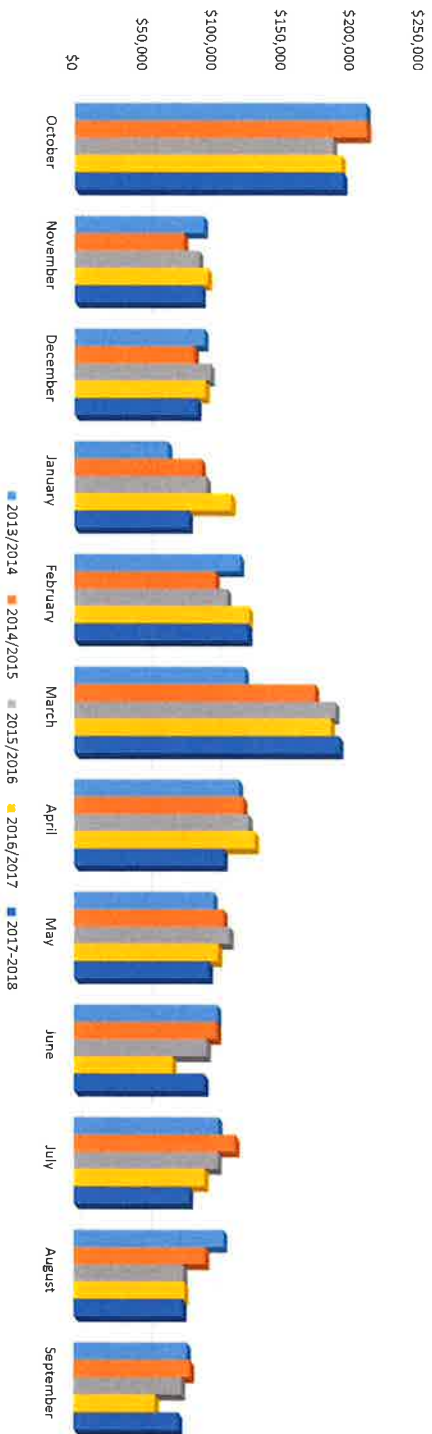


Line Graph

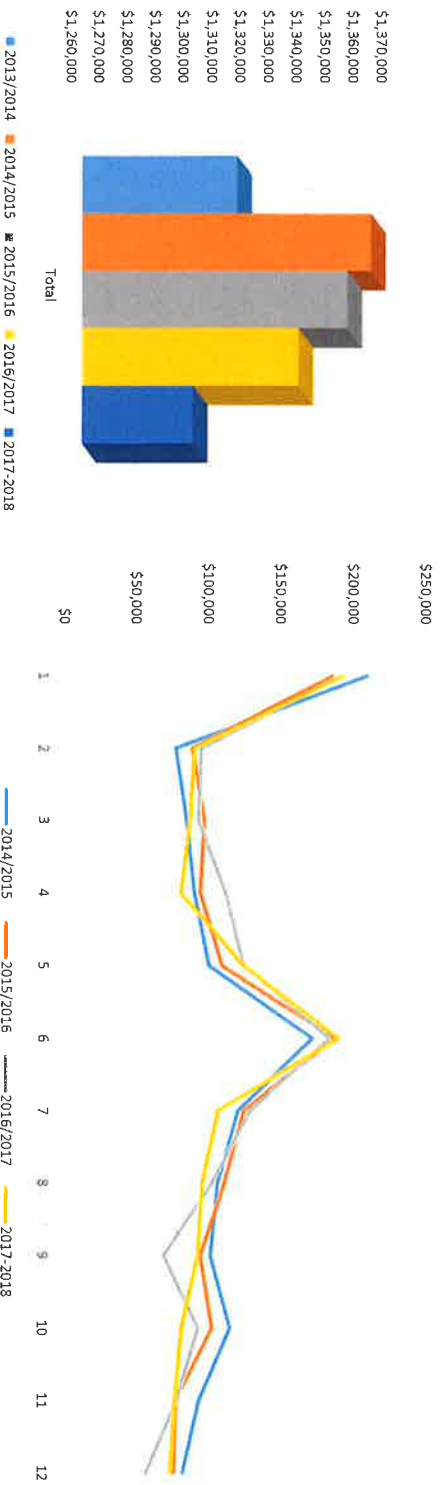


Total Revenue													
	October	November	December	January	February	March	April	May	June	July	August	September	Total
2013/2014	\$210,223	\$92,412	\$92,920	\$66,693	\$118,927	\$122,296	\$118,063	\$99,788	\$102,388	\$103,446	\$107,199	\$80,744	\$1,315,099
2014/2015	\$210,562	\$78,030	\$85,643	\$90,934	\$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	\$74,446	\$1,299,428

Total Revenue By Month



Total Revenue YTD



Les DeMerle
Amelia Island



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Fernandina Beach City Commission

Candidate Forum

October 8, 2018
6:00pm

Group 4 Candidates:

Roy G. Smith
roys4fernandina@aol.com

Mike Lednovich
vote4lednovich@gmail.com

Bradley M. Bean
bradleymasonbean@gmail.com

**Fernandina Beach
Golf Club
2800 Bill Melton Road
Fernandina Beach
Florida 32034**

904-310-3175

Sponsored by:

***Fernandina Beach Mens Golf Association
Fernandina Beach Womens Golf Association***

Group 5 Candidates:

Len Kreger
Lkreger@comcast.net

Cason Zylinski
casoncreativdesign@gmail.com

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Senior Single	\$600
Senior Couple	\$925

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

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by 9/15/2018

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by 9/30/2018

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