



AGENDA
GOLF COURSE ADVISORY BOARD
REGULAR MEETING
DECEMBER 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**
 - 3.1 Approval of Minutes
- 4. OLD BUSINESS**
- 5. NEW BUSINESS**
 - 5.1 New Superintendent
 - 5.2 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.

MINUTES

Golf Course Advisory Board Meeting

October 10, 2018

Page 1 Of 2

The Golf Course Advisory Board of the City of Fernandina Beach, Florida met in a Regular Meeting on Wednesday, October 10, 2018 at 9:00 AM in the Fernandina Beach Golf Course Clubhouse. Present were Harry Kegler , Board Chair, Philip Jones, Board Vice Chair, Lee Murray, Secretary, Helen Hirsch, Member and WGA Representative, Steve Murphy, FBGC General Manger . Absent was Claude Hartley, Member. Others in attendance were Shannon Wheeler, FBGC Superintendent, Jon Berk, President, FBMGA, Chip Ross, Fernandina Beach City Commissioner, Mike Meadows and Mike Lednovich, candidate, Fernandina Beach City Commission.

Board Chair Harry Kegler called the meeting to order at 9:00 AM.

3. APPROVAL OF MINUTES

Philip Jones made a motion to approve the minutes of the September 12, 2018 GCAB Meeting. It was seconded by Helen Hirsch. The motion passed.

4. OLD BUSINESS

4.1 Candidate Forum

Jon Berk discussed the October 8, 2018 Candidate's Forum that was held at the FBGC. 32 persons were in attendance. This was less people than last year's Candidate's Forum and Jon speculated that the attendance was less due to more forums this year and some important city-wide issues have been resolved. Lee Murray said the event was successful and gave attendees the opportunity to hear from the five candidates who participated. He also mentioned that we did have about 50 golfers show up at the May, 2018 FB City Commission (FBCC) meeting when Commissioner Philip Chapman had put the issue of selling the FBGC on the FBCC agenda

5. NEW BUSINESS

5.1 Financials

Steve Murphy spoke about the difficult year the FBGC has had – record cold in January and February, record hot in August and September, Amelia South being closed last winter. He predicted 2019 would be a good year with Bonham's coming back and the possibility of another car auction bringing \$30,000 to \$40,000 in increased revenue. The food and beverage department is doing very well under the leadership of Kristi Benjamin. Steve felt that total revenue might reach \$1.4 million.

6. MGA UPDATE

Jon Berk discussed the October 4 Regular business meeting of the FBMGA. He said the FBMGA had 53 paid members, but that would be increasing since the dues had just become payable on October 1, 2018. Lee Murray spoke about the upcoming FBMGA October Four Ball Tournament on Saturday, October 27, 2018. There was also discussion about golfers using the USGA Equitable Stroke Control (ESC) procedures for recording their scores in the GHIN system computer in the pro shop.

7. WGA UPDATE

Helen Hirsch spoke about the upcoming October 16, 2018 WGA "27 Hole Tournament" that has 54 teams (108 players) already registered.

8. MARKETING UPDATE

8.1 Marketing Update

Steve Murphy referred to the marketing materials in the handout. Philip Jones asked about reaching out to more Colleges and Universities in the north about playing FBGC during the winter months. Steve said he was pursuing some different colleges. Philip said he would provide the name of the golf coach at his Alma Mater, Berry College in Rome, GA.

9. AGRONOMY UPDATE

Shannon Wheeler discussed the problem of finding good workers. He discussed the length of the rough and the difficulty of keeping it lower. He said he would need another person and additional \$50,000 for machinery. He announced the over seeding of Rye grass would start on October 29, 2018. Shannon discussed other agronomy issues and the need for all golfers using better etiquette on the golf course and respecting where golf carts should not be driven.

10. PUBLIC COMMENT

Commissioner Chip Ross asked about having golf course marketing materials at the hotels on the island. Steve Murphy said there are materials at all the hotels, but not at the Omni Plantation.

11. ADJORNMENT: Philip Jones made a motion to adjourn. Helen Hirsch seconded the motion. The motion carried.

ATTEST:

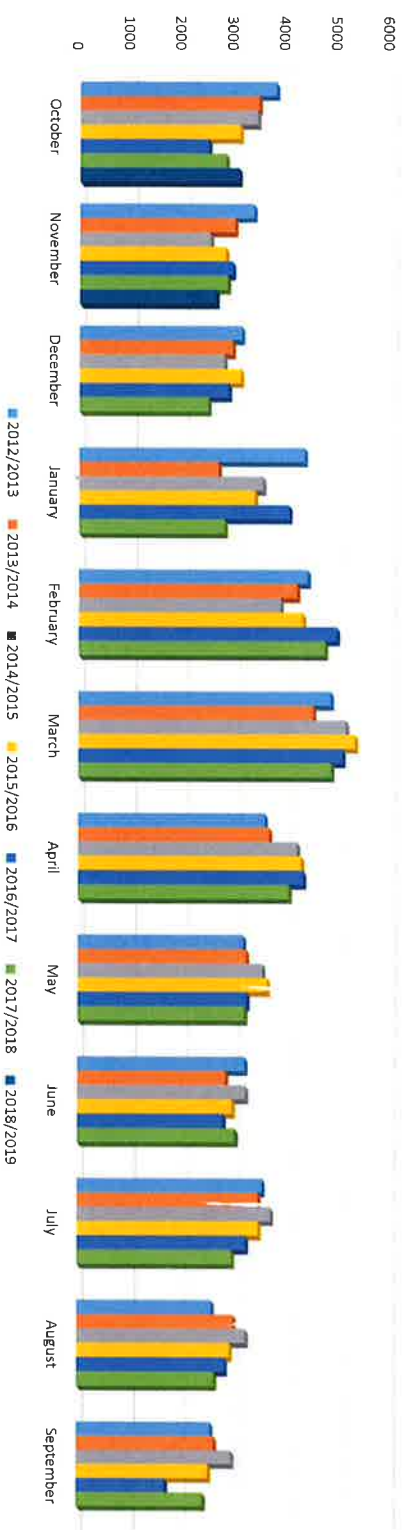
Lee Murray, Secretary

Harry Kegler, Chair

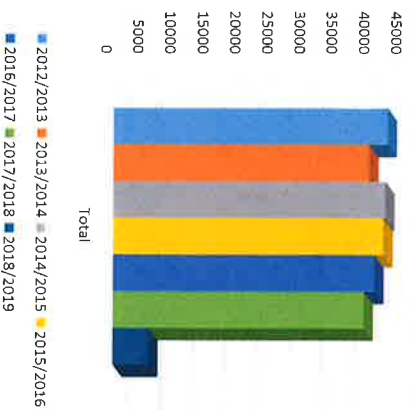
Total Rounds

	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
2018/2019	3058	2628											5686

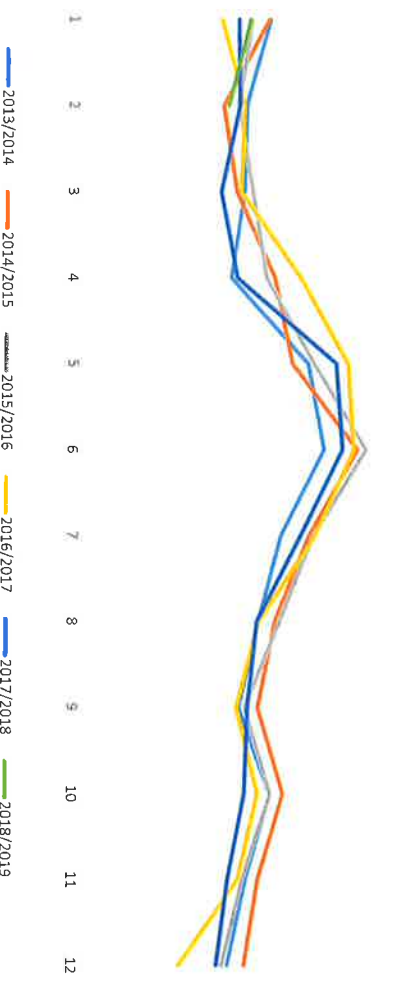
Golf Rounds



Golf Rounds YTD



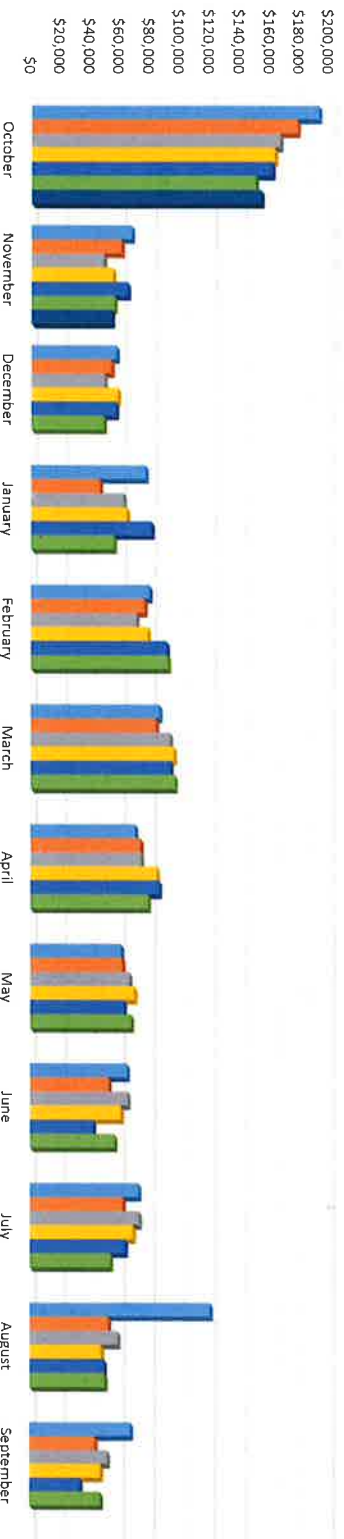
Line Graph



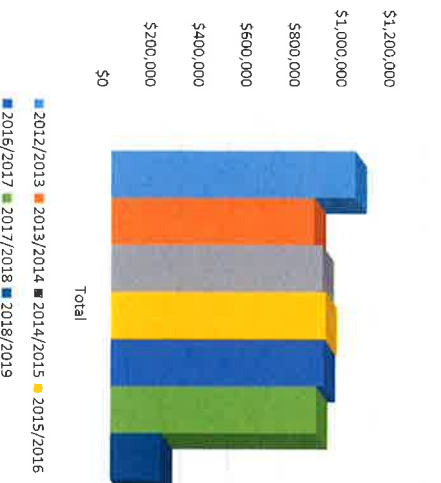
Total Golf Revenue

	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
2018/2019	\$153,241	\$54,057											\$207,298

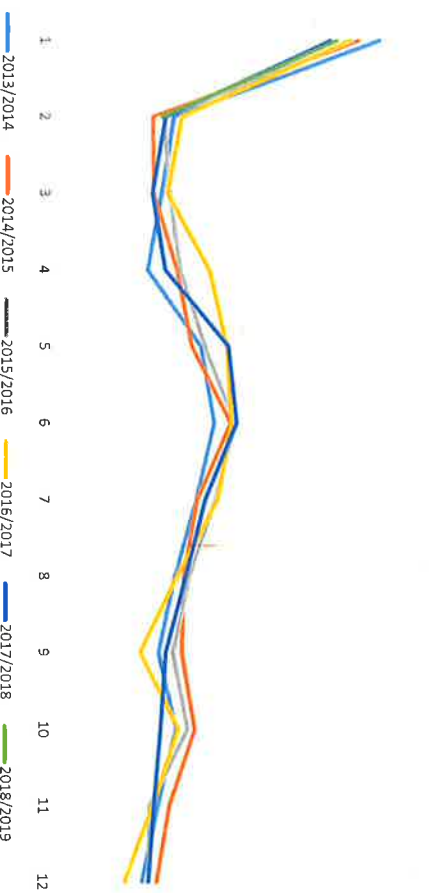
Golf Revenue Includes Green Fee, Cart Fee, Range, Card Sales and Membership



Golf Revenue YTD



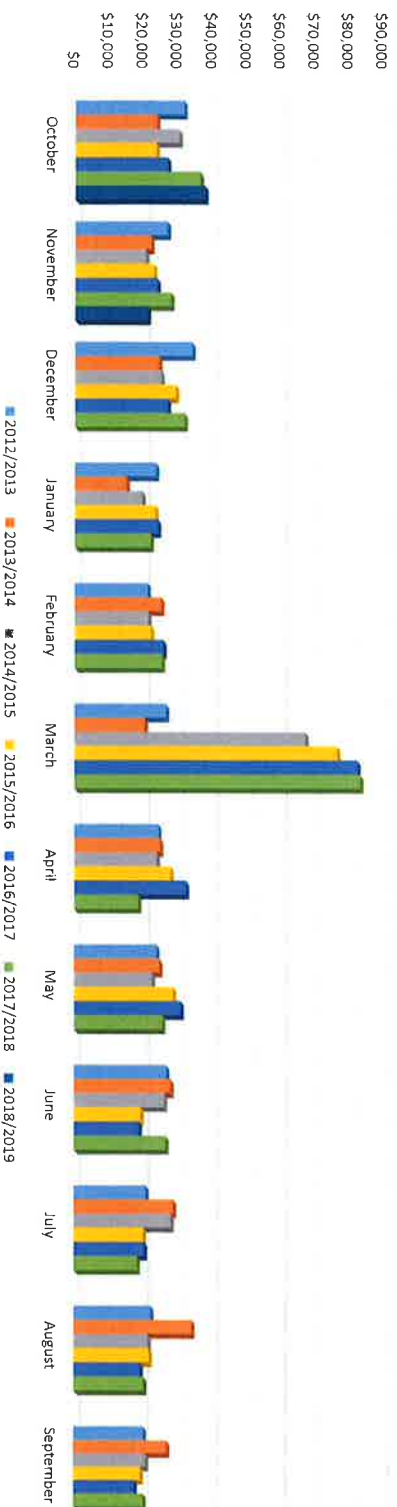
Line Graph



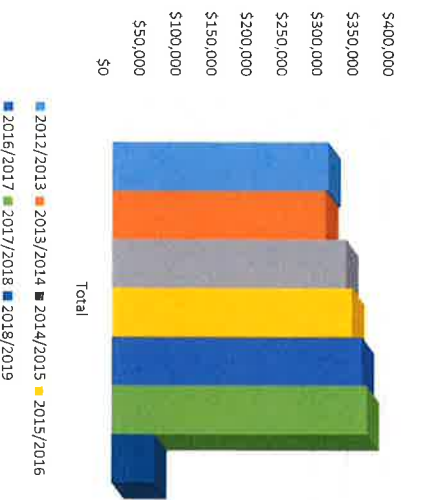
Total F&B Revenue

	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	\$20,191	\$356,862
2018/2019	\$37,644	\$21,006											\$58,650

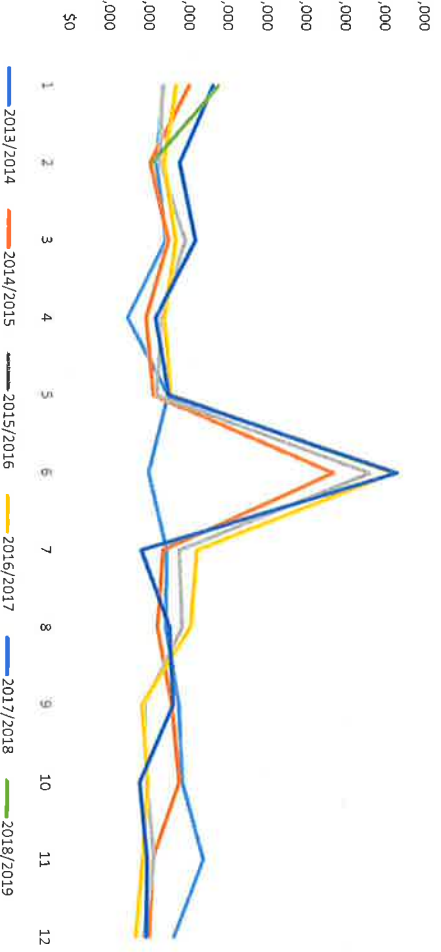
F&B Revenue



F&B Revenue YTD

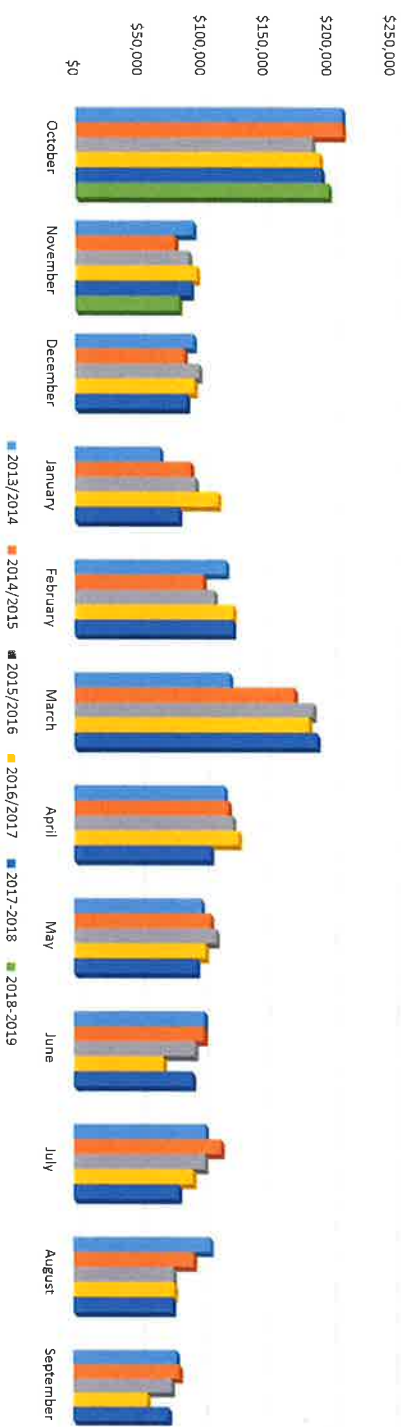


Line Graph

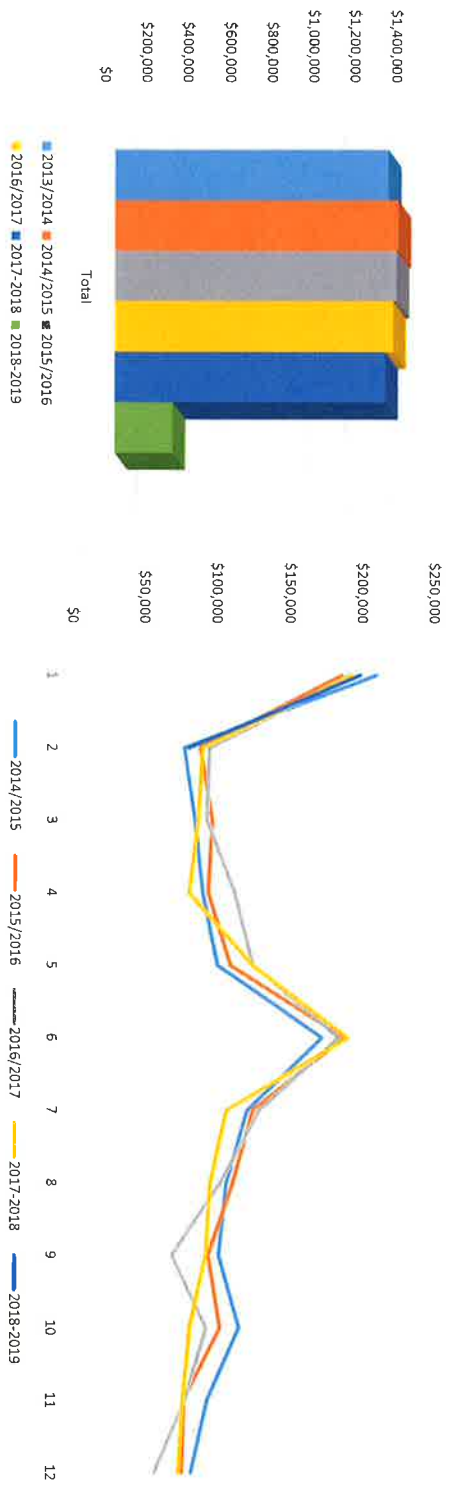


Total Revenue													
	October	November	December	January	February	March	April	May	June	July	August	September	Total
2013/2014	\$210,223	\$92,412	\$92,920	\$66,693	\$118,927	\$122,296	\$118,063	\$99,788	\$102,388	\$103,446	\$107,199	\$80,744	\$1,315,099
2014/2015	\$210,562	\$78,030	\$85,643	\$90,934	\$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
2018-2019	\$199,269	\$81,287											\$280,556

Total Revenue By Month



Total Revenue YTD





FERNANDINA BEACH

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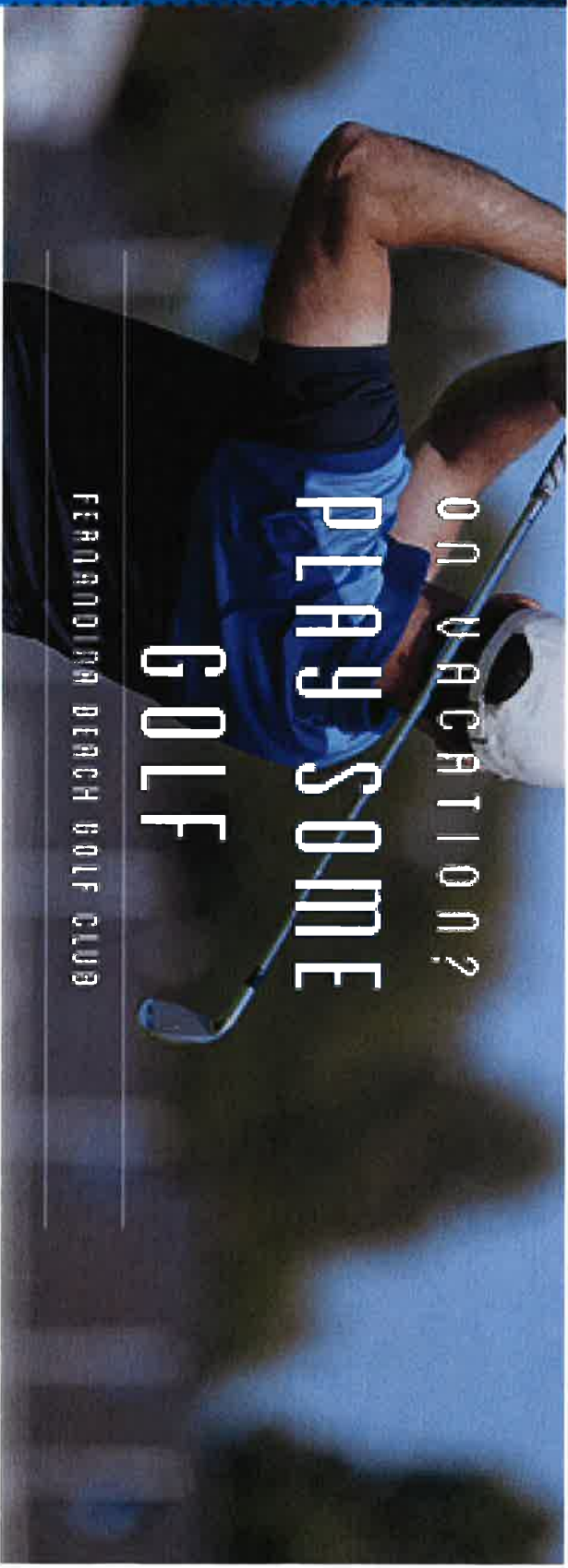


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