



**AGENDA
GOLF COURSE ADVISORY BOARD
REGULAR MEETING
JANUARY 9, 2019
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 TREES
- 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.

MINUTES

Golf Course Advisory Board

December 12, 2018

Page 1 of 4

The Golf Course Advisory Board of the City of Fernandina Beach, Florida met in a Regular Meeting on Wednesday, December 12, 2018 at 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 and Steve Murphy, FBGC General Manager. Absent was Claude Hartley, Member. Others in attendance were Jon Berk, FBMGA President, Chip Ross, City Commissioner of Fernandina Beach, Mike Lednovich, future City Commissioner of Fernandina Beach and Mike Meadows.

Board Chair Harry Kegler called the meeting to order at 9:05 AM

3. APPROVAL OF MINUTES

Philip Jones made a motion to approve the minutes from the October 10, 2018 GCAB Meeting. It was seconded by Helen Hirsch. The motion passed.

4. OLD BUSINESS

There was no Old Business.

5. NEW BUSINESS

5.1 New Superintendent

Steve Murphy congratulated Mike Lednovich on winning the runoff election against Bradley Bean for City Commissioner of Fernandina Beach. Steve announced that Casper Management had hired a new Superintendent to take the place that Shannon Wheeler had held. He is David Younger and has recently been employed at Cimarron Golf Club in South Jacksonville. His first day on the property will be Saturday, December 15. Steve is very happy with this hire and thinks he will be a good fit for the FBGC. David knows the characteristics of Champion Bermuda Greens because he helped install them at The Cabin Bluffs Golf Course in Georgia. David was also praised highly by vendors that Steve knows and who worked with David. Lee Murray asked what made this Superintendent position attractive to David. Steve said it was because there were some management

issues at Cimarron. Lee Murray asked about the staff levels that were 1 and ½ persons short in October. Steve said that the ½ person has been hired and he has the resume for a full time worker who was recommended by David Younger and worked with David at Cimarron. Harry Kegler mentioned that Claude Hartley has missed three meetings. Steve said he would start the process of replacing Claude on the GCAB.

5.2 FINANCIALS

Steve reviewed the financials for October and November. He said October was good and November was horrible. He qualified that saying early October was good up until around October 18 when the weather got worse. October was up 200 rounds, but then gave those rounds back in November. Golf revenue was up \$4,000 in October, but then was down by \$1,000 in November. Compared to the Billy Casper Sister courses in Jacksonville: Bent Creek, Brentwood and St. Johns, FBGC gave back less in November and did better in October than they did. Food and Beverage revenue was up \$1,500 but down \$7,000 in November. Overall total revenue for October was up \$6,000, but down \$7,000 in November. Steve expects to make that revenue up in December because more Christmas parties are booked. Chip Ross asked about FBGC doing catering at the new airport building. Steve said he is waiting for certain paperwork that would allow FBGC to be the exclusive rental/catering company for the new building and is working with Nate, the Airport Manager and Tammi Burch, the City Attorney. To establish catering at the airport will incur expenses of \$20,000 to \$30,000 and take 4-6 weeks to be ready and operating. If it goes through the way Steve hopes, it will be a Win-Win for the Airport and FBGC.

6. MGA UPDATE

Jon Berk announced that the FBMGA has 88 paid in full members and he would ask Bruce Smyk, FBMGA Treasurer for a printed list when he returns from a vacation. The FBMGA/FBWGA Christmas Tournament is Saturday, December 15. 48 golfers are signed up and 67 are signed up for the evening dinner. Lee Murray reviewed some of the tournaments that were planned for the future. Discussion was had about different tournament formats and which are best for the FBMGA. Philip Jones asked about the Newcomer's Club that meets at FBGC, but when they play golf they play at North Hampton. Steve Murphy said he had approached them in the past and he would so again in the future. Robert Rendin is the golf chairman for the Newcomer's Club.

7. WGA UPDATE

Helen Hirsch asked about the sewer smell at the entrance to the FBGC rest rooms. Steve said the City has sent an employee to FBGC to check it out. Nothing was found. Steve

thinks the sporadic smell is coming from the drinking fountains. It is a Sulphur smell and when Steve smells it, he pours hot boiling water in the fountains. It goes away for a while, but does return. Steve thinks the City has a detection process, but they have not brought that system to FBGC.

8. MARKETING UPDATE

8.1 Marketing Update

Steve Murphy reviewed the eight page handout of marketing materials. He discussed some of the new advertising that he was trying. He has a FBGC ad in the Fernandina Beach High School Boy's Basketball program book and an advertisement in the Guns and Hoses program book. He has purchased for the first time an advertisement in the Money Pages Magazine. He discussed the I VOTED advertisement that targeted only Fernandina Beach city residents. The Gift Basket program will be up and running for the upcoming holidays. The Trivia Night is helping Toys for Tots, Barnabas and the Nassau County Animal Shelter.

9. AGRONOMY

Steve Murphy discussed the very successful Perennial Rye Grass over seeding that was done. He says he and Shannon in May discussed ways to make it better and what they did really worked well. By using a stronger starter fertilizer with Potassium prior to over seeding it increased the germination rate by 30% more than two years ago and 15% more over last year when a weaker starter fertilizer was used. Mike Meadows asked about removing dead trees and Steve said he had rode the FBGC with the City's new Arborist and discussed what trees should come down. Steve said he would be soliciting bids for the tree cutting in January of 2019, and he also is trying to contact the United States Forestry Service person that did a count of dead trees in 2016 and see if he could help with a management plan for pruning certain trees and replacing the dead trees on the golf course. For every tree that FBGC is allowed to cut down, perhaps they would plant two smaller palm trees to replace them. It is hopeful the City Arborist will be back for another visit in the near future. Mike Meadows asked about the sign facing Amelia Island Parkway and keeping that area looking nice. Steve said FBGC does maintain that area regularly and it will be looking really great by March when the car shows come to town.

10. PUBLIC COMMENT

Jon Berk asked about a half year rate for snowbirds. Steve said it would be too expensive and the snowbirds wouldn't go for the rate. Jon announced that an important

meeting was going to be held at North Hampton and he thinks that golf course is having cash flow problems.

11. ADJOURNMENT

Philip Jones made a motion to adjourn. It was seconded by Lee Murray. The motion passed.

ATTEST

Lee Murray, Secretary

Harry Kegler, Chair



Eager to please. Experts with trees.

1335 S. 8th St
Fernandina Beach, FL 32034

Estimate

Date	Estimate #	Rep
1/7/2019	1282	JS

(904) 491-1710
gagetreecare@gmail.com

Name / Address

Job Location

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

Customer Phone

Business Number

Customer E-mail

904 310-3178

smurphy@fernandinabeachgolfclub.com

Description	Price
Tree Removal with Complete Clean-Up. Haul away debris to sites located on the public Golf course. No stump grinding. Cut stump low as possible. Day rate pricing. 1. Day rate pricing to cut down dead trees on all 3- 9 hole courses. Estimate is to have a 4 man crew on site for 8 hours cutting down and relocating the debris to areas that are located on the golf course. Some debris will need to be chipped and some debris can be moved hole. We anticipate being capable of removing and relocating all of the trees in 5-6 days. 39 total trees have been identified. North Course- #7- 1 large Pine by fairway, #6- 3 Pines by the green and leave older dead trees for bird habitat, #5-1 Pine by the green, #2- 1 Pine the green 4 Pines by the fairway 1 Pine by the tee box, #1- 3 Pines behind the green 2 Pines on the right side of the fairway. West Course- #9- 1 large laurel Oak and 1 large Pine by the green, #8- 1 large Pine the green and 1 Pine by the Tee box, #7- 1 Pine by the fairway, #5- 9 small Pines next to the fairway, #2- 1 dead Oak next to Tee box South Course-#1- 1 large Oak next to the green, #2- 1 large Oak by the fairway, #5- 6 Pines next to the fairway.	3,200.00

Total

\$3,200.00

TERMS: Payable in full on receipt of invoice. A service charge of 1.9% per month on all accounts over 30 days with a minimum monthly charge of \$2.00. All work completed according to Tree Care Industry Association standards. We carry complete insurance coverage of 1 million general liability and workman's compensation.

UNDERGROUND CLAUSE: Locates will be requested by homeowners and contract will not be held responsible for damages for underground utilities, wires or systems unless notified in writing.

ACCEPTANCE OF PROPOSAL: The prices, specifications, and conditions are satisfactory and hereby accepted. You are authorized the above as specified. Payment due upon completion of work.

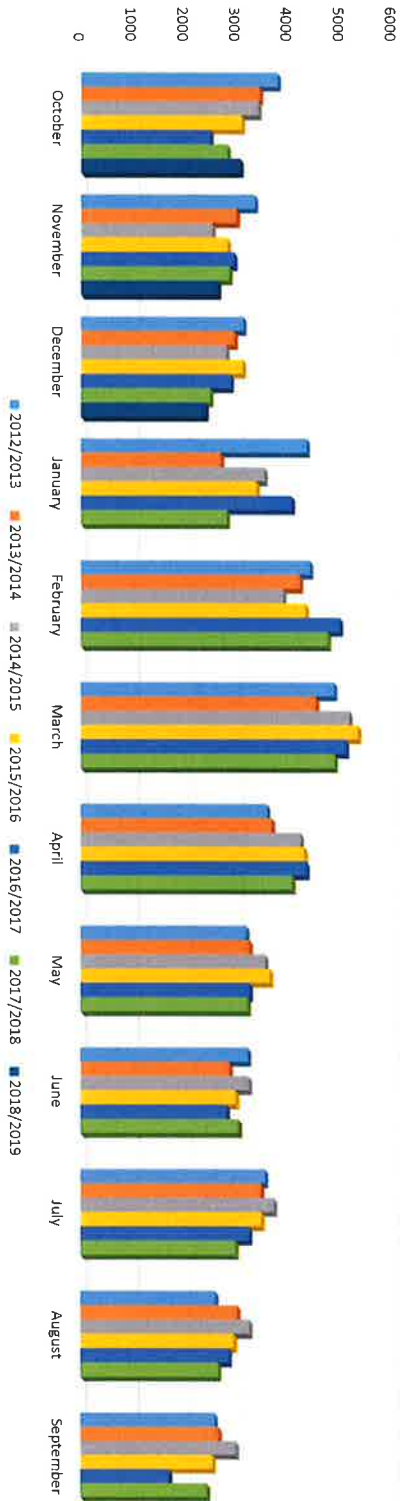
CUSTOMER SIGNATURE: _____

DATE: _____

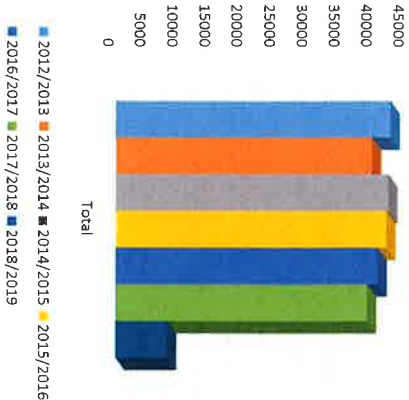
Total Rounds

	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	2393										8079

Golf Rounds



Golf Rounds YTD



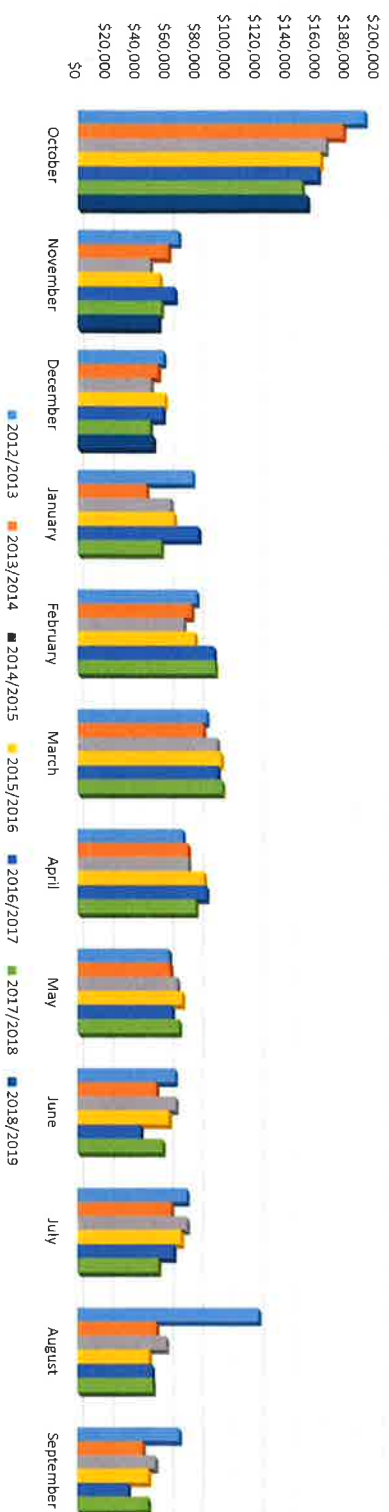
Line Graph



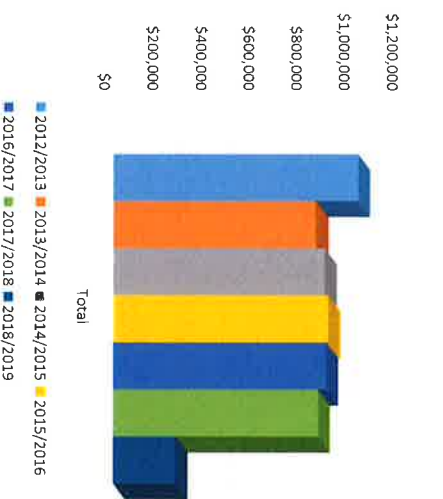
Total Golf Revenue

	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	\$88,334	\$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	\$50,363										\$257,661

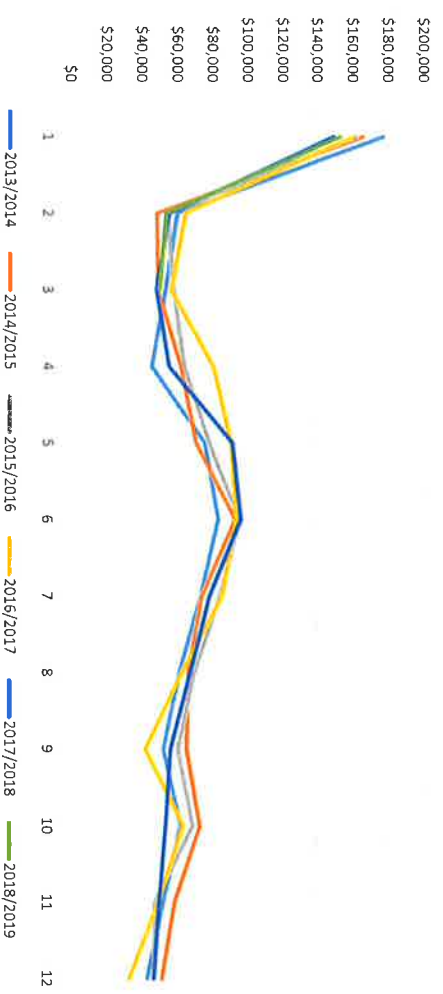
Golf Revenue Includes Green Fee, Cart Fee, Range, Card Sales and Membership



Golf Revenue YTD



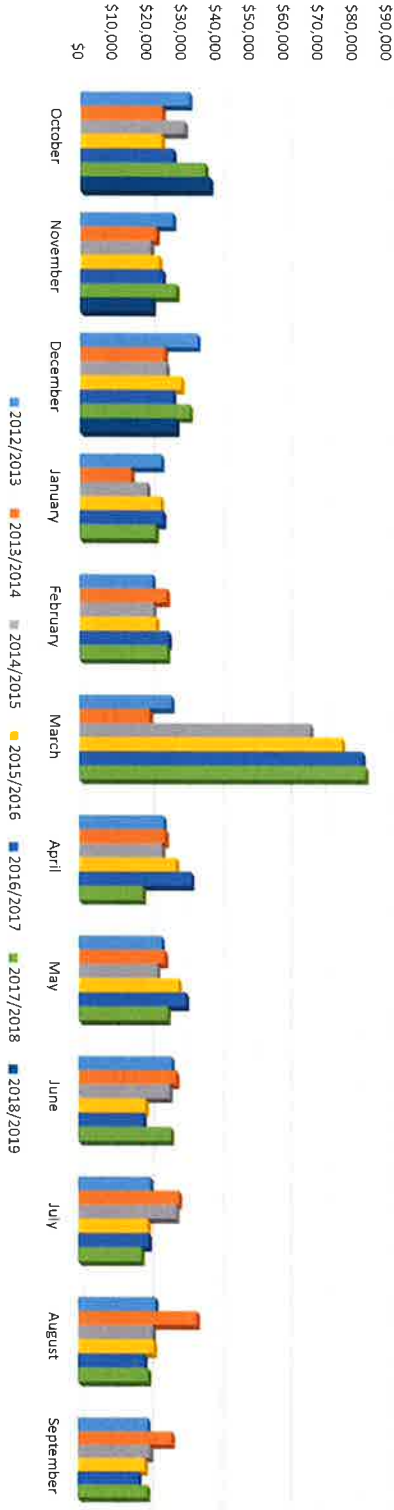
Line Graph



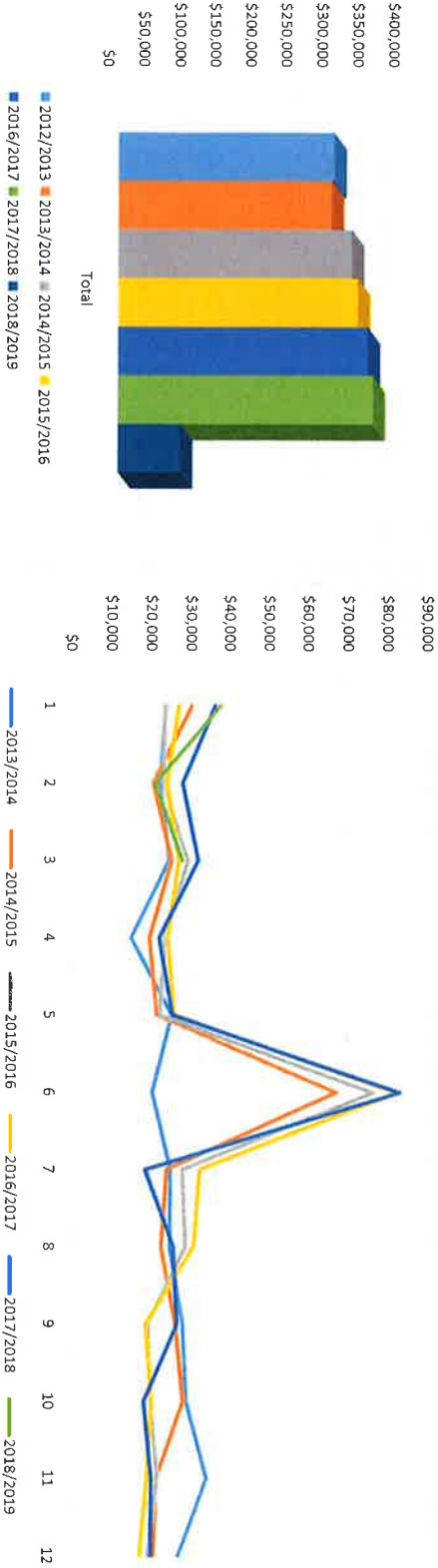
Total F&B Revenue

	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		\$356,862
2018/2019	\$37,644	\$21,006	\$27,884										\$86,534

F&B Revenue

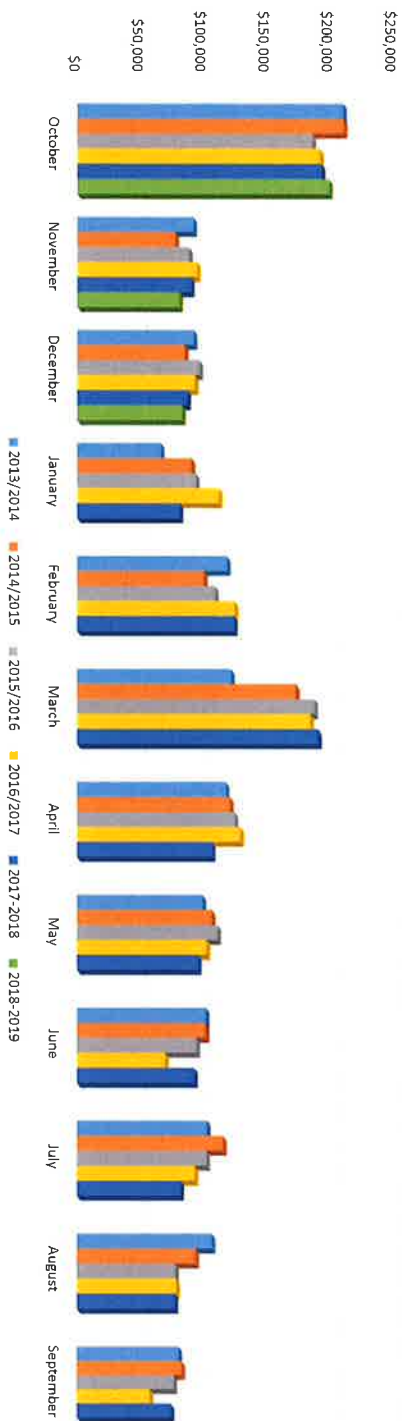


F&B Revenue YTD

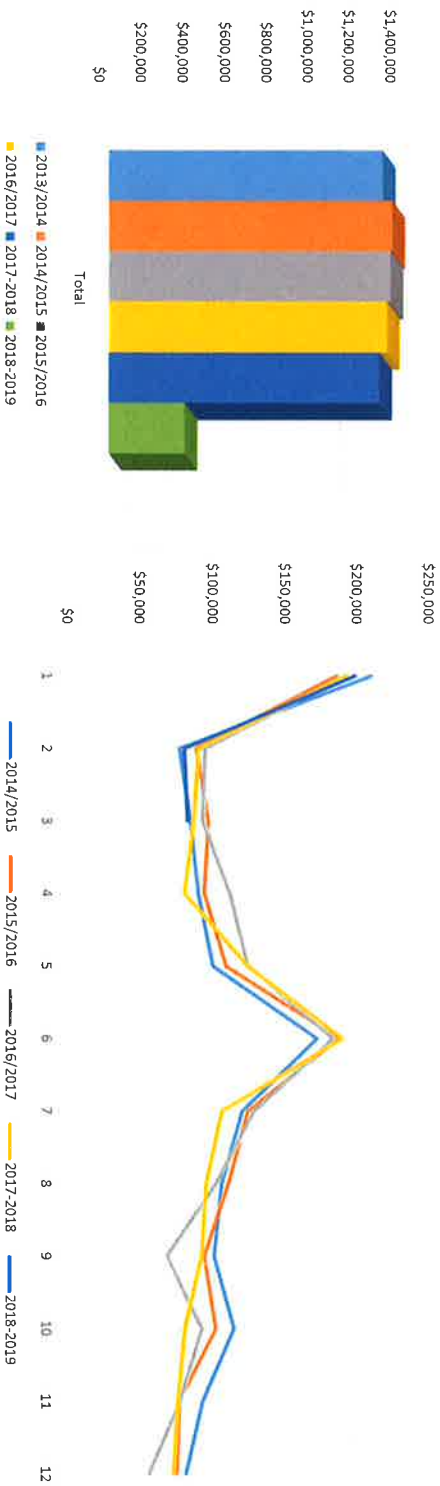


Total Revenue													
	October	November	December	January	February	March	April	May	June	July	August	September	Total
2013/2014	\$210,223	\$92,412	\$92,920	\$66,693	\$118,927	\$122,296	\$118,063	\$99,788	\$102,388	\$103,446	\$107,199	\$80,744	\$1,315,099
2014/2015	\$210,562	\$78,030	\$85,643	\$90,934	\$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	\$83,630										\$364,186

Total Revenue By Month



Total Revenue YTD





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DRINK OR DRAFT BEER

INCLUDES



GOLF
CART

BOOK A TEE TIME

All prices plus tax. Not valid with any other specials or discounts.

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JANUARY TWILIGHT GOLF



1:00pm

Twilight Specials

Public \$28

Beach Card \$22

**9 HOLE SPECIAL AT 3:00PM
\$15**

All rates plus tax - not valid with any other specials or discounts. Valid January 2019



JANUARY THURSDAY MADNESS

TWILIGHT RATES ALL DAY

\$28

Public

\$22

Beach Card

BOOK YOUR TEE TIME TODAY!

Valid Thursdays in January 2019

All prices plus tax. Not valid with any other special or discounts.



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