



AGENDA
GOLF COURSE ADVISORY BOARD
REGULAR MEETING
FEBRUARY 13, 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 Tree Removal
- 5. NEW BUSINESS**
 - 5.1 January 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

January 9, 2019

Page 1 of 3

The Golf Course Advisory Board of the City of Fernandina Beach, Florida met in a regular Meeting on Wednesday, January 9, 2019 at the Fernandina Beach Golf Course (FBGC) Clubhouse. Present were Harry Kegler, Board Chair; Lee Murray, Board Secretary; Helen Hirsch, Board Member and WGA Representative; Claude Hartley, Board Member; Steve Murphy, FBGC General Manager; David Younger, FBGC Superintendent and Mike Meadows.

Board Chair Harry Kegler called the meeting to order at 9:04 AM.

3. APPROVAL OF MINUTES

Helen Hirsch made a motion to approve the minutes of the December 12, 2018 GCAB Meeting. It was seconded by Lee Murray. The motion passed.

4. OLD BUSINESS

4.1 Trees

Steve Murphy informed the Board that he is in the process of receiving three bids to cut down 39 trees on FBGC property. He had one bid from Gage Tree Care in his possession for \$3,200 per day and the job would require five to six days of work. He is working with the Audubon Society of Florida and they request no dead trees with woodpecker nests be taken down. Those trees are not in danger and will be fine to leave standing. The tree stumps will remain and the debris will be put in the debris piles around the golf course and out of play. The Audubon Society likes this approach as the debris piles are good habitat for wildlife. FBGC was recertified by the Audubon society last fall and Steve talks with them once a quarter. After receiving the three estimates, Steve will have to pursue a budget amendment with the City of FB since he is not allowed to make expenditures over \$5,000.

5. NEW BUSINESS

Steve Murphy announced that City Commissioner Philip Chapman will be the new liaison to the GCAB.

5.1 FINANCIALS

Steve Murphy referred to his financials handouts. He said there were 18 bad days for golf in December that resulted in total rounds being down for the month. Bad weather affects the rounds of golf, the driving range income and the entire F&B operation. The prior December (2017) there were 2,482 rounds and in December 2018 there were 2,393 total rounds. Total golf revenue was up from \$48,662 in December 2017 to \$50,363 in December 2018. Total food and beverage revenue was down from December 2017 by \$4,009 - \$27,884 (2018) versus \$31,893 in December 2017. All of this resulted in total revenue being down \$4,032 in December 2018 (\$83,630) versus December 2017 (\$87,662). There was discussion about the airport catering operation and Steve said it doesn't appear to be a fiscally prudent decision to pursue. The rules for insurance and other items don't appear favorable, but Steve said he would stay in touch with airport management and continue discussions. There was some discussion about the driving range and its usage. Steve said there is not much to do improve the driving range. The driving range stays wet because there is nowhere for the water to go. Egan's Creek is on the right of the range and it is higher than the driving range. He estimates it would take at least \$200,000 to have a perfect driving range which would require elevating it and putting in French drains. "Or make it a lake and have floating golf balls," Steve said jokingly. There was further discussion about costs for a pond and other driving ranges and how they operate. Engineering costs would be very high for any proposal said Steve.

6. MGA UPDATE

Lee Murray discussed some of the new rules of golf that went into effect January 1, 2019. Lee reviewed some of the FBMGA tournaments scheduled for 2019.

7. WGA UPDATE

Helen Hirsch asked about the recycling programs. Steve said all aluminum cans are recycled and donated to a charity.

8. MARKETING UPDATE

Steve referred to the handouts and discussed the “PLAY 9 BEFORE 9 FOR \$19.99 AND THEN DINE” program, the January TWILIGHT golf specials and the January Thursday Madness Twilight rates. He said a recent online rating service had rated FBGC as 9.2 out of 10.

9. AGRONOMY

Superintendent David Young said he hoped to continue the good things that former Superintendent Shannon Wheeler had been doing. He discussed adding seed to the tee boxes and run ups to the greens. The staff is using liquid spray to maintain the green look of the fairways. He said sod is very expensive and not in the budget for the bad areas around some of the greens. He said he was buying a herbicide to kill the bad spots on the greens. Next year he plans to put a pre-emergent on the greens, and therefore the collars will not be over seeded.

10. PUBLIC COMMENT

There was discussion about tee boxes and having different yardages to allow for a variety of course options. Steve said the MGA is a member of the Florida State Golf Association, and should talk to them about re-rating the courses or having a combination tee box rating. There was some more discussion about the rules of golf that changed as of January 1, 2019. Helen Hirsch said the FBWGA asked a different rules question of their members before each tournament. Claude Hartley asked if anyone knows what is going on with the Amelia River Golf Course. Steve said the negotiations are still going on and they involve a developer, the Airport Enterprise Zone, the FAA, The City of Fernandina Beach and Nassau County. The developer had asked for a five month extension for their due diligence.

11. ADJOURNMENT

Lee Murray made a motion to adjourn. It was seconded by Helen Hirsch. The motion passed.

ATTEST

Lee Murray, GCAB Secretary

Harry Kegler, GCAB 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.	3,200.00
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.	

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: _____

Cash's Tree Services Inc.

851854 US Hwy. 17

Yulee, FL 32097

Estimate

Date	Estimate #
1/23/2019	989

Name / Address
Fernandina Beach Golf Club 2800 Bill Melton Rd. Fernandina Beach, Florida 32034

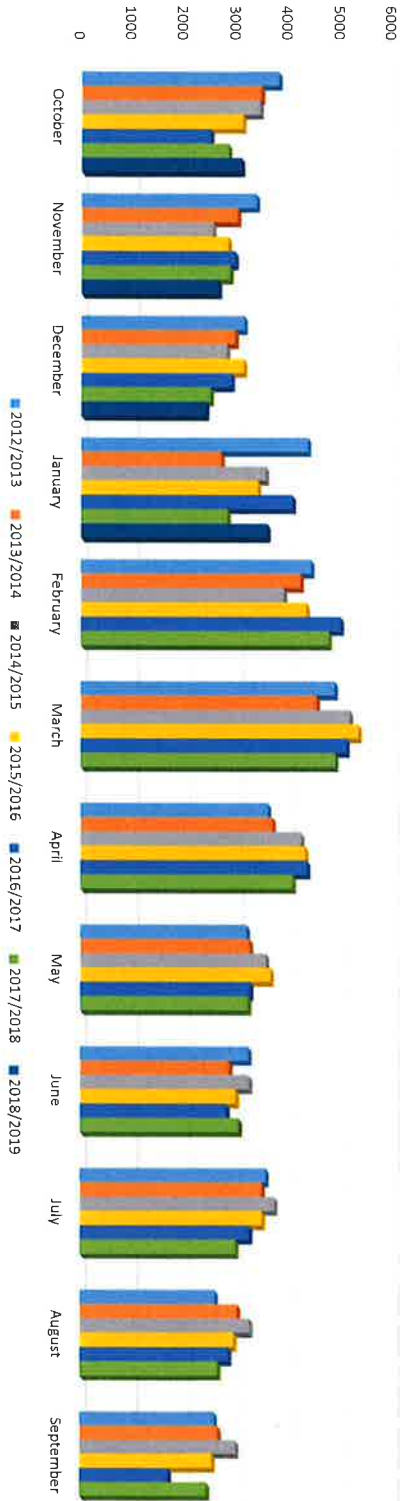
Project

Description	Qty	Rate	Total
Remove 39 trees. Haul debris to debris piles on course.		29,500.00	29,500.00
		Total	\$29,500.00

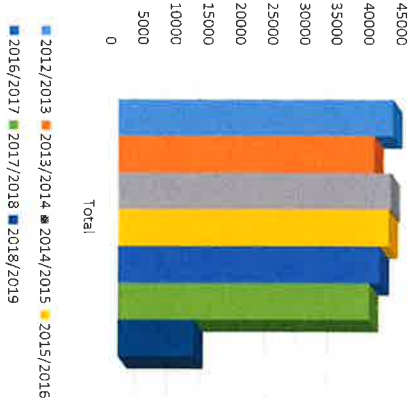
Total Rounds

	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	3563									11642

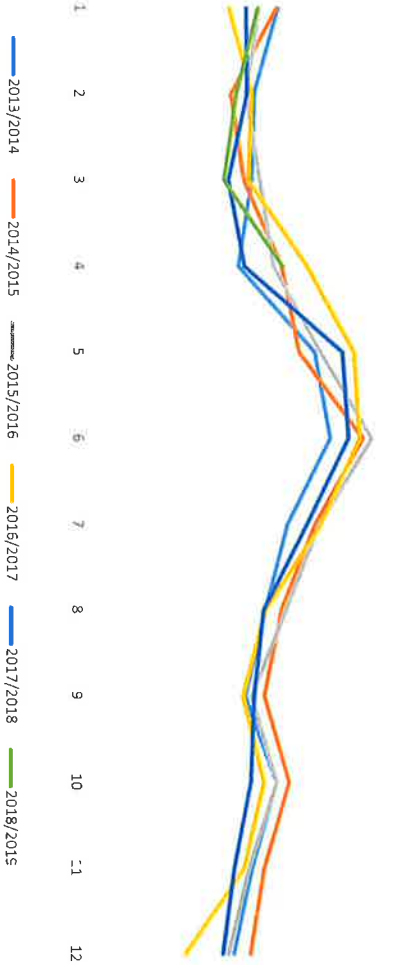
Golf Rounds



Golf Rounds YTD



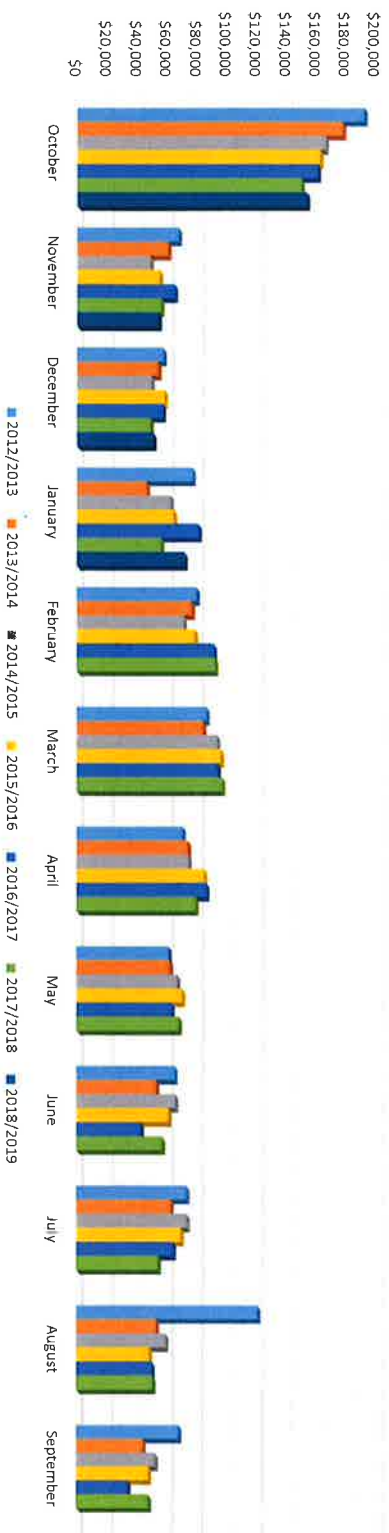
Line Graph



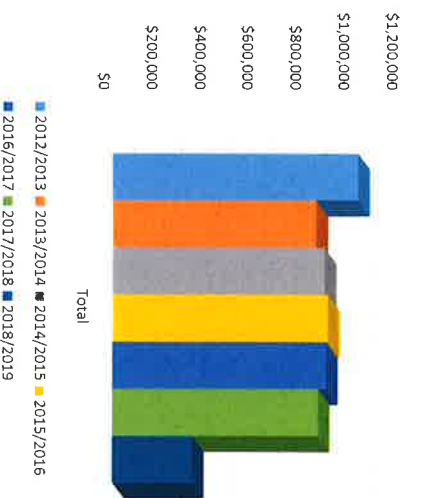
Total Golf Revenue

	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	\$50,363	\$71,374									\$329,035

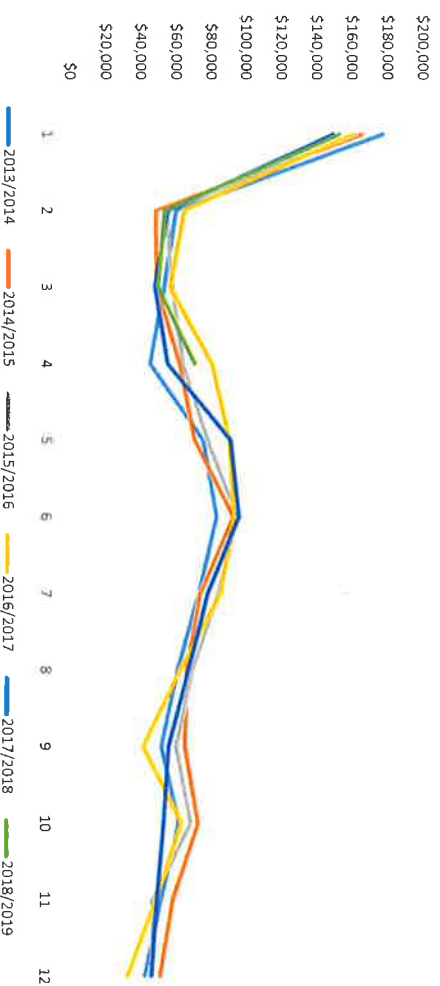
Golf Revenue Includes Green Fee, Cart Fee, Range, Card Sales and Membership



Golf Revenue YTD



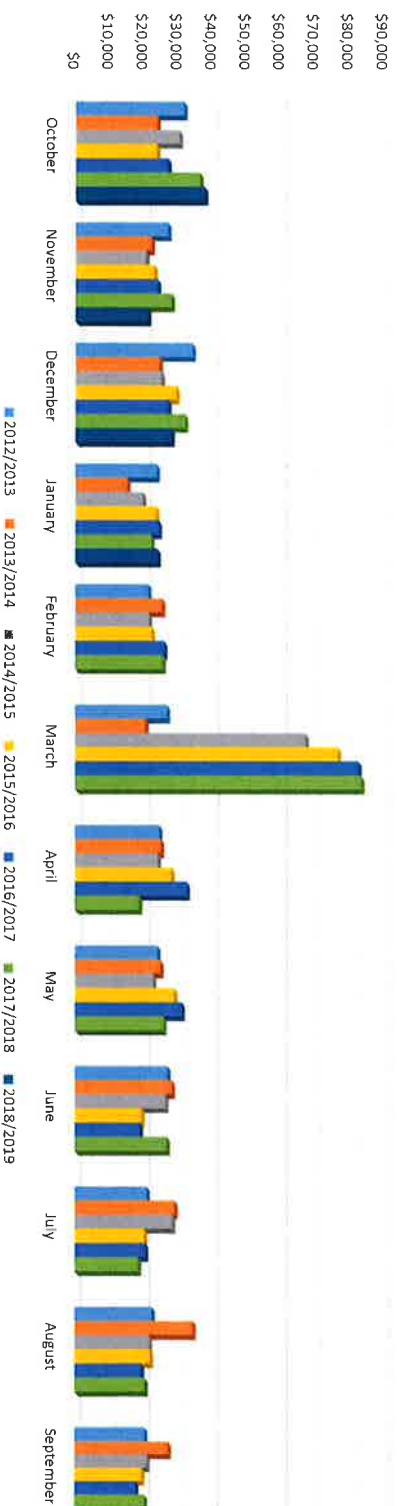
Line Graph



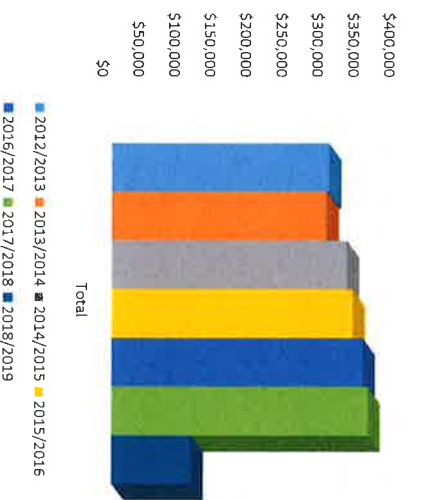
Total F&B Revenue

	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	\$27,884	\$23,843									\$110,377

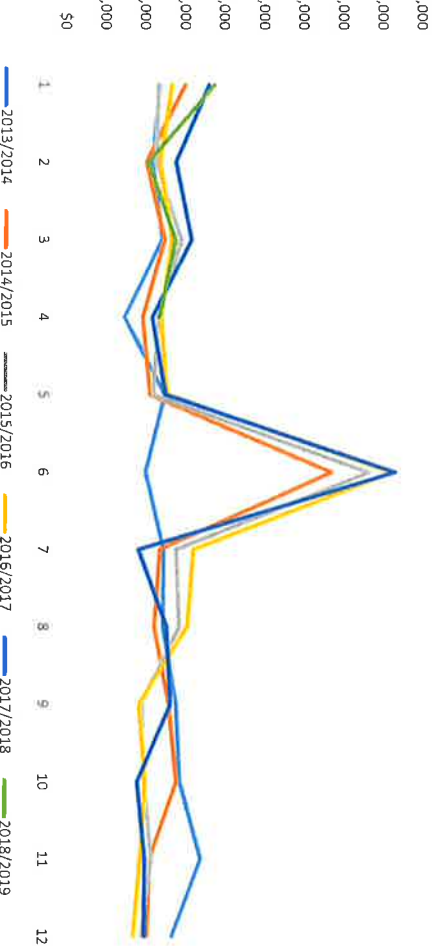
F&B Revenue



F&B Revenue YTD

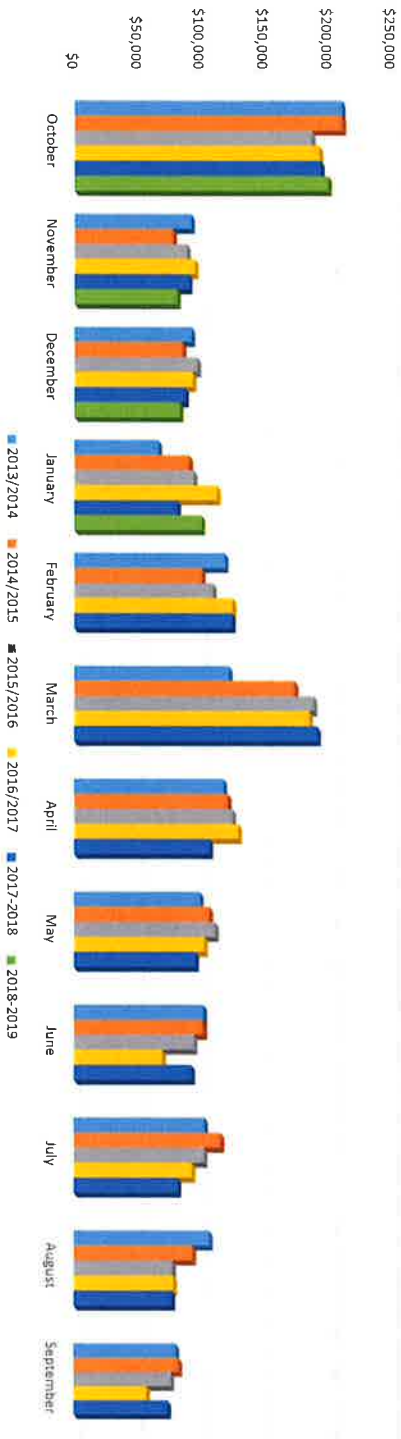


Line Graph

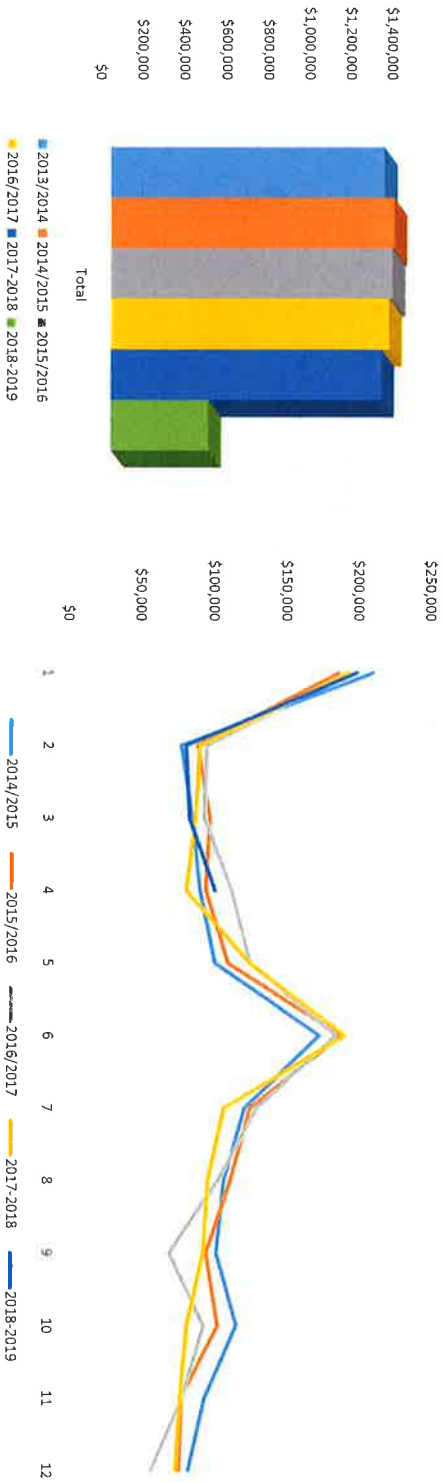


Total Revenue		October	November	December	January	February	March	April	May	June	July	August	September	Total
2013/2014		\$210,223	\$92,412	\$92,920	\$66,693	\$118,927	\$122,296	\$118,063	\$99,788	\$102,388	\$103,446	\$107,199	\$80,744	\$1,315,099
2014/2015		\$210,562	\$78,030	\$85,643	\$90,934	\$100,958	\$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	\$83,630	\$100,932									\$465,118

Total Revenue By Month



Total Revenue YTD



FERNANDINA BEACH GOLF CLUB

WEEKEND SPECIALS



TO COLD TO
SURF?
PLAY SOME
GOLF!

PUBLIC - \$39

BEACH CARD
\$27

MEMBERS
\$19



904.310.3175
fernandinabeachgolfclub.com

VALID THROUGH
MARCH 31, 2019

All prices plus tax. Not
valid with any other

Trivia Night



EVERY WEDNESDAY @ 6:00PM

COME EARLY TO GET YOUR TABLE • TRIVIA MENU AVAILABLE

**NOTHING
TO PLAY**

**PRIZES
FOR TRIVIA
WINNERS**

**BEGINNING
WEDNESDAY
FEBRUARY 6, 2019**

IN A SEPARATE ROOM

BOARD GAME NIGHT

**COME PLAY A FAVORITE
BOARD GAME WITH
OUR
GAME MASTER**

5:30PM - 7:45PM



**No
Reservations
Required**

CALL 904.310.3175

FEBRUARY

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 February 2019



Fernandina Beach Golf Club

Best Value on the Island

Winter is upon us and so are our incredible conditions. Customers are telling us fantastic things about your Fernandina Beach Golf Club. From the beautiful color of our fairways to the wonderful condition and speed of our greens. We at Fernandina Beach Golf Club believe playing off green grass is better than white snow somewhere else.

Hope to see you soon!

HEAR FROM REAL PEOPLE

I have probably played 1500 rounds at this course. I have seen it go through some ROUGH times. I like the layout and most of the things that the Casper organization has done. I think the course is in the best shape in years. The greens have never been this good since I met them in 2000. Steve, the GM is such an asset and an upbeat addition to your staff.

CG 12/24/18

The course has a lot to offer for a reasonable price. Staff are always polite and helpful. Had my knee replaced recently and my goal was to get back out at Fernandina Golf Course ASAP.

PC 12/17/2018

Your pro shop was extremely friendly - the course was in great shape and I'll be back.

RB 12/27/2018

Course was in great condition and course personnel are always very pleasant.

DT 1/2/2019



KIDS PLAY FREE

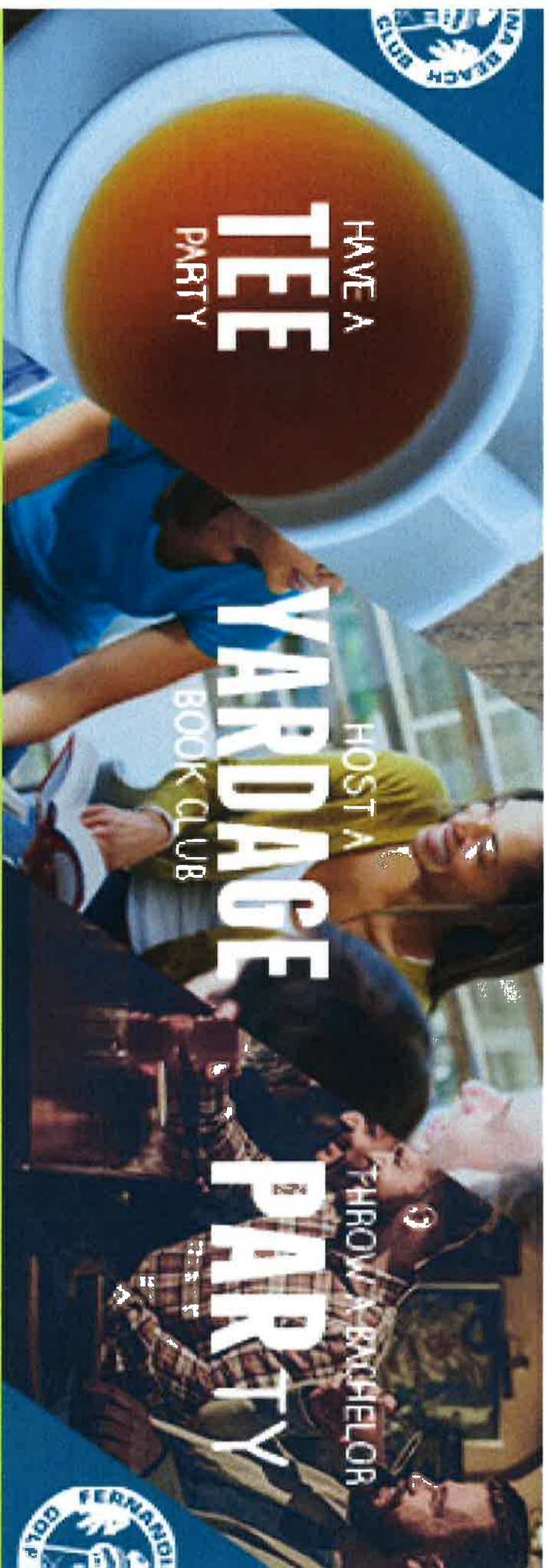
Every day after 1pm
with full paying adult.

FOR DETAILS CALL
904.310.3175

Kids, age 16 years and younger, must be accompanied by a full paying adult to receive Kids Play Free offer. Cannot be combined with any other coupons or discounts. Play is based on a space available basis. Limit one child per paying adult, per visit.

904-310-3175 | fernandinabeachgolfclub.com

MANAGED BY
BILLY CASPER GOLF



FERNANDINA BEACH GOLF CLUB

We have a full service Restaurant - Bar - Banquet facility.

Allow us to host your next event or outing.

Hours - Restaurant: 7:00am - 2:00pm

Bar: 7:00am - 5:00pm

Banquet Facility: Till 10:00pm

For Details Call 904.310.3186 or

email kbenjamin@fernandinabeachgolfclub.com



**PLAY 9
BEFORE 9
FOR \$19.99
THEN DINE**

Call today 904-310-3175

FOR \$9.99

Everyday of the week in January



**INCLUDES ANYTHING OFF
OUR MENU AND A FOUNTAIN
DRINK OR DRAFT BEER**

INCLUDES



**GOLF
CART**

BOOK A TEE TIME

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

MANAGED BY
BELLY CASPER GOLF

LEAVE NO TRACE



Nice Shot!

Now please repair the ball mark on the green. Use a divot tool or tee to push into the ground at the angle shown and then towards the ball mark. Do this around the ball mark and pat it flat with your putter. Look around the green and you will likely see how the grass dies if you don't do this quick fix.

Thank you!

Don't Worry.

You're supposed to take a little grass with your irons! If you can replace the chunk you took that works the best, but otherwise grab a sand bottle from the cart and pour enough into your hole to bring it level to the surrounding grass.

Thank you!

