AGENDA
GOLF COURSE ADVISORY BOARD
REGULAR MEETING
APRIL 10, 2019
9:00 AM
CITY HALL COMMISSION CHAMBERS
204 ASH STREET
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 March Financials

6. MGA UPDATE

7. WGA UPDATE

8. MARKETING UPDATE

8.1 April Marketing

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 (GCAB) met in a regular Meeting on Wednesday, February 13, 2019 at the Fernandina Beach Golf Course (FBGC) Clubhouse. Present were Harry Kegler, Board Chair; Lee Murray, Secretary; Helen Hirsch, Board Member and WGA representative; Philip Jones, Board Member and MGA Representative; Claude Hartley, Board Member, Philip Chapman, FB City Commissioner Liaison; Steve Murphy, FBGC General Manager; David Younger, FBGC Superintendent; Jon Berk, FBMGA President; Chip Ross, FB City Commissioner and Mike Lednovich, FB City Commissioner.

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

3. APPROVAL OF MINUTES

Helen Hirsch made a motion to approve the minutes of the January 9, 2019 GCAB meeting. It was seconded by Claude Hartley. The motion passed.

4. OLD BUSINESS

4.1 Tree Removal

Steve Murphy reported that he had received the three necessary bids to cut down the 39 dead trees that have been approved by the City Arborist to be cut down. They came in at $19K, $29K and $29,200K. He said he didn't want to have to go to the City Commissioners and ask for the money and he was pleased to report that they have a member on the Superintendent's staff with 40 years experience cutting down trees and the tree cutting can be done in house for about $2K. It will take longer, but save about 25K. The debris will be put on FBGC property and not be seen and not affect play. If possible depending on man hours available, the FBGC may be able to sell some of the wood as firewood.

5. NEW BUSINESS

5.1 January Financials

Steve Murphy reviewed the four page financial package: Total Rounds, Total Golf Revenue, Total F & B Revenue and Total Revenue which includes seven years of monthly financial information. January was a good month financially. It was the 2nd best Total Revenue since Billy Casper took over. There were 12 bad weather days this January and the best ever January had only three bad weather days.

January Total Rounds were up 756 over last January. January Total Golf Revenue of $71,374 was up $15,498 over last January. January Total F&B Revenue of $23,843 was up $1,810 over last January and January Total Revenue of $100,932 was up $19,447 over last January. Steve reviewed how February was shaping up and talked about the definition of a "bad weather" days and how he tracks public play and member's play. The price increases that went into effect have helped create more revenue despite having lower rounds due to bad weather days. Lee Murray inquired about the rental clubs in the FBGC Pro Shop. The FBGC paid for them, but they generate about $1K of income per month and pay for themselves quickly. There was discussion about the upcoming Bonham's Car Auction on the FBGC property and the Russo and Steele Car Auction being held on the Airport Property. Bonham's wants to wait and see how this year's auction goes before renewing a five year lease with the FBGC. Steve is very optimistic that they will renew.

6. MGA UPDATE

Philip Jones had no report. Lee Murray mentioned there will be a FBMGA Suggestion Box in the near future. Chip Ross asked about our FBMGA CUP Tournament Series and Philip Jones explained what the Tournament is. Lee Murray mentioned there will be a Tournament Committee Meeting in April after the FBMGA CUP/Club Championship.

7. WGA UPDATE

Helen Hirsch said the Women's Association activities were winding down after their Match Play Tournament was held.

8. MARKETING UPDATE

Steve Murphy discussed the FBGC would be having an APP for the FBGC that will do many things. It is developed by a company out of San Diego. It is going to very helpful and have many neat things to help promote the FBGC. He also said the FBGC would have a new Point of Sale (POS) system coming at the end of the year. He then referred to his handouts and a brief discussion was held about the different promotions: WEEKEND SPECIALS, TRIVIA NIGHT, February Twilight Golf Specials, Kids Play Free – with a full paying Adult after 1pm and the PLAY NINE for $19.99 BEFORE 9 AND THEN DINE for $9.99.

9. AGRONOMY UPDATE

David Younger, FBGC Superintendent updated the committee on the procedures and applications he was applying to the golf course. He said he is looking for another assistant for his staff. There was a discussion among everyone about the status of the North Couse greens. Those greens are 62 years old and to replace them the proper way would cost $30k to $40K per green. The new greens on the West Course and South Course were not totally rebuilt, they were just re-grassed, which in essence is just a band aid on the situation. The life span of a green is 15-18 years according to Steve Murphy. There was some discussion about the trees being cut down and

what will happen to the golf course when they are cut down. There was further discussion about replacing the greens over the next five to six years, all the 27 greens should be replaced at $30K - $40K per green equaling $945,000.This may be put in to a capital plan for the future as a recommendation from the GCAB. Ideally, $2 million dollars over three years is needed to get the FBGC in proper operating order. Discussion about the capital needs went further and Steve has to have the FBGC capital Budget by May 1. Philip Chapman asked about the fire insurance money that was found by asking the finance people about $82K in Insurance money that no one knew about. Steve said that he was working with the finance people and it should be coming soon. It will be used for maintenance related expenses only. There was discussion about the current cart paths and Steve said in the future the bad current paths will be removed and replaced with sand.

10. PUBLIC COMMENT

There was no public comment

11. ADJOURNEMNT

Philip Jones made a motion to adjourn. It was seconded by Helen Hirsch. The motion passed.

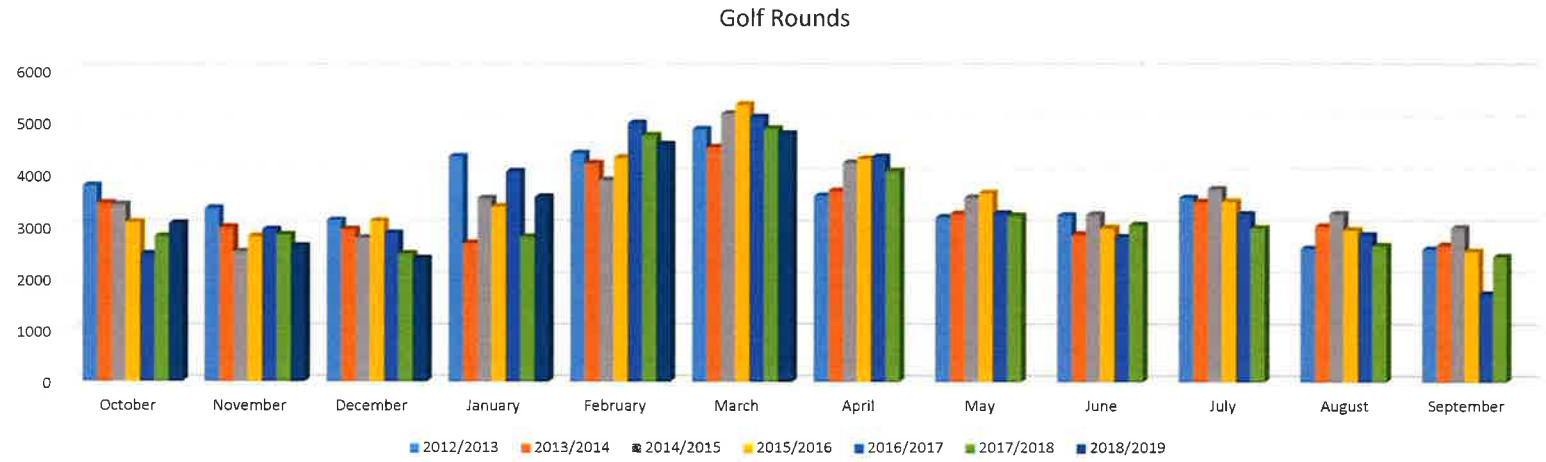
ATTEST

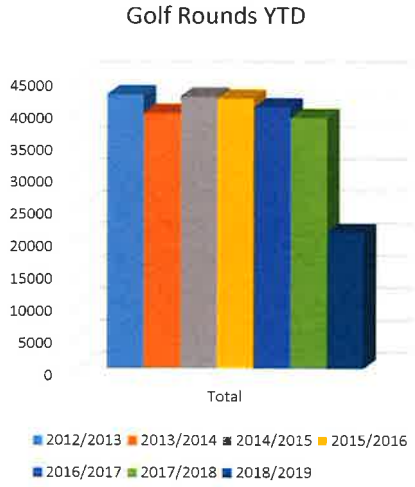
Lee Murray, GCAB Secretary

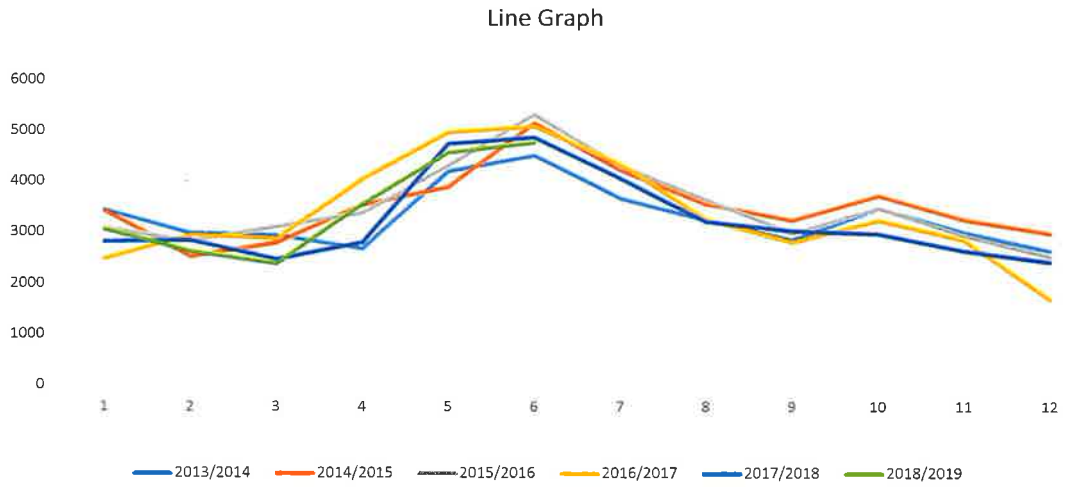
Harry Kegler, GCAB Chair

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	2393	3563	4575	4769							20986



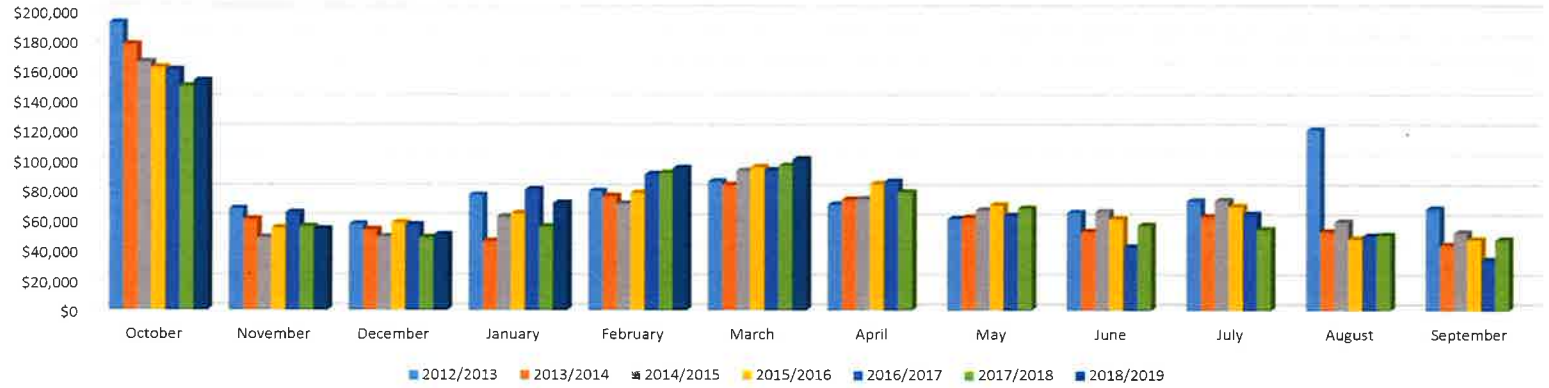




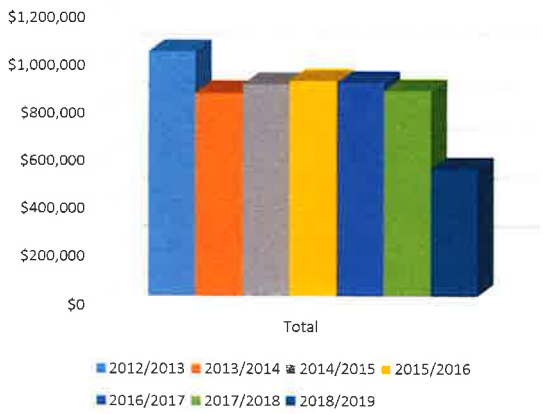
Total Golf Revenue

	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	$95,022	$100,784							$524,841

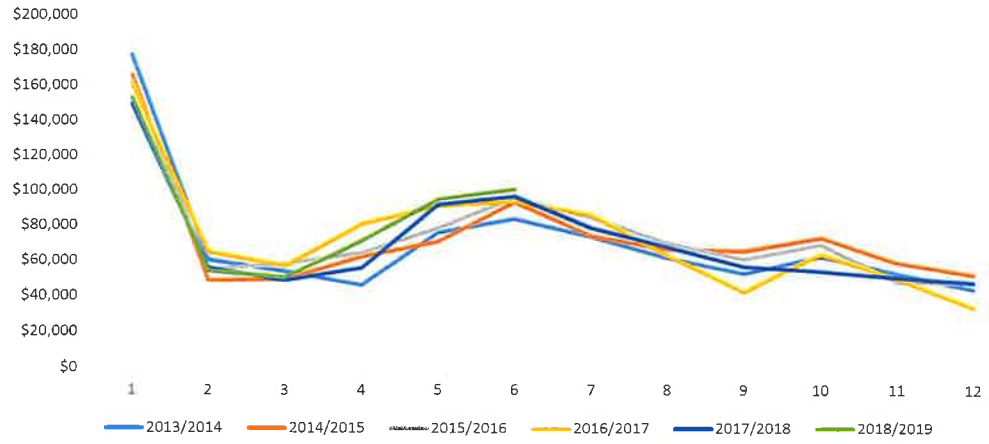
Golf Revenue Includes Green Fee, Cart Fee, Range, Card Sales and Membership



Golf Revenue YTD

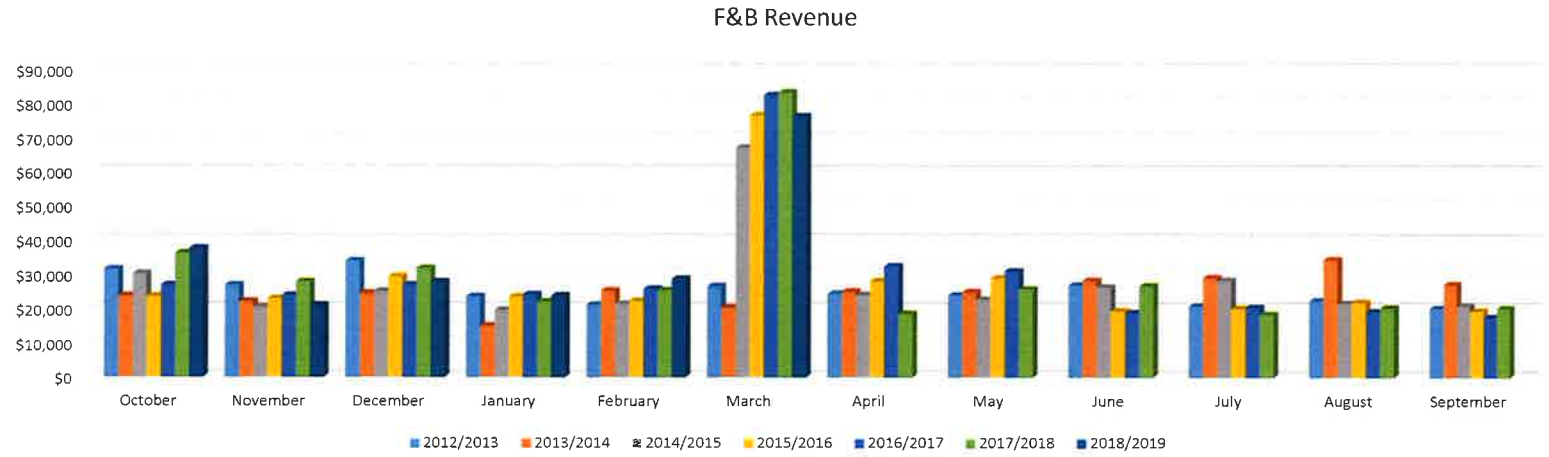


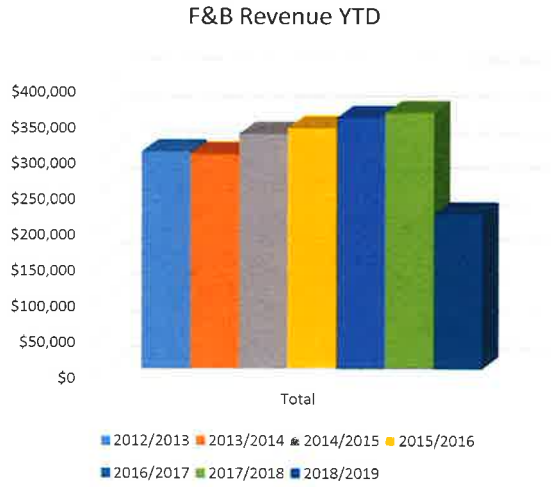
Line Graph

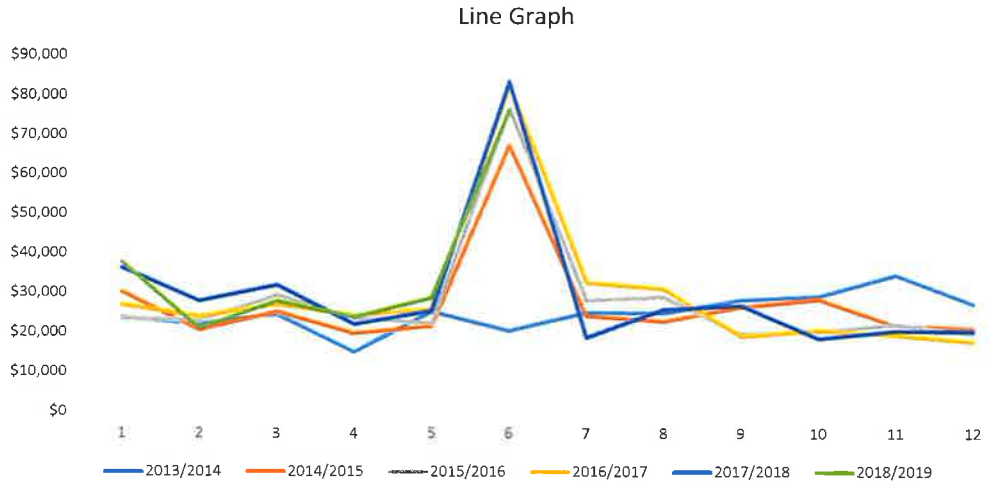


Total F&B Revenue

	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	$28,760	$76,260							$215,397

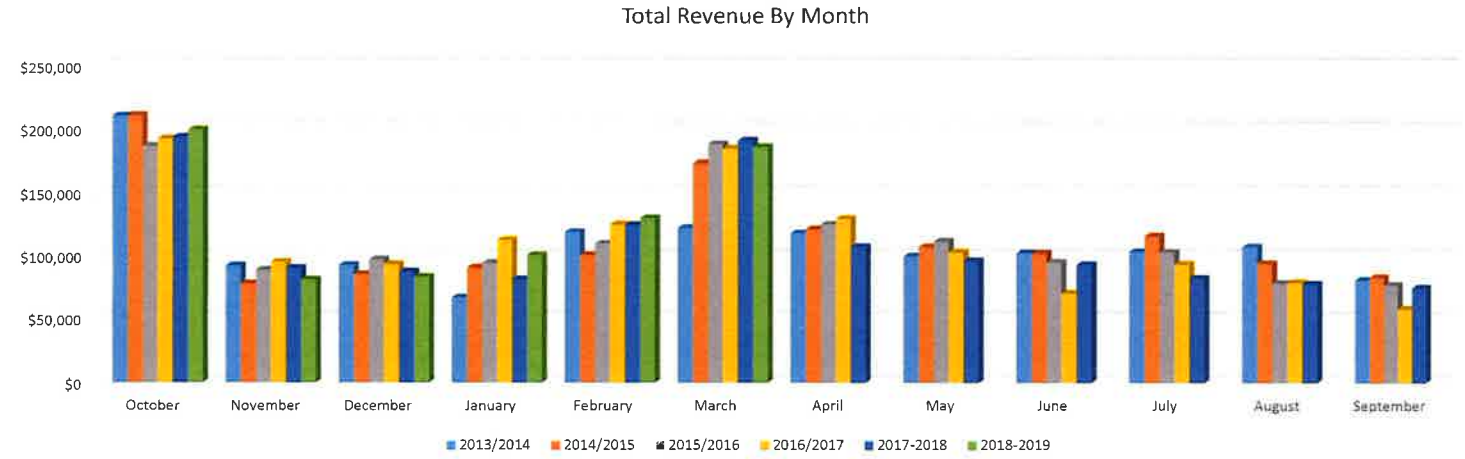


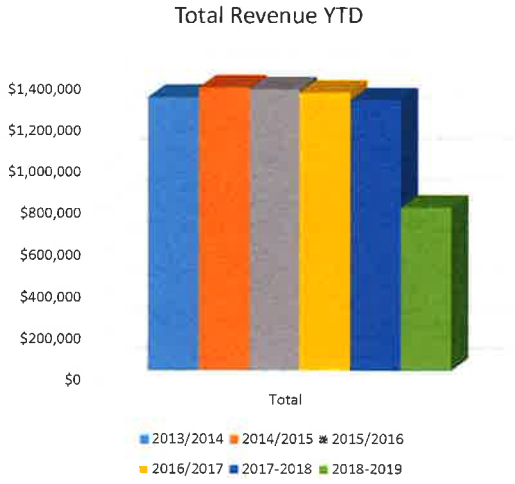


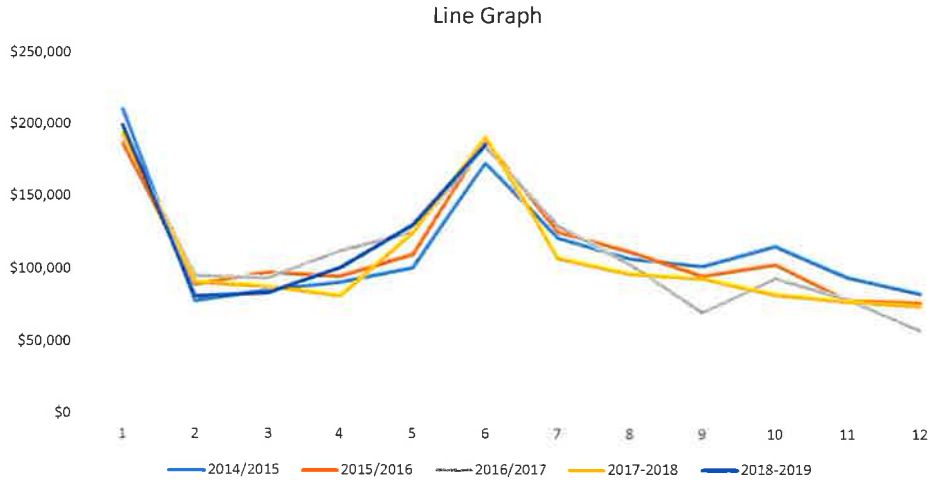


Total Revenue

	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	$130,070	$185,784							$780,972







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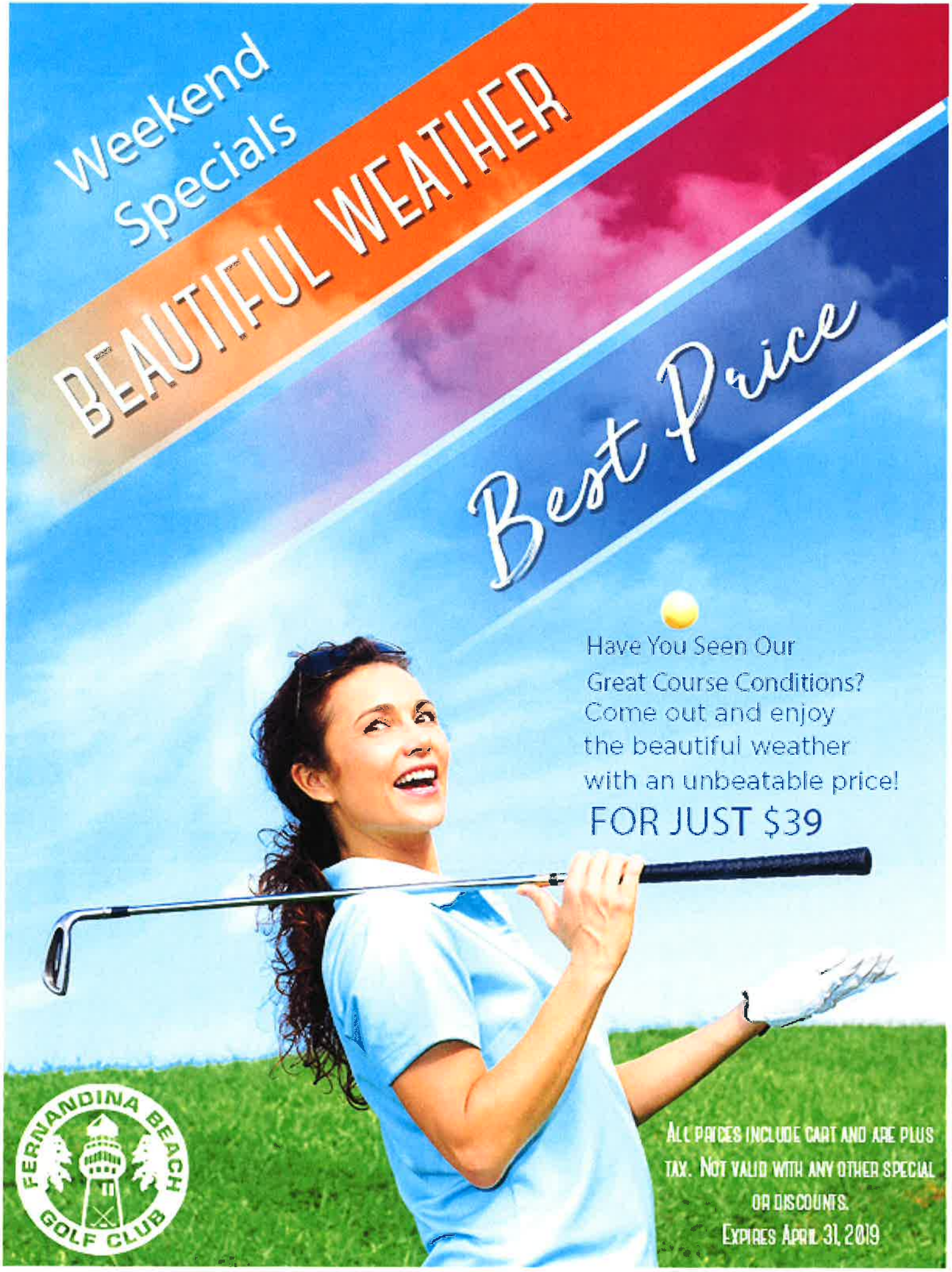
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Cable Bill	$ 31.22	$ 100.00	220%
Budweiser 6 pack	$ 4.01	$ 6.99	74%
Coke 1 Litre	$ 1.14	$ 1.79	57%
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