



**AGENDA
GOLF COURSE ADVISORY BOARD
REGULAR MEETING
MAY 8, 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**
- 5. NEW BUSINESS**
 - 5.1 April Financials
- 6. MGA UPDATE**
- 7. WGA UPDATE**
- 8. MARKETING UPDATE**
 - 8.1 May 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
Regular Meeting
April 10, 2019
City Hall Commission Chambers

Philip Jones, Vice Chair called the meeting to order at 9:00 AM.

2. ROLL CALL

Philip Jones, Vice Chair; Lee Murray, Secretary, Claude Hartley, Board Member; Steve Murphy, FBGC General Manager; David Younger, FBGC Superintendent, Philip Chapman, Fernandina Beach City Commissioner – liaison to the GCAB; Chip Ross, Fernandina Beach City Commissioner and Jon Berk, President, FBMGA.

3. APPROVAL OF MINUTES

Claude Hartley made a motion to approve the minutes of the February 13, 2019 GCAB Regular Meeting minutes. It was seconded by Lee Murray. The motion passed unanimously.

4. OLD BUSINESS

4.1 Trees

David Younger announced that removal of the 39 dead trees would begin in the next week or so. The few dead trees that are a habitat for woodpeckers and any other birds that are in them would not be cut down. There was no other OLD BUSINESS.

5. NEW BUSINESS

5.1 March Financials

Steve Murphy presented a package of February and March financial information and marketing materials to the GCAB Board. He said he would report on both months since there was not a GCAB meeting in March. Compared to 2018, Rounds were down in both months: February Rounds were down 172 rounds (2018 = 4,747/2019 = 4,575) and March Rounds were down 102 Rounds (2018 = 4,871/2019 = 4,769). The good news was that Total Golf Revenue was up for both months: February was up \$2,993 (2018 = \$92,029/2019 \$95,022) and March was up \$4,110 (2018 = 96,674/2019 = \$100,784). This was the first time March Total Golf Revenue has been over \$100,000. In regard to Total F & B Revenue, February was up by \$3,332 (2018 = \$25,438/2019 = \$28,760) March was down \$7,092 (2018 = \$83,352/2019 = \$76,260). Steve said that a combination of bad weather days and Bonham's scaling back a little bit caused the loss of F & B revenue in March compared to last year. He again said that Kristi Benjamin is doing an outstanding job as head of F & B. In regard to Total Revenue it was the same scenario -

up in February, but down in March. February was up \$5,426 (2018 = \$124,644/2019 = \$130,070) and March was down \$4,963 (2018 = \$190,747/2019 = 185,784) Steve reported that year-to-date in all four categories, if you look at the six months the FBGC is tracking ahead by about 4%.

Steve discussed the importance of good weather to a golf course. He also discussed the driving range and how you have to be careful about raising prices or making it mandatory to buy range balls from the pro shop and not allow golfers to hit their own golf balls. He said he is working on the one year budget that must be submitted to the City by May 7 and the five year capital expenditures budget that he must submit to the City by May 1.

Steve then moved on and passed out a sheet named the FBGC Cap Ex Projects. He has been working with David Younger and Kristi Benjamin on this for three-four months. It shows a color coded list of 12 major projects and also showed the need for new equipment and new golf carts. Steve said these were all projects that need to be done to maintain the physical plant of the Clubhouse and the Maintenance Barns. The color coding was to show which projects are most important to do in order of priority over the next five years. Steve said he calls this his "Wish List". Discussion followed about all the different projects and much time was spent on rebuilding the greens. FB City Commissioner Philip Chapman spoke about the need to maintain the facilities and said Steve is going to need as much support as he can get. Steve discussed the need for golfers to support the FBGC at City Commission meetings. FB City Commissioner Chip Ross noted that there many needs the City has and there is a need to look at creative ways to maintain the facilities. Perhaps the FBGC should hire a carpenter to do many of the projects. He said there is never enough money, and the GCAB and the FBGC staff needs to "think outside the box" at looking at how to tackle the problems of maintenance and improving the facilities. Claude Hartley made a motion to fully support Steve and his staff on their proposals for improving the facilities at the FBGC. Lee Murray seconded the motion and it passed unanimously.

6. MGA UPDATE

Jon Berk, FBMGA president reviewed the quarterly meeting of the FBMGA. He asked if there could be more rakes for the bunkers at FBGC. He asked about some of the cart path drop offs and the need for some sand.

7. WGA UPDATE

There was no report.

8. MARKETING UPDATE

8.1 April Marketing

Steve Murphy reviewed the different marketing materials: Thursday Madness, Afternoon Delight, Beautiful Weather – Best Price! and Prepaid Summer Rounds – Buy them between April 15 and May 15 and they will be \$18. The last marketing showed a comparison of prices for certain items in 1999 versus 2019 and how the FBGC 18 holes w/cart had gone up 5% while all the other prices for the other items had gone up from 64% to 112%. All the marketing materials were very professional and impressive attempts to increase revenue at FBGC.

9. AGRONOMY UPDATE

David Younger reported that were in the process of putting a pre-emergent on the golf courses and is addressing the greens with a new chemical. Tree removal will start soon and then they will remove the stumps as well.

10. PUBLIC COMMENT

Jon Berk asked about “Home Rule” and raising more revenue. Commissioner Ross said that would not work in Fernandina Beach. Jon suggested looking into people putting the FBGC in their wills. He asked about when the Billy Casper contract with the city expires. Steve mentioned that it is December 2020. Jon asked because when Billy Casper renewed their last contract they put \$50,000 toward rebuilding greens at FBGC. Jon also asked about the Bonham’s contract and Steve Murphy reviewed some of the details of that contract.

11. ADJOURNMENT

Lee Murray made a motion to adjourn and Claude Hartley seconded it. It passed unanimously

ATTEST

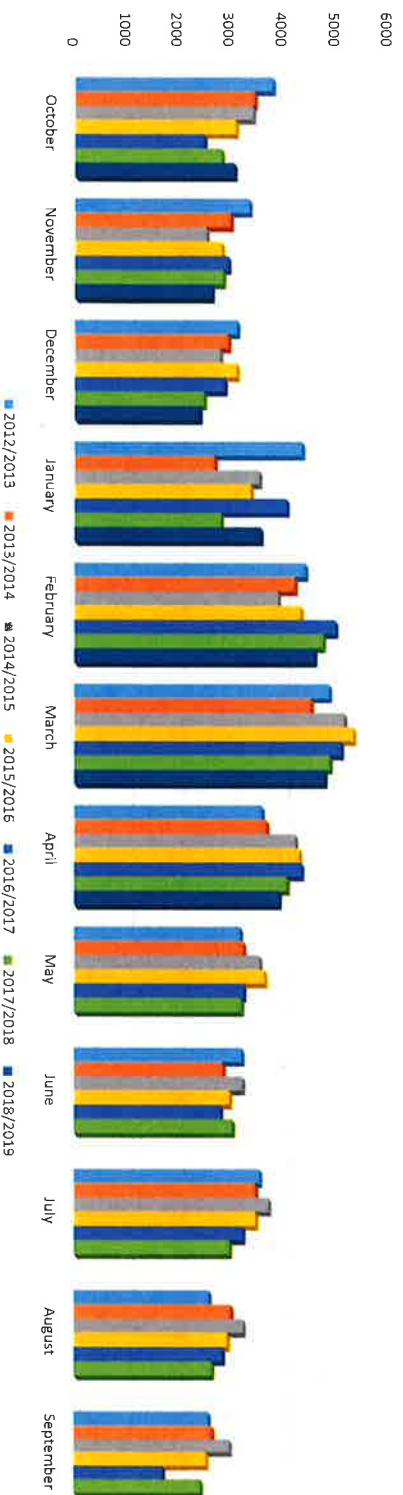
Lee Murray, GCAB Secretary

Harry Kegler, GCAB Chair

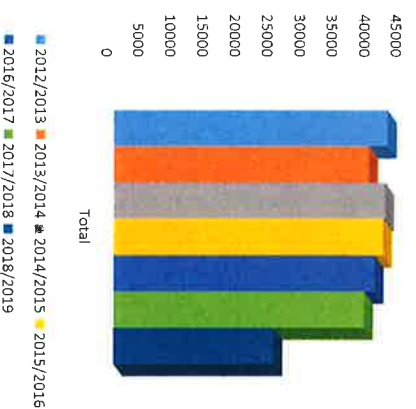
Total Rounds

	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	3904						24890

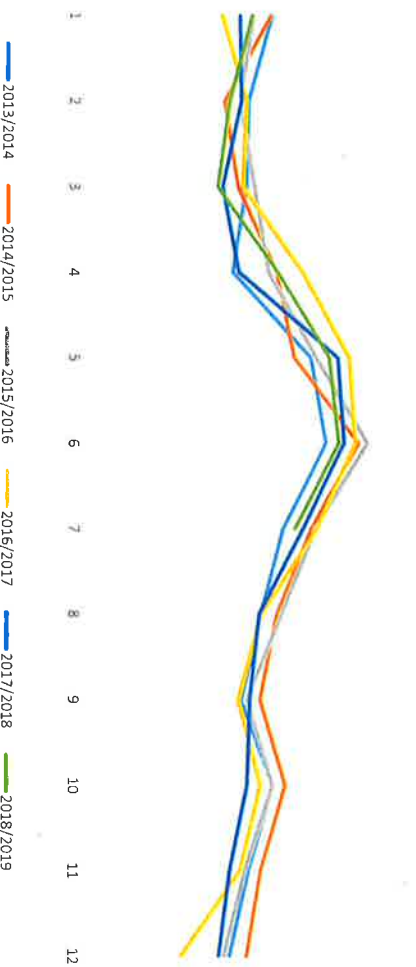
Golf Rounds



Golf Rounds YTD



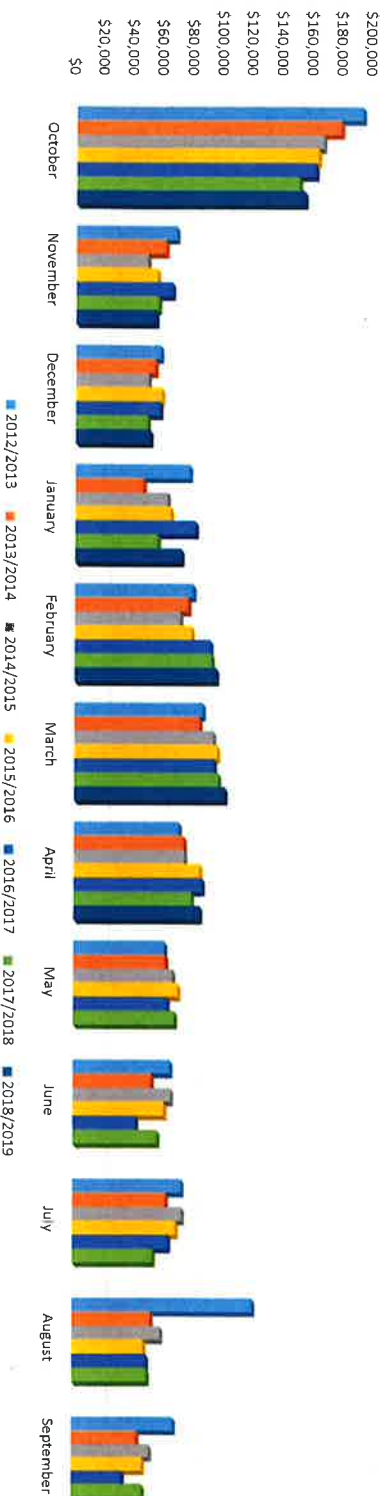
Line Graph



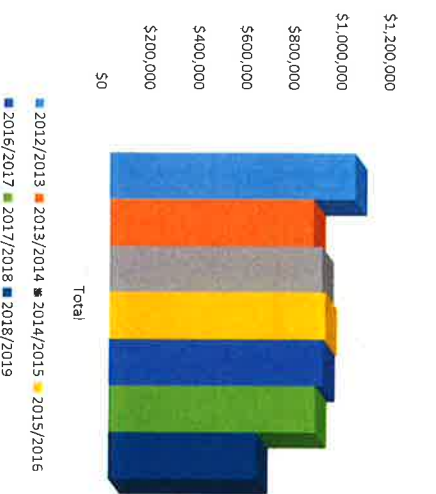
Total Golf Revenue

	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	\$62,732	\$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	\$84,449						\$609,290

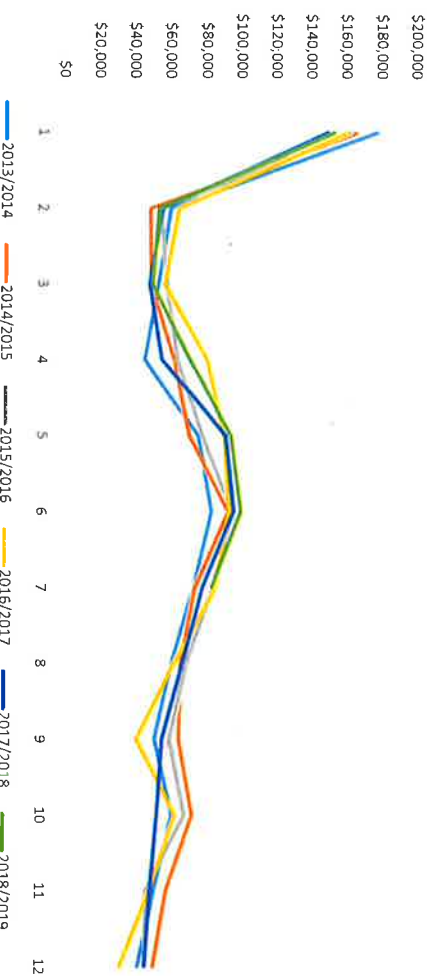
Golf Revenue Includes Green Fee, Cart Fee, Range, Card Sales and Membership



Golf Revenue YTD



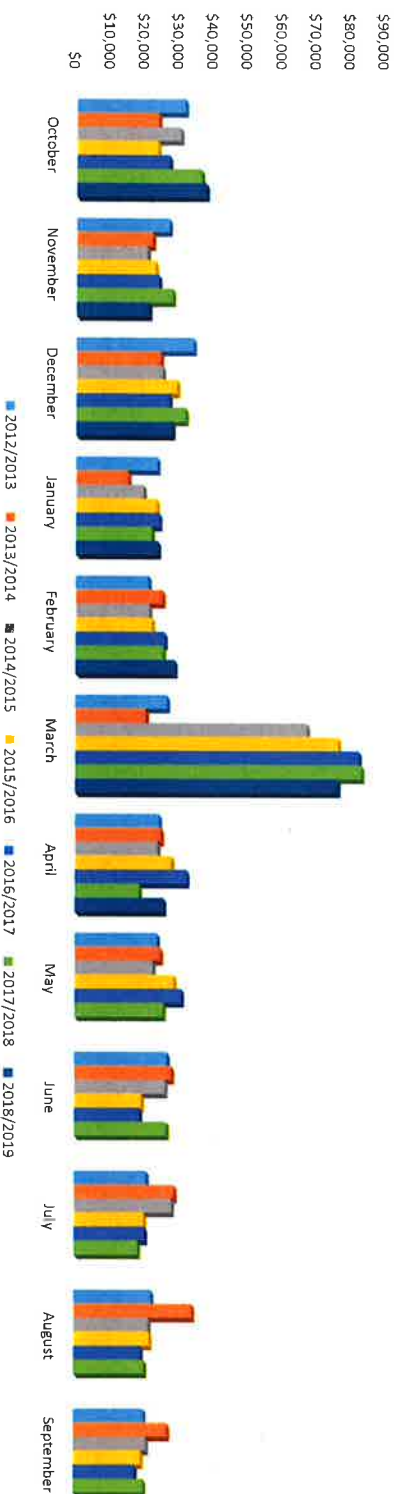
Line Graph



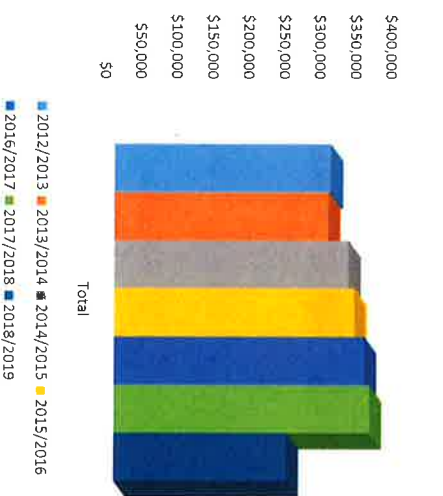
Total F&B Revenue

	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	\$23,843	\$28,760	\$76,260	\$25,705						\$241,102

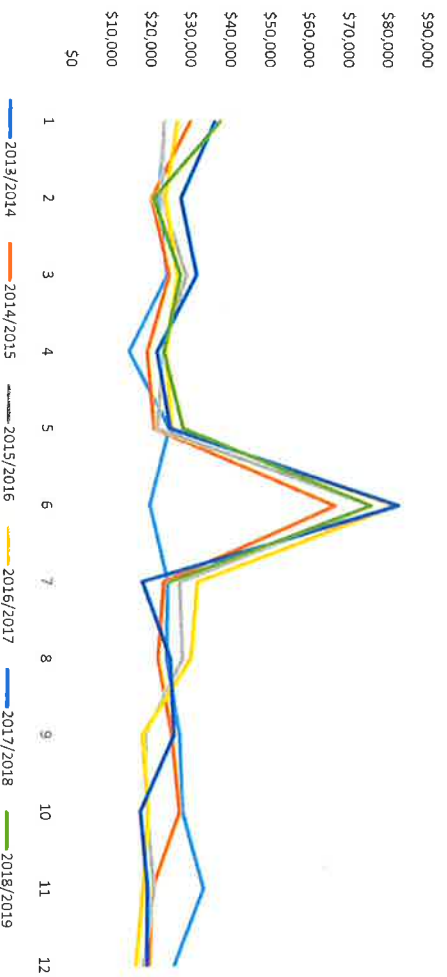
F&B Revenue



F&B Revenue YTD

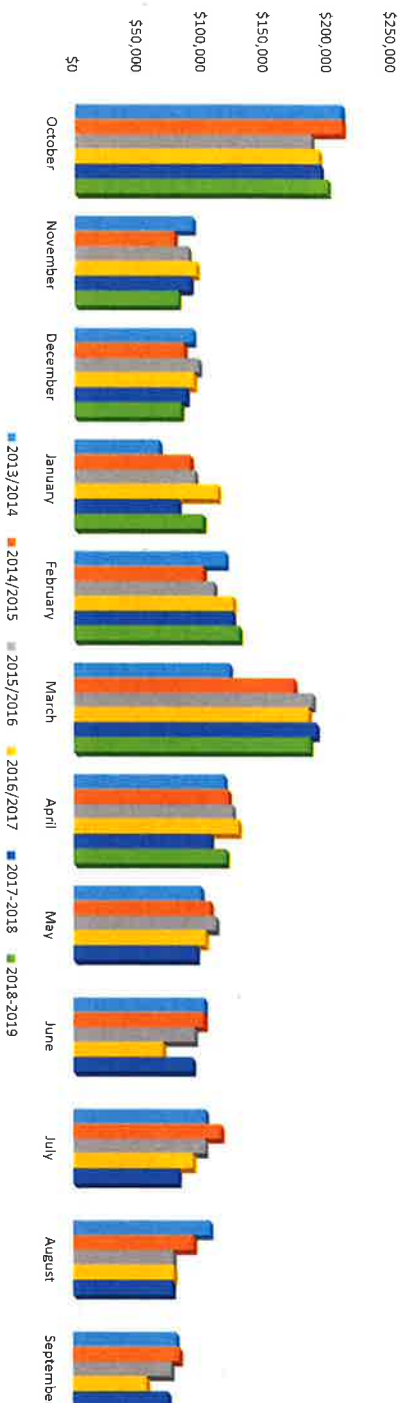


Line Graph



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	\$1,354,133
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	\$1,336,833
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	\$1,299,422
2018-2019	\$199,269	\$81,287	\$83,630	\$100,932	\$130,070	\$185,784	\$119,879						\$900,851

Total Revenue By Month



Total Revenue YTD

