



**AGENDA
GOLF COURSE ADVISORY BOARD
REGULAR MEETING
JUNE 12, 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 Effluent Water
 - 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
Regular Meeting
May 8, 2019
City Hall Commission Chambers

Harry Kegler, GCAB Chair called the meeting to order at 9:00 AM

2. Roll Call

Philip Jones, Vice Chair/FBMGA Representative; Lee Murray, Secretary; Helen Hirsch, Board Member/FBWGA Representative; Claude Hartley, Member; Steve Murphy, FBGC General Manager; David Younger, FBGC Superintendent, Philip Chapman, FB City Commissioner, GCAB Liaison; Mike Lednovich, FB City Commissioner and his wife and Jon Berk, FBMGA President.

3. APPROVAL OF MINUTES

Claude Hartley made a motion to approve the minutes. It was seconded by Philip Jones. The motion passed unanimously.

4. OLD BUSINESS

There was no Old Business.

5. NEW BUSINESS

5.1 April Financials

Steve Murphy reported that April was a good month despite many rain days. He said overall the FBGC was up about 10% with some variations in different categories, but overall he was pleased. Because of the weather golf rounds in April were down from last year by 156 (4060 – 2018 – 3904 – 2019). Despite the golf rounds being down, Total Golf Revenue in April was up from last year by \$5,530.00 (\$78,919 – 2018 - \$84,449 – 2019). Total F & B Revenue was up in April \$7,100 (\$18,605 – 2018 - \$25,705 – 2019). Total Revenue for the FBGC in April was up \$12,768 (\$107,110 – 2018 - \$119,879 – 2019). Overall a very good month and everything is trending well.

6. MGA UPDATE

There was general discussion by Philip Jones, Lee Murray, Claude Hartley and Jon Berk about the operations of the FBMGA. Claude Hartley asked about membership recruitment efforts of the FBMGA.

7. WGA UPDATE

Helen Hirsch said the FBWGA was winding down and everything is working well.

8. MARKETING UPDATE

8.1 May Marketing Update

Steve Murphy updated the Board on the status of the Junior Camp Program which will be held the weeks of June 17 -21 and July 22 – 26. PGA Professional Mike Benjamin runs the camps and if he needs more help Steve Murphy helps out. It is for ages 7 – 16 and has filled out the past few years. Steve mentioned that he is working on having advertisements promoting the FBGC on the Golf Channel January through March. Other marketing efforts were working and he is happy that the online ratings that the FBGC receives have improved from an average of 2.5 to 4.2.

9. AGRONOMY UPDATE

David Younger, Superintendent said the tree cutting would start in a few days and the pre- emergent and fertilizer would be showing improvements to the course in a few weeks. The rye grass would be dying out soon and the key to maintaining our golf course is executing all the right things on a consistent basis. Steve Murphy congratulated David on his efforts and said the course will be even better in the future.

10. PUBLIC COMMENT

FB City Commissioner addressed the Board and encouraged the Board to take a very proactive stance toward the FB City's budgeting Process. He said many groups are going to be asking for money and the Golf Course Advisory Board needs to take a proactive stance about the need for new greens and maintaining the facilities at FBGC. Philip Chapman agreed with Mr. Lednovich and said it was going to be very important for us to communicate our wishes to the City Commissioners. Chairman Kegler said he would write a letter to the Commissioners in a few days explaining our views about the Five Year CAP X plan and the urgent needs of the FBGC. Jon Berk spoke about the need to maintain our assets and said he would look into writing a letter from the FBMGA also.

11. ADJOURNMENT

Lee Murray made a motion to adjourn. Helen Hirsch seconded it. The motion passed unanimously.

ATTEST:

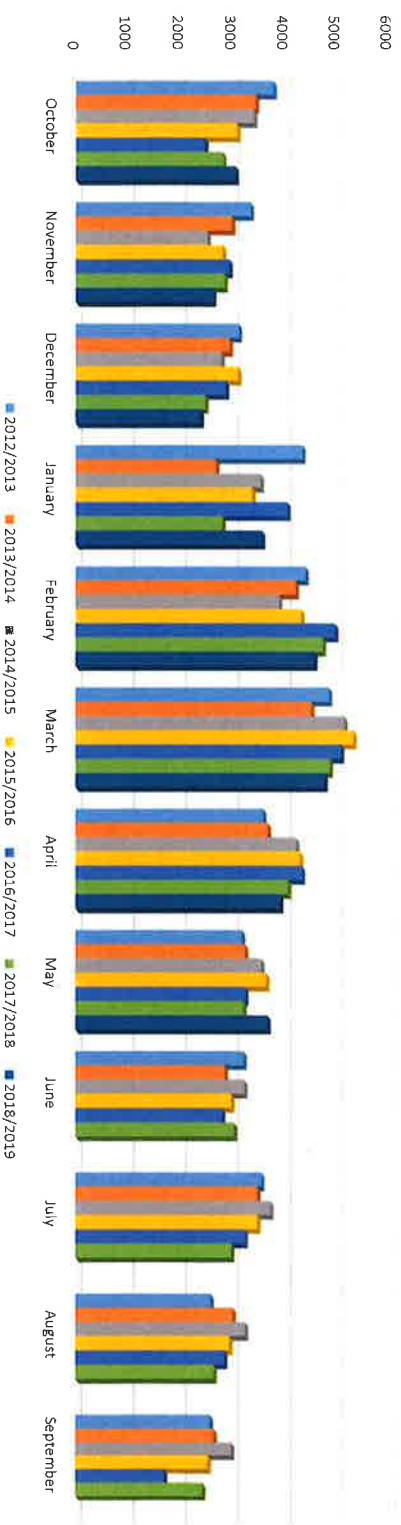
Lee Murray, GCAB Secretary

Harry Kegler, GCAB Chair

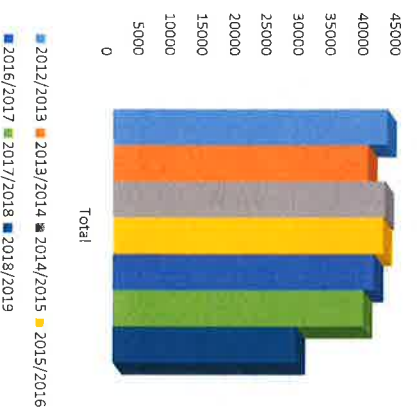
Total Rounds

	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	3670					28560

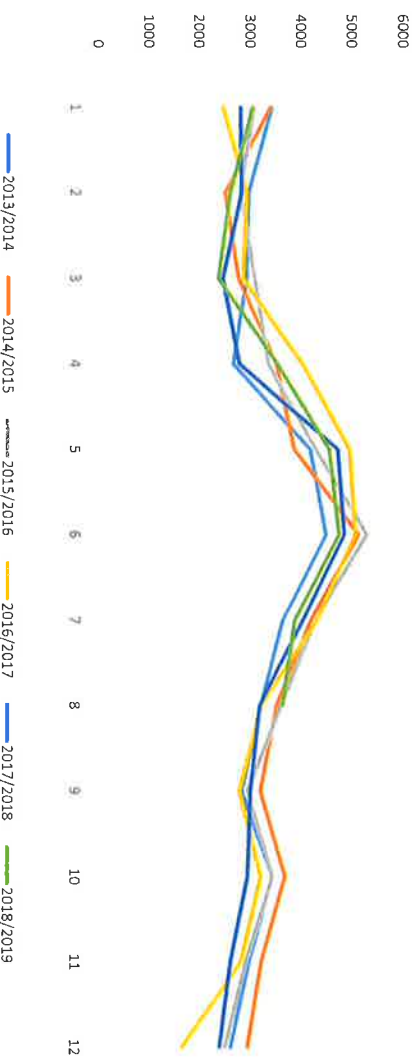
Golf Rounds



Golf Rounds YTD



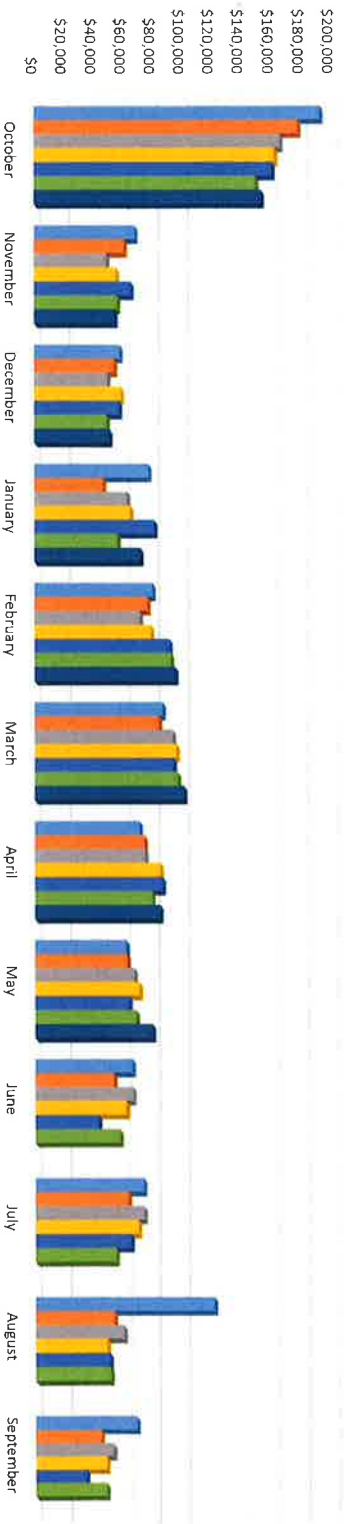
Line Graph



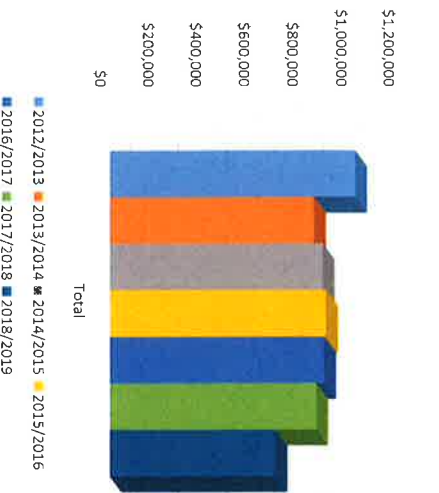
Total Golf Revenue

	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	\$95,022	\$100,784	\$84,449	\$79,067					\$688,357

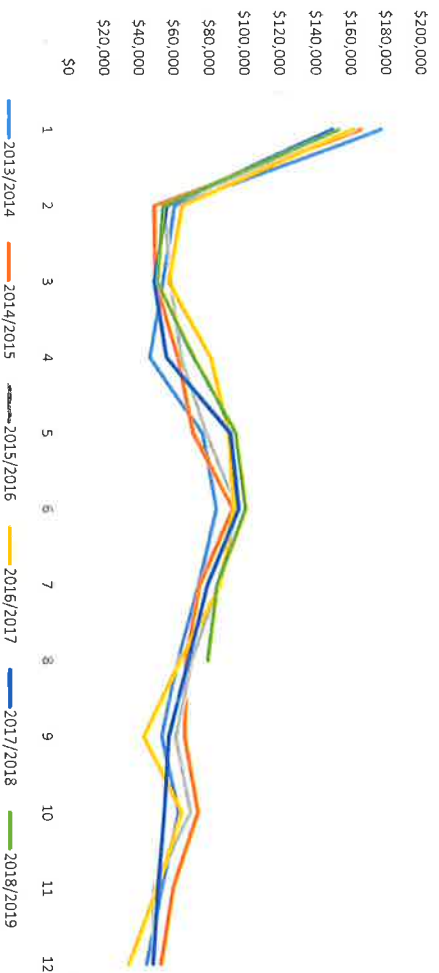
Golf Revenue Includes Green Fee, Cart Fee, Range, Card Sales and Membership



Golf Revenue YTD



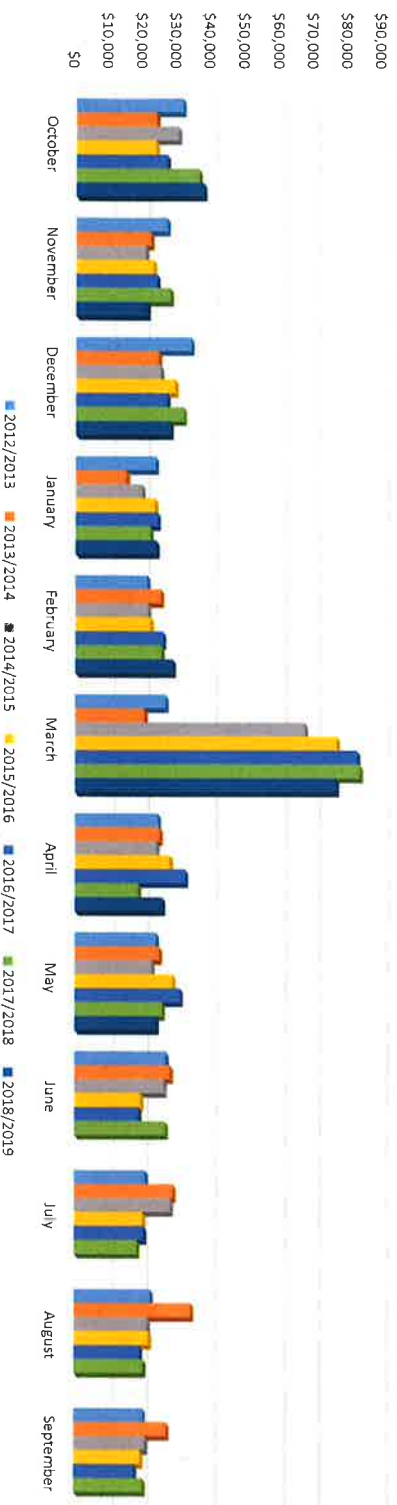
Line Graph



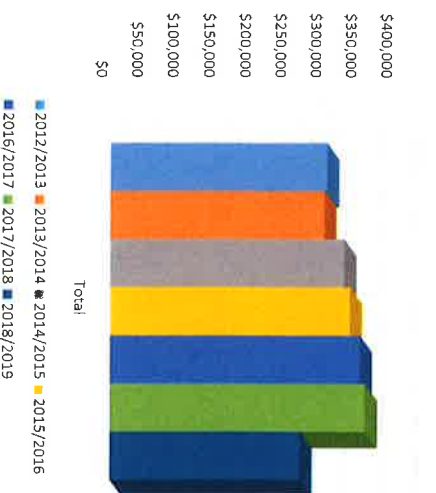
Total F&B Revenue

	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	\$26,159	\$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	\$23,946					\$265,048

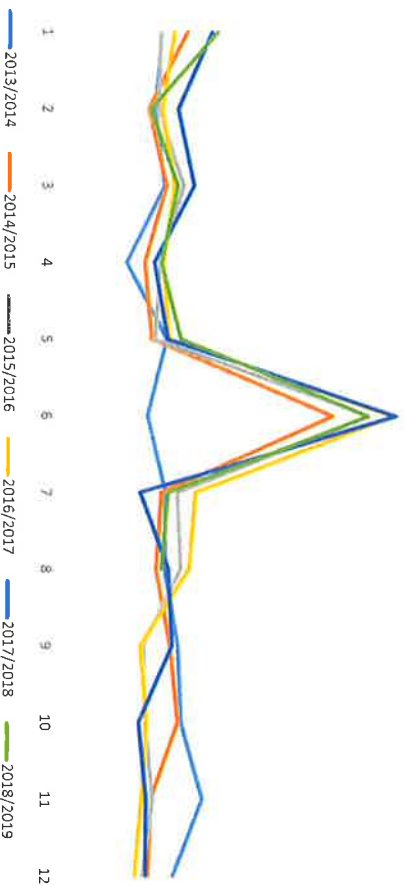
F&B Revenue



F&B Revenue YTD

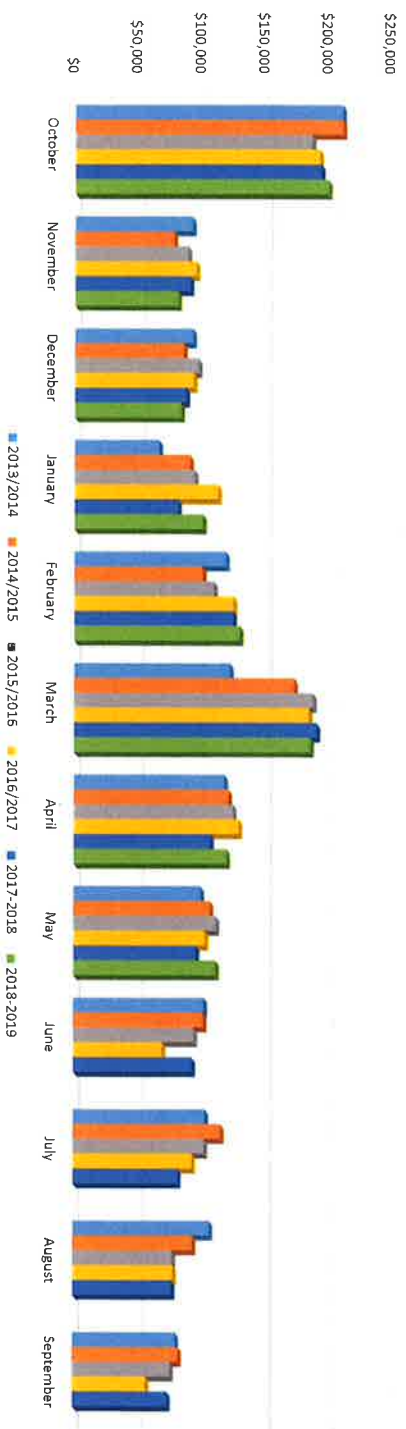


Line Graph

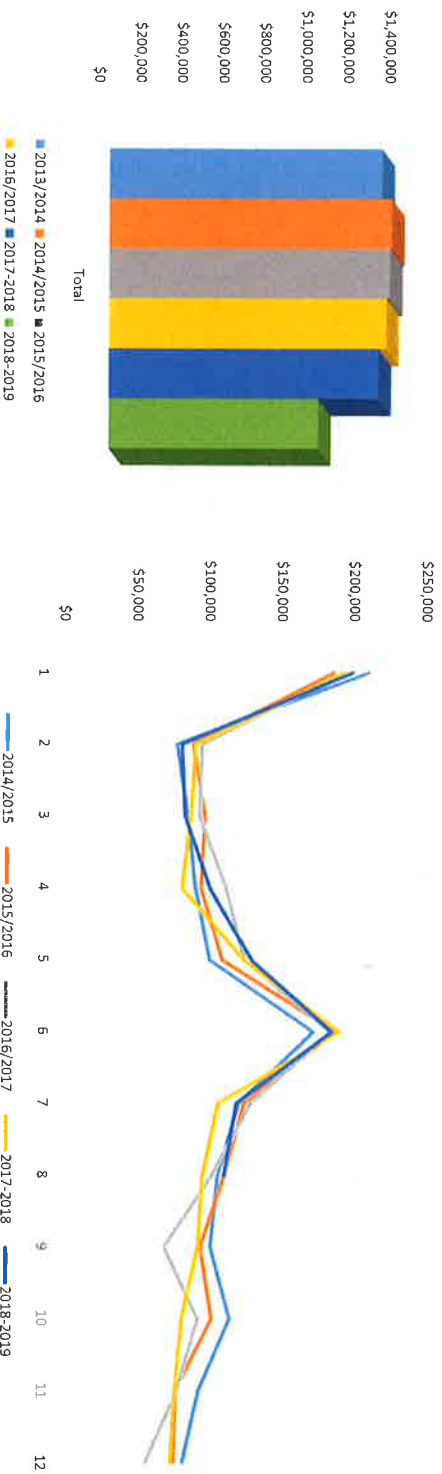


Total Revenue													
	October	November	December	January	February	March	April	May	June	July	August	September	Total
2013/2014	\$210,223	\$92,412	\$92,920	\$66,693	\$118,927	\$122,296	\$118,063	\$99,788	\$102,388	\$103,446	\$107,199	\$80,744	\$1,315,099
2014/2015	\$210,562	\$78,030	\$85,643	\$90,934	\$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	\$1,336,835
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	\$119,879	\$111,460					\$1,012,311

Total Revenue By Month



Total Revenue YTD



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Beach Card - \$22
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- \$39 plus tax

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18 HOLES WITH CART
\$28 PLUS TAX

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AT 1PM

PUBLIC

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BEACH CARD

\$22

9 HOLES

\$15 WITH
CART

AFTER 5PM

ALL PRICES INCLUDE CART
AND ARE PLUS TAX. NOT VALID
WITH ANY OTHER SPECIALS OR
DISCOUNTS.
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Great Course Conditions?
Come out and enjoy
the beautiful weather
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FOR JUST \$39



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TAX. NOT VALID WITH ANY OTHER SPECIAL
OR DISCOUNTS.

EXPIRES MAY 31, 2019



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TWILIGHT RATES ALL DAY

\$28

Public

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



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