AGENDA
GOLF COURSE ADVISORY BOARD
REGULAR MEETING
JULY 10, 2019
9:00 AM
CITY HALL COMISSION 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 Financial Update

5.2 Board Appointments

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
June 12, 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, FBWGA Representative; Claude Hartley, Member; Philip Chapman, FB City Commissioner/GCAB Liaison; Steve Murphy, FBGC General Manager; Jon Berk, President, FBMGA; Mike Lednovich, FB City Commissioner and John LaFear, FBMGA Member.

3. APPROVAL OF MINUTES

Philip Jones made a motion to accept the May 8, 2019 GCAB Minutes. The motion was seconded by Helen Hirsch. The motion passed unanimously.

4. OLD BUSINESS

There was no old business.

5. NEW BUSINESS

5.1 Effluent Water

Lee Murray had requested that this issue be put on the agenda in an effort to learn more about the use of effluent water and about its potential use at the FBGC. Lee Murray assured Steve Murphy that his purpose was to be educated about effluent water, not necessarily trying to get it for the FBGC. Steve then said in preparation for the GCAB meeting he called John Mandrick of the FB City's Water and Sewer Department and first asked him "who in the area is using effluent water?" Mandrick replied that the three golf courses on the south end of Amelia Island all use effluent water

because the St. John's MunicipalWater District will NOT give them a permit to dig a well. Thus, according to Steve, "The three golf courses are buying their effluent water from some water source, which I do not know and are paying $1,000 dollars a day, $365,000 per year, whether they use the water or not." Steve then asked Mandrick about the purple pipe near the roundabout at 14th St and Amelia Parkway. Mandrick replied that there is a line ending there but there is no water and that FB does not make effluent water, but the line was put there in case in the future, the FB would want to go to effluent water. Since the Water Department was putting in a new main line there in the past they decided to put in the other line in case there was a need for effluent water for the FBGC and all the other parks because of a drought.

Steve then mentioned that the only time you would want to use effluent water is if #1 – if you cannot get a permit to drill your own well or #2 – there is not an abundance of water. According to Steve in Northeast Florida there is an abundance of water and the aquafers are full. Steve discussed his knowledge about using effluent water from his experience in Arizona and that it is very costly and because of all the different chemicals and fungus and disease controls that make for many expensive procedures a golf course has to go through. Steve said he was all in favor of using effluent water in Arizona because it was the only way to get water for the golf courses that didn't have a well.

Steve said in further discussions with Mandrick that the FB City does not make effluent water and to do so would require $12 million dollars to put the infrastructure together to provide effluent water plus another$150 thousand dollars to $200,00 thousand dollars to properly treat the water before it would go on the FBGC. Additionally there would be a FB City fee to pump the water to the FBGC. As of now to get water to the golf course from the aquafer costs the FBGC about $700 a month in electric fees, which varies each month depending on the amount of rain the FBGC gets.

Further conversation among the members and Steve revolved around water conservation going forward, but we are very fortunate on Amelia Island because our base is sand and the water runs right through to the

aquafer. Steve then mentioned how is regulated by the St. Johns Water District as to how much water he can use, but in his 45 months as General Manager, the FBGC has not ever been up to their limits. The FBMGA is limited by the amount of time there is do the watering, since watering while golfers are out on the course isn't great for the golfers. Steve mentioned how the new Superintendent is watering the FBGC differently than in the past. For example in the past a sprinkler might run for six minutes at one time. Now, instead of a six minute flow, the six minute watering is broken up in two different times of four minutes at 10:00 PM and two minutes at 3:00 AM.

Lee asked about the dry areas of the FBGC and thought they need more water and Steve said they are getting the water, but they need more sun. Discussion was then about how the FBGC cannot get permits to cut trees, but it can trim trees to limit the foliage and allow more sunshine. But that is a major expense and is not in the budget, but it is in a plan for the future.

John LaFear was asked if he would like to speak. He asked about the 3W fairway that is dry. Steve said that is because of Bonham's and the soil has been rolled and is much more compact. John stated he has heard that the FB City pays the St. John's Water District money to pump effluent water into the Amelia River. Steve said he did not know. John said if effluent water was available that all the FBGC would have to do is change the fertilizer they use. There was some discussion about the FB City pumping water into the river and it would have to go through more processes before it could be used on the FBGC. Steve then reiterated that if anyone is passionate about this issue they should make a presentation to the FB City Commission and if they want more information they should make a presentation to the St. John's Water District.

5.2 FINANCIAL UPDATE

Steve Murphy reported that May was a very good month and the best May for Billy Casper since taking over management duties. Total rounds were up 461 over last year. Total golf revenue was up $11, 057 over last May. Food and beverage was down in May from last year $1,790 and if we recall last year the banquet room was shut down in April to repair the ceiling so many

bookings were in May instead of April. Total FBGC revenue was the second best since Billy Casper took over at $111, 460, which was $15, 208 over last May and the first eight months of this fiscal year is the best eight months of the fiscal year since Casper Management took over.

6. MGA UPDATE

Philip Jones announced the FBMGA was having a Board of Director's meeting that afternoon to discuss various issues regarding the FBMGA. Lee Murray discussed the upcoming Tournament schedule. Claude Hartley asked about membership dues being pro –rated. Jon Berk explained why May 20 is the date when the $60 dues drop to $30.

7. WGA UPDATE

Helen Hirsch announced that the new president of the FBWGA is Denise Buse and Julie Hensler and Vickie Galpin will be involved with the golf programs. There was some discussion about membership and possible new members coming from the Amelia River golf course. Steve Murphy mentioned some of the promotions he was working on to attract Amelia River members to play the FBGC.

8. MARKETING UPDATE

Steve Murphy reviewed the marketing materials including the aerification rates, Summertime specials, the Afternoon Delight after 5:00 PM promotion, the Weekend Specials promotion and Thursday Madness. He said the aerification was going much better this year than last year because David Younger is not doing as Shannon did last year when he was trying to follow some new USGA specifications that really didn't work as well as expected.

9. AGRONOMY UPDATE

Because David Younger was out on the course overseeing the aerification

process for all 27 holes, there was not an Agronomy report. Steve did mention that of the 39 trees to come down that 16 or 17 have been cut. In the future the stumps will be removed.

10. PUBLIC COMMENT

FB City Commissioner Mike Lednovich addressed the GCAB and noted that he had attended a public meeting at FBGC the night before with eight homeowner associations that are located near the Amelia River Golf Course He discussed the topic of Amelia River Golf Course becoming an "auto-centric" race track. Mike recommended that FBGC be pro-active to attract support for the FBGC. He also thanked the GCAB for their letter to the FB Commission Members about the urgent need to rebuild the 27 greens at FBGC at a cost of $30,000 to $40,000 per green. Mike then discussed the FB City budget and the meetings that would be held in the near future. He noted that the FBGC is the most used Public Asset in the city of FB. FB City Commissioner Philip Chapman discussed that public comment to the City Commissioners is very important and encouraged the FBMGA and the FBWGA be aggressive and address the City Commissioners. There was more discussion about efforts to attract more Amelia River golfers to the FBGC.

11. ADJOURNEMENT

Lee Murray made a motion to adjourn and Philip Jones seconded it. The motion was passed unanimously.

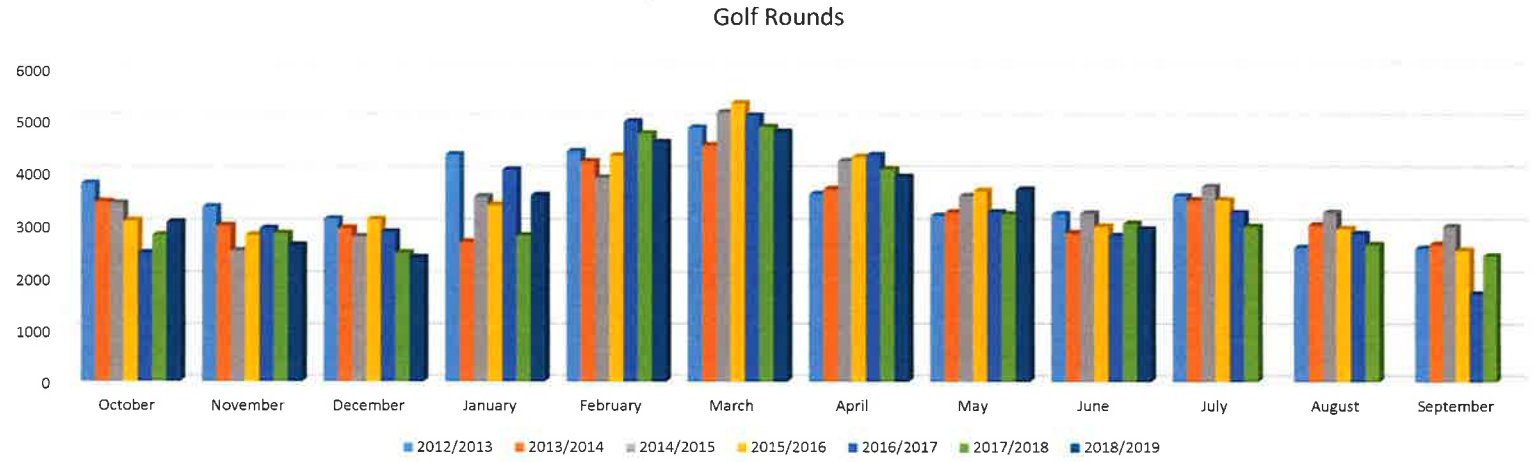
ATTEST:

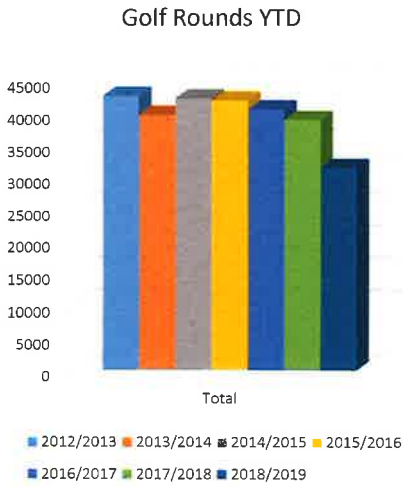
_____

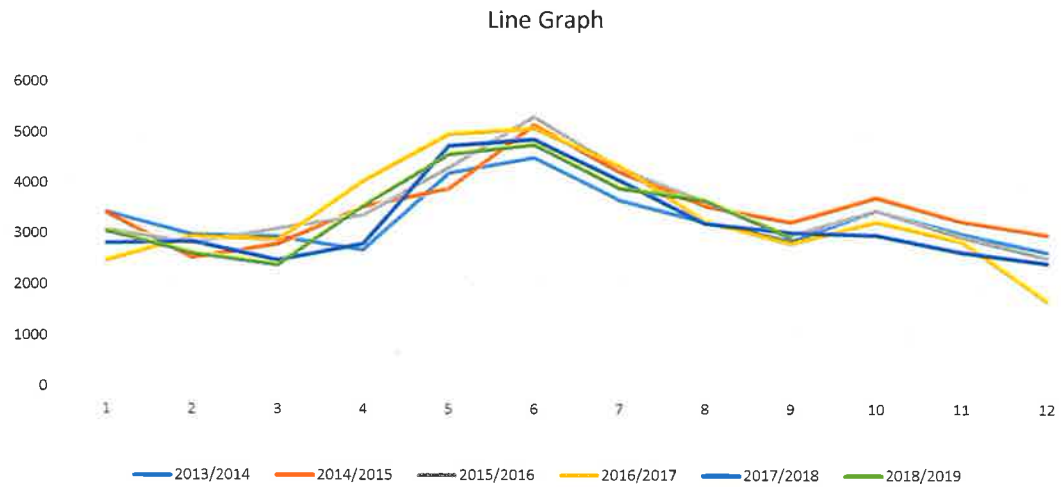
LEE MURRAY, GCAB SECRETARY HARRY KEGLER, GCAB CHAIR

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	2922				31482



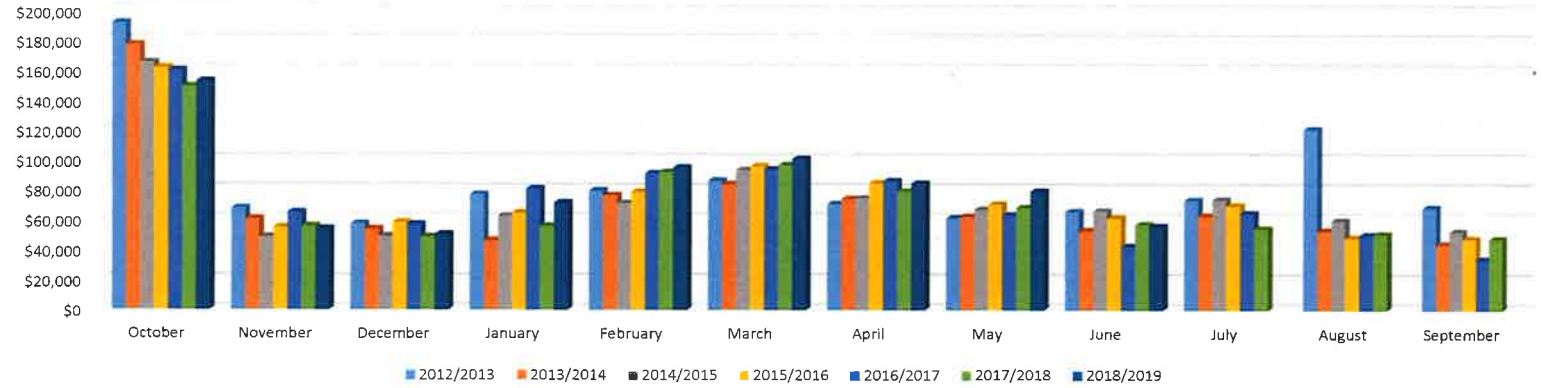




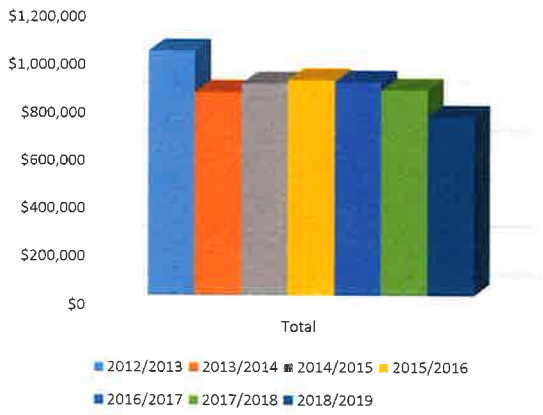
Total Golf Revenue

	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	$55,548				$743,905

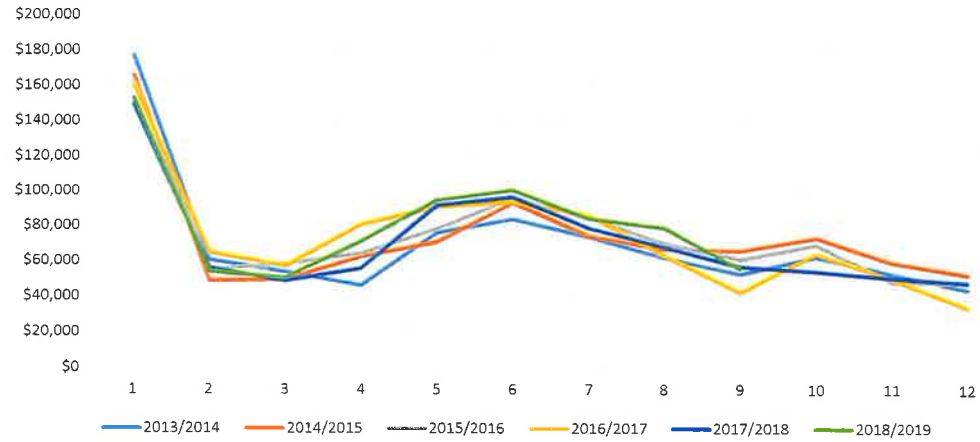
Golf Revenue Includes Green Fee, Cart Fee, Range, Card Sales and Membership



Golf Revenue YTD

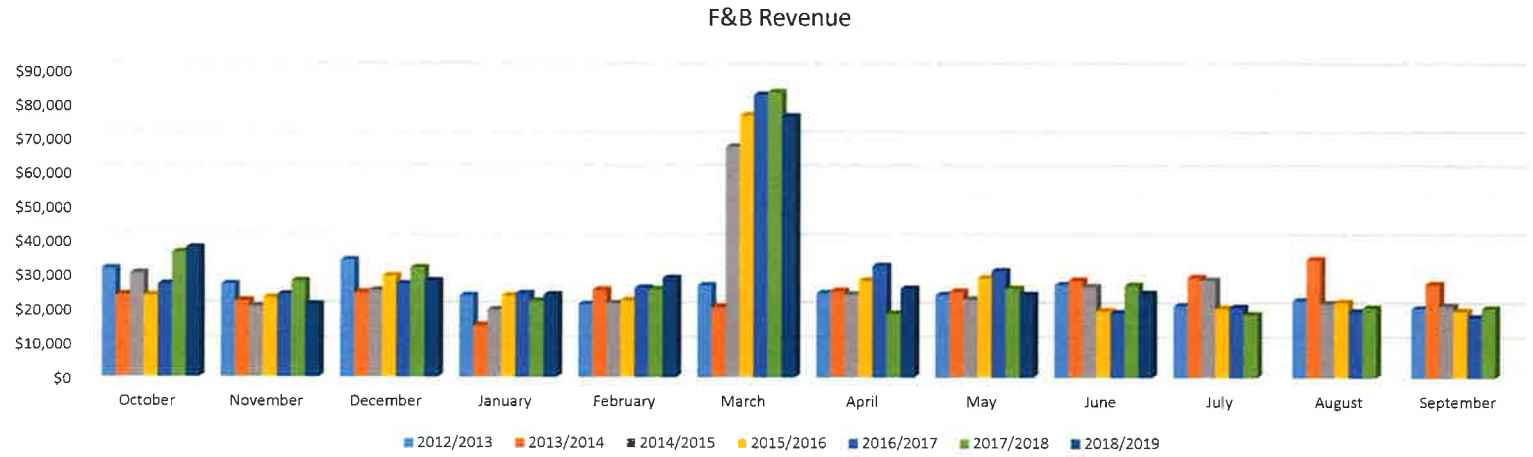


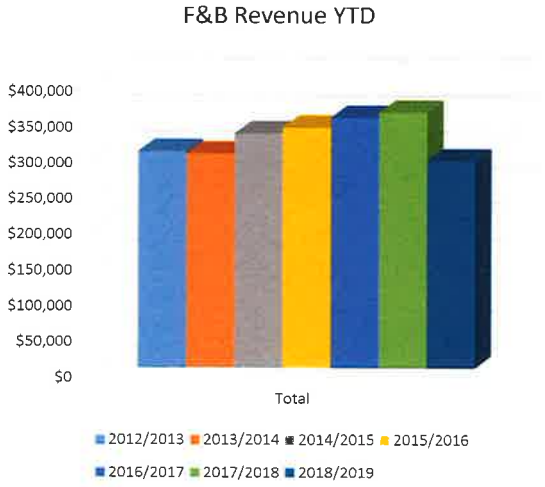
Line Graph

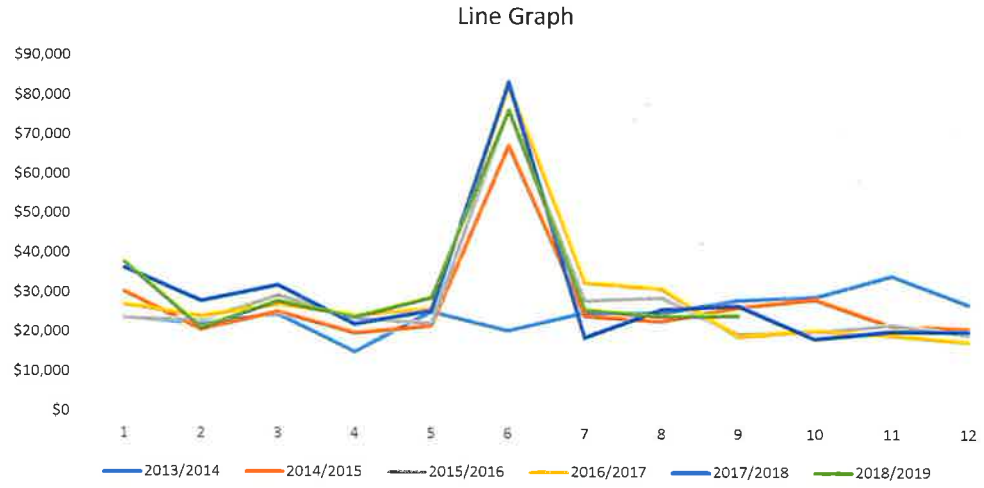


Total F&B Revenue

	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	$25,705	$23,946	$24,304				$289,352

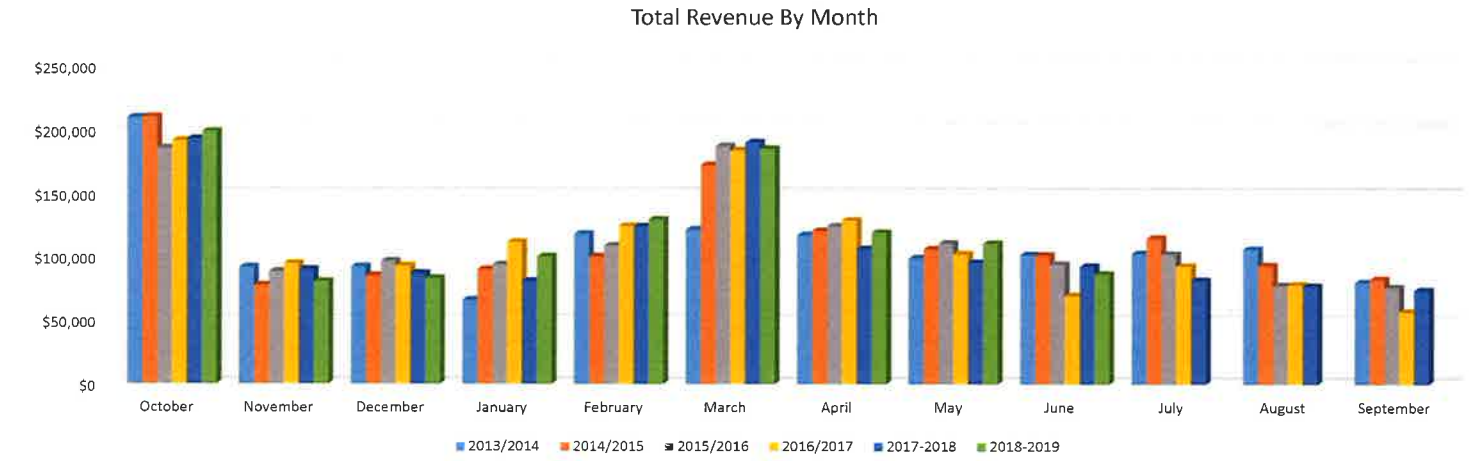


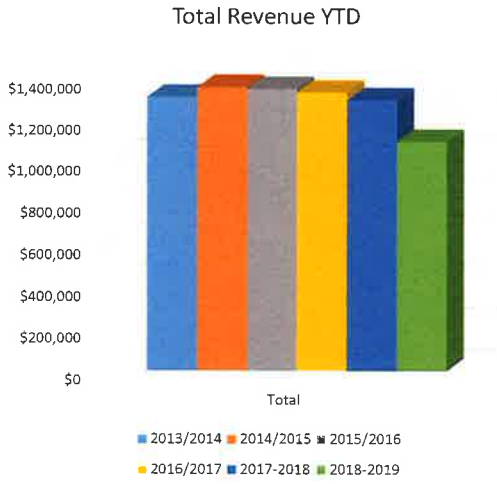


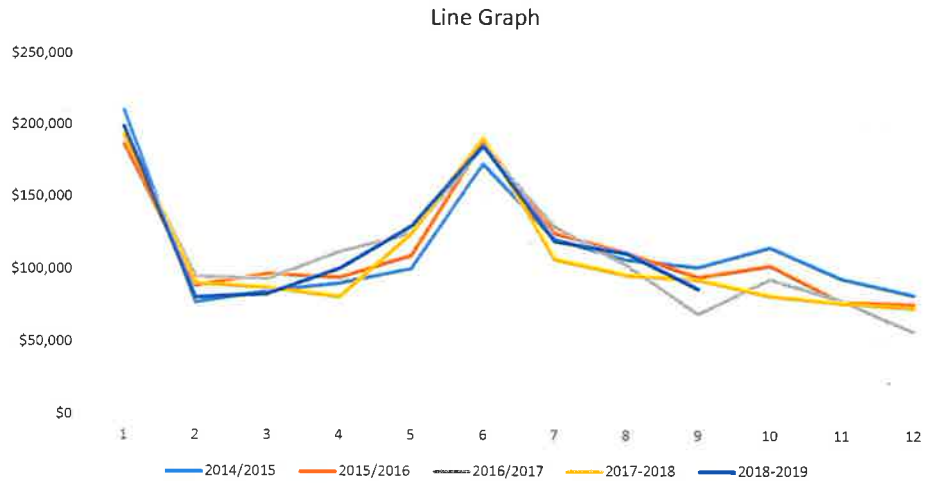


Total Revenue

	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	$119,879	$111,460	$87,046				$1,099,357







Thursdays thru September

$15.00	MEMBERS ALL DAY THURSDAYS
$22.00	BEACH CARD ALL DAY THURSDAYS
$28.00	PUBLIC ALL DAY THURSDAYS
	MERCHANDISE 20% OFF NON-SALE ITEMS

Valid Thursdays 7/11/2019-9/30/2019 only.
Not valid with any other specials or discounts.
Price includes 18 holes, cart and plus tax.

CLICK HERE
TO BOOK
ONLINE
OR CALL
904-310-3175

FERNANDINA BEACH GOLF CLUB

TWILIGHT GOLF

7 DAYS A WEEK AFTER 1:00PM

$28
INCLUDES 18 HOLES AND CART

AFTER 5:00PM
$15
INCLUDES 9 HOLES WITH CART

Valid thru August 31, 2019 All prices plus tax. Not valid with any other specials or discounts.

904-310-3175 | fernandinabeachgolfclub.com

Fernandina Beach Golf Club

Best Value on the Island

We at Fernandina Beach Golf Club have been working very hard to bring your course back to the glory it once was. We are PROUD to say conditions have not been this good in many many years. We are excited about the progress we have made and will continue to improve your property everyday we are here!

HEAR
FROM REAL PEOPLE

Fantastic staff - good service - great course.
EH 6/18/19

Great Value. With 27 holes convenient tee times.
JW 6/29/19

The course is great.
BY 5/30/19

It's nice. A good walk. Greens are in nice shape. I play a lot of nice courses elsewhere so it's nice to have a modest course close to home to play and bring our guest to on the island.
AL 5/31/2019

The course has been getting better and better over the past couple of years.
PC 5/25/19

Good condition - reasonable prices - Nice Staff.
CS 5/17/19

Always nice to see our friends that work at the clubhouse. The course was in excellent shape.
TH 5/16/19

WORLD'S LARGEST GOLF OUTING

COME TOGETHER FOR #WLGO19

REGISTER AT

worldslargestgolfouting.com/register

Play in the 2019 **World's Largest Golf Outing** and help us give back to those who need it most!

WORLD'S LARGEST GOLF OUTING™

FISHER HOUSE HELPING MILITARY FAMILIES PROUD SUPPORTER

GOLFNOW