



**AGENDA
GOLF COURSE ADVISORY BOARD
REGULAR MEETING
SEPTEMBER 11, 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 Driving Range
- 5. NEW BUSINESS**
 - 5.1 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

July 10, 2019

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The Golf Course Advisory Board of the City of Fernandina Beach, Florida met in a regular Meeting on Wednesday, July 10, 2019 at the Fernandina Beach Golf Course (FBGC) Clubhouse. Present were Harry Kegler, Board Chair; Helen Hirsch, Board Member and WGA Representative; Claude Hartley, Board Member; Philip Jones, MGA Representative; Philip Chapman, Commissioner; Steve Murphy, FBGC General Manager; David Younger, FBGC Superintendent.

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

3. APPROVAL OF MINUTES

Philip Jones made a motion to approve the minutes of the June 12, 2018 GCAB Meeting. It was seconded by Claude Hartley. The motion passed.

4. OLD BUSINESS

4.1 None

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 5 straight days of rain for golf in June 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. Trending revenue to make this one of the best years since

BCG took over. Total revenue surpassed budget by \$8000. Total food and beverage revenue was down.

5.2 Board Appointments

Helen Hirsh, Philip Jones and Claude Hartley seats are up. Helen Hirsh and Philip Jones will remain as Board Appointments for their respective associations. Looking for member at large appointment for Claude Hartley will have to be filled. Members who miss 3 meetings in a year will be replaced as a board member.

6. MGA UPDATE

Philip Jones gave update. Red White and Blue tournament. New membership committee was formed. Jon Berk additional summer tournament August 17, 2019. Quarterly membership meeting regarding tee box assignments.

7. WGA UPDATE

Helen Hirsch 27 Hole event biggest event of the year. October 8, 2019.

8. MARKETING UPDATE

Steve referred to the handouts and discussed the Thursday Special, Twilight Golf, 5:00 Special, Online reviews email blast and WLGO Event. 142 courses involved. Discussed Fisher House new opening in Orlando.

9. AGRONOMY

Superintendent David Young said aerification went well. Topdressing to make greens smoother. Machine for topdressing to be fixed soon.

10. COMMENT

Mike Meadows asking about City Manager comments about Top Golf. Against Top Golf facility. Steve Murphy says it is not a Top Golf Facility. It will use Top Tracer technology. Neighbors to Golf Course will not be affected by new facility. Mike asked about beautification of Bill Melton Drive. He stated it should be kept up better by city as it is main approach to the golf course. Mike Lednovich suggested Mr. Meadow email the City Manager and staff.

11. ADJOURNMENT

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

ATTEST

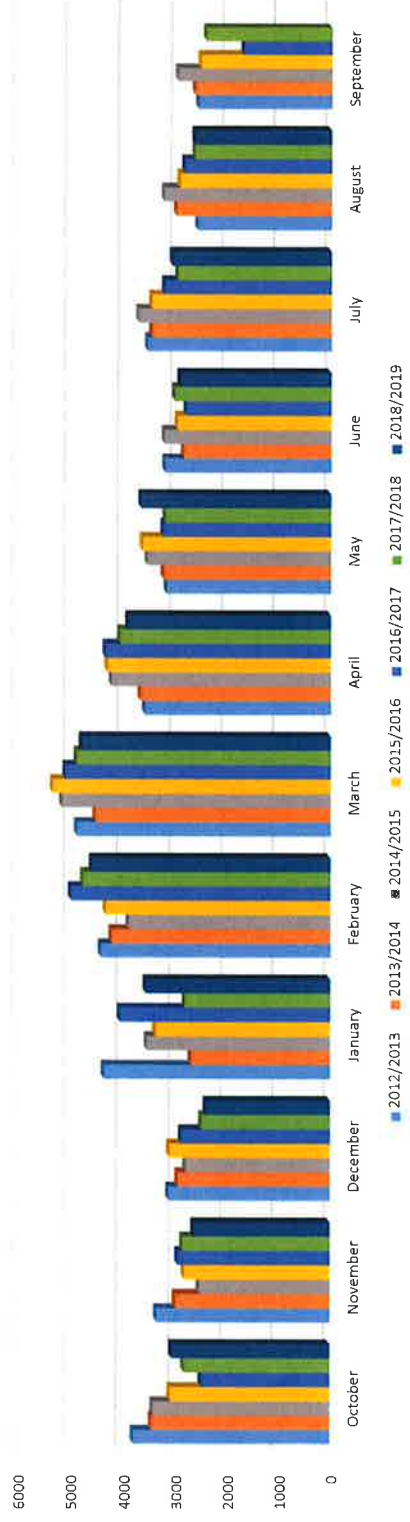
Lee Murray, GCAB Secretary

Harry Kegler, GCAB Chair

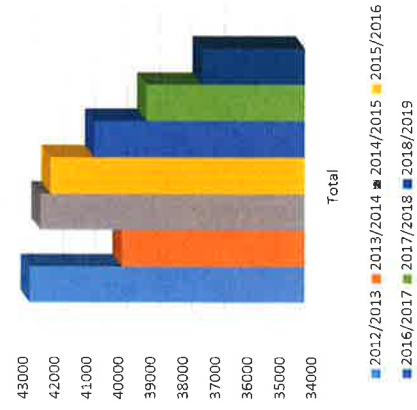
Total Rounds

	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	3904	3670	2972	3081	2642		37205

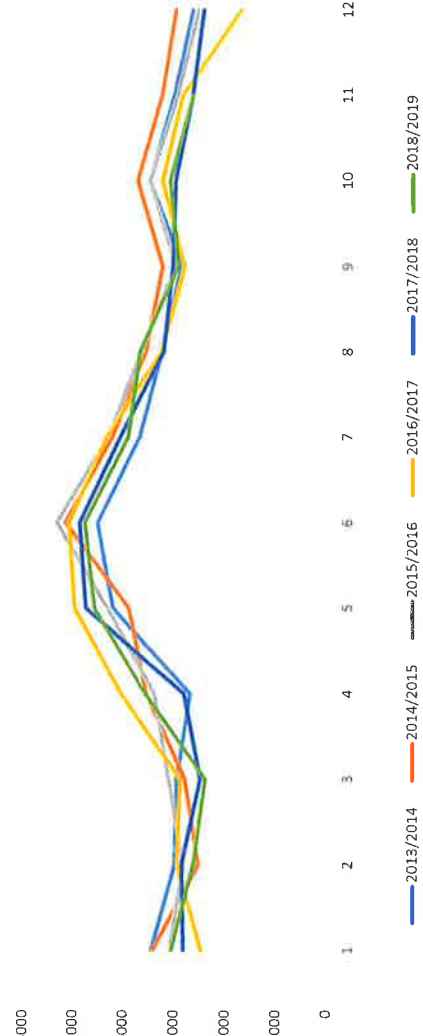
Golf Rounds



Golf Rounds YTD



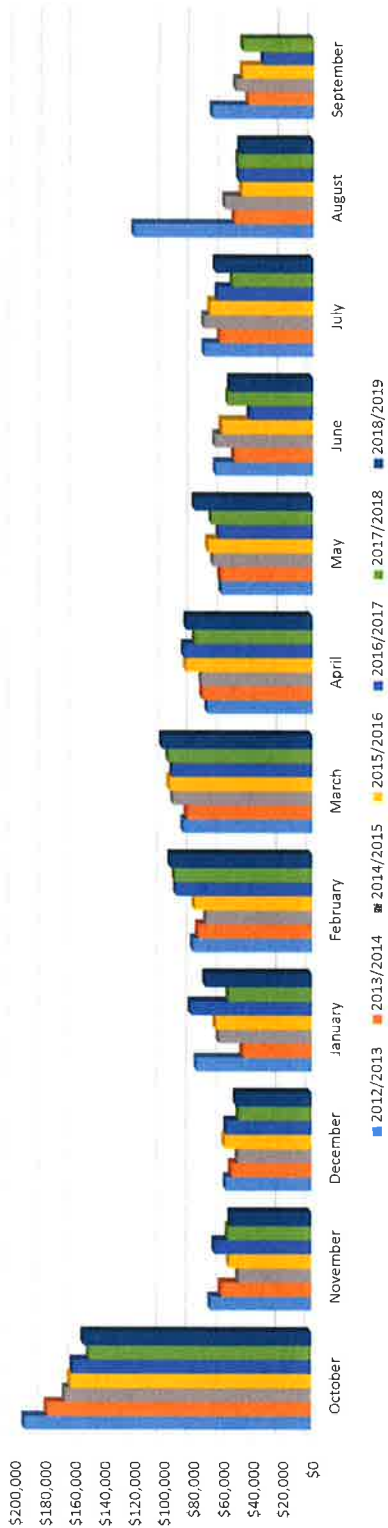
Line Graph



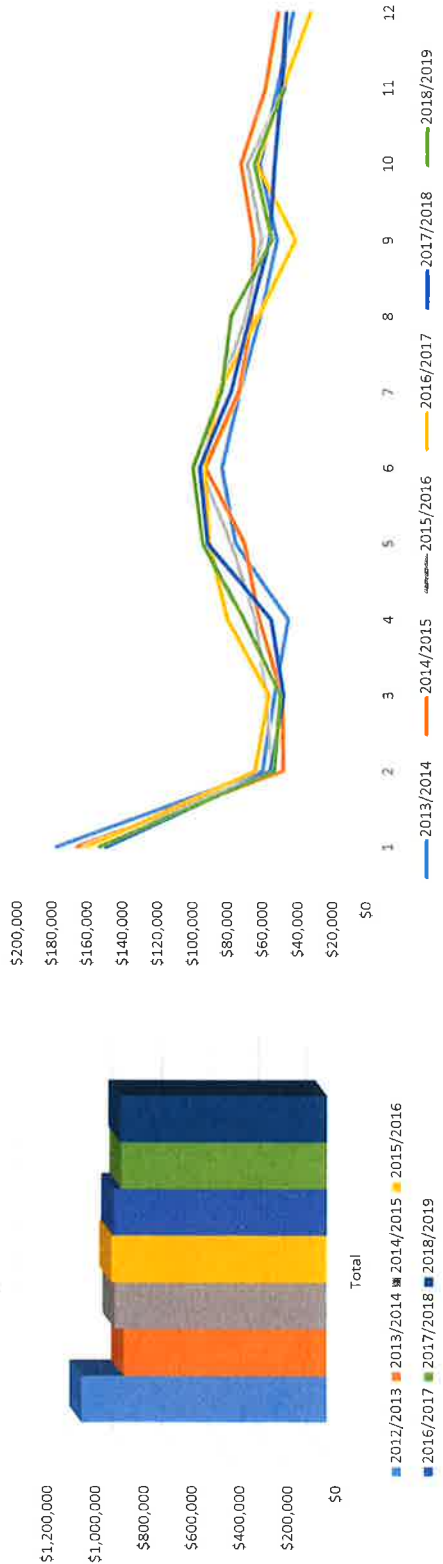
Total Golf Revenue

	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	\$55,548	\$65,555	\$49,090		\$858,550

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



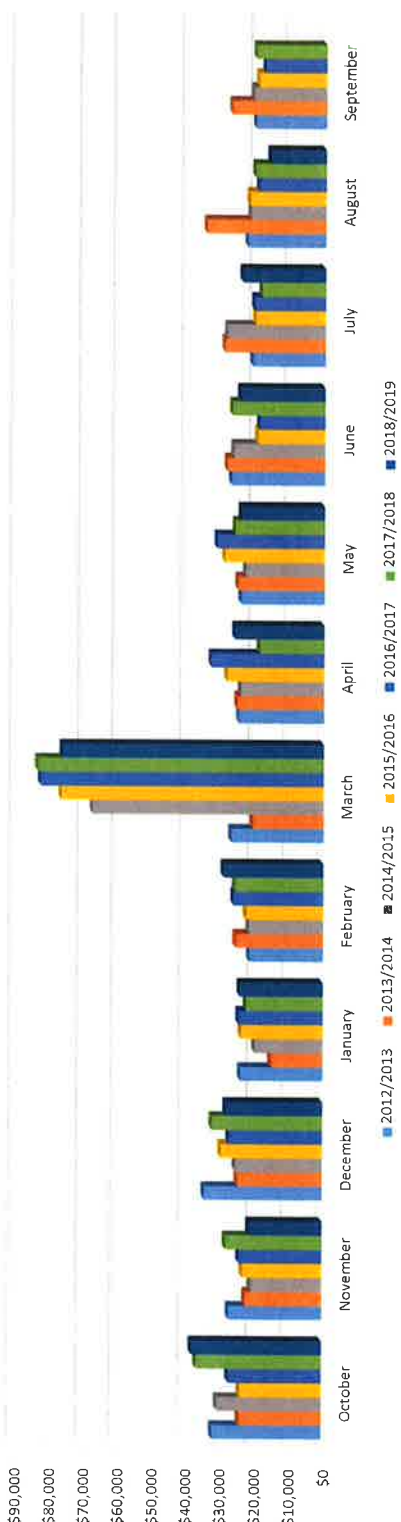
Golf Revenue YTD



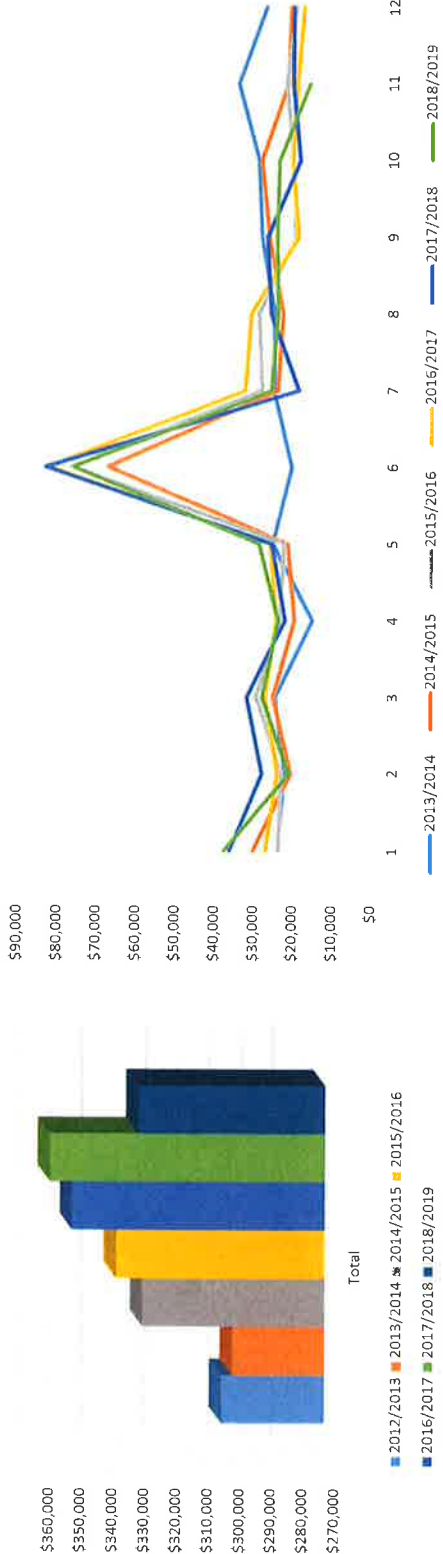
Total F&B Revenue

	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	\$23,789	\$16,002		\$329,143

F&B Revenue



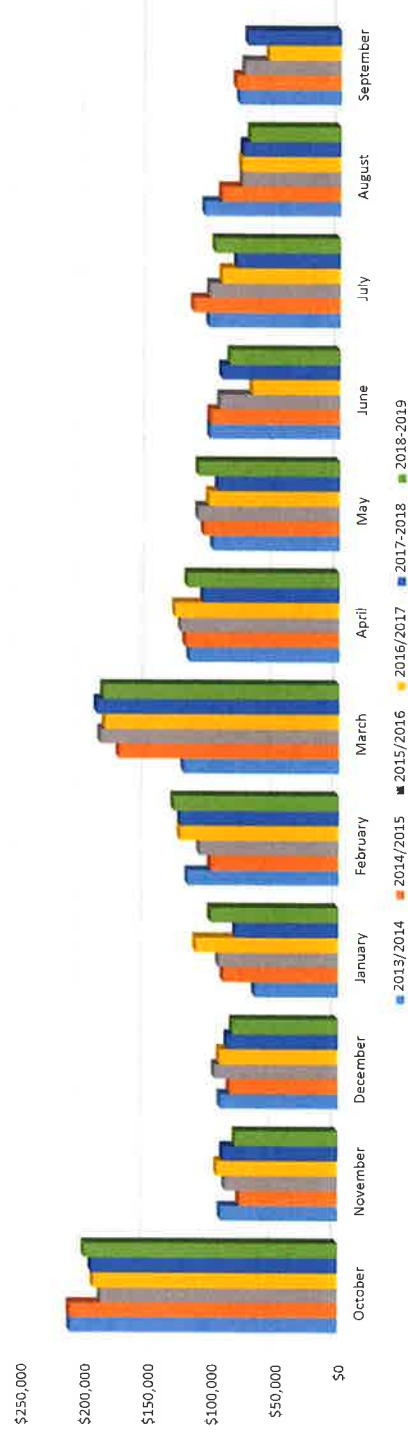
F&B Revenue YTD



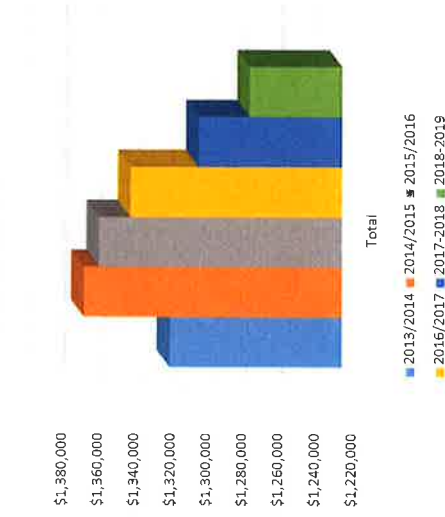
Total Revenue

	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	\$99,039	\$72,358		\$1,270,754

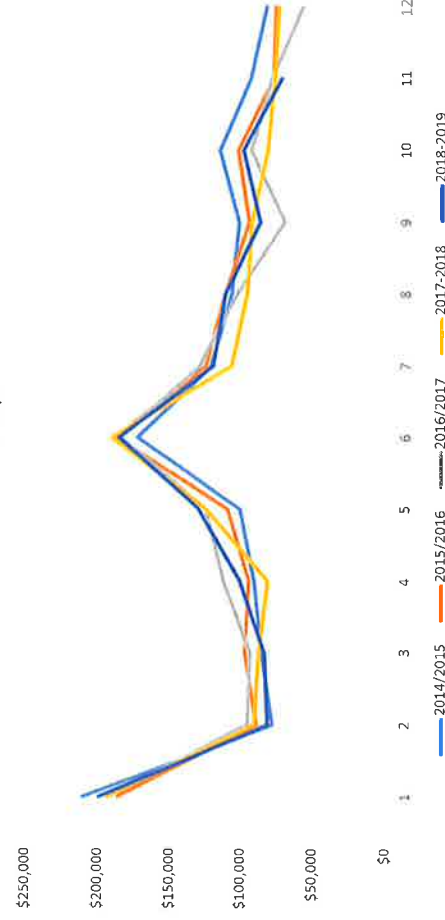
Total Revenue By Month



Total Revenue YTD



Line Graph



2019 - 2020

ANNUAL MEMBERSHIPS

FERNANDINA BEACH GOLF CLUB



**Join or renew by September 15, 2019
and receive 5 FREE passes**

ON SALE SEPTEMBER 1, 2019

MEMBERSHIPS VALID OCTOBER 1, 2019 - SEPTEMBER 30, 2020

City

Single	\$725
Couple	\$1125
Senior	\$650
Senior Couple	\$1025

Non City

Single	\$825
Couple	\$1225
Senior	\$750
Senior Couple	\$1125

Not a Member?

Buy in September and use it during
September. 13 Months for the price of

Benefits include:

\$21 Cart Fee

Discounted Walking Rates

50% Off Range Balls

10% Off in Pro Shop (non sale items)

10% Off in Grill

COME JOIN THE FUN!

All prices plus tax.