



**AGENDA
GOLF COURSE ADVISORY BOARD
REGULAR MEETING
OCTOBER 9, 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 Stantec/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

September 11, 2019

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The Golf Course Advisory Board of the City of Fernandina Beach, Florida met in a regular meeting on Wednesday, September 11, 2019 at the FB City Hall Commission Chambers. The meeting was called to order at 9:00 AM by Philip Jones, Vice Chair/FBMGA Representative.

2. ROLL CALL

Present were: Philip Jones, Vice Chair/FBMGA Representative; Helen Hirsch, WGA Representative; Lee Murray, Secretary; Steve Murphy, FBGC General Manager; David Younger, FBGC Superintendent; Philip Chapman, FB City Commissioner/Liaison to the GCAB; Chip Ross, FB City Commissioner; Mike Lednovich, FB City Commissioner and Jon Berk, President of the FBMGA .

3. APPROVAL OF MINUTES

Helen Hirsch made a motion to approve the minutes of the July 10, 2019 GCAB Minutes. It was seconded by Lee Murray. The motion passed.

4. OLD BUSINESS

4.1 Driving Range

Steve Murphy announced that there had been some investigation into the drains on the Driving Range and for a certain amount of money the drainage problem could be fixed. There is to be a presentation from Casper Management to the FB City Commissioners in the near future, but that he was not privy to any parts of the presentation. Mike Lednovich asked to be recognized and presented the GCAB Members a hand out from Stantec (a consulting firm) that had been asked by the FB City Commission to prepare two scenarios about the FBGC Enterprise Fund. Mike reviewed the two scenarios. The first was a Golf Fund Summary showing a plan to eliminate the cumulative debt in a 5 – year period. This would require approximately \$2.03 million in additional support over the five years, resulting in a positive cash flow by 2024. The second scenario was with the addition of TOP TRACER and major improvements to the existing driving range. This showed a need for \$700,000 in capital improvements and an additional \$1.23 million. This scenario's projection showed a positive cash flow would be achieved by fiscal

year 2024. Mike Lednovich and Chip Ross both stated that something needed to change at FBGC. It is not making money and requires money from the City and that needs to be addressed. They thought a presentation from Casper Management would be made at the City Commission meeting scheduled for Tuesday, September 17, 2019 and suggested that many people in support of the FBGC should be in attendance.

5. NEW BUSINESS

5.1 FINANCIALS

Steve Murphy presented the July/August financials. Overall July was good and August not so good. Compared to last year, Total Rounds were up by 107 (3,081) in July and August was the same rounds as last year (2,642) Total Golf Revenue was up \$11,465 (\$65,555) in July and down \$1,347 (\$49,090) for August. Total F&B revenue was up \$5,408 (\$23,789) in July and down \$4,299 (\$16,002) in August. Total Revenue in July was up \$16,899 (\$99,039) and down \$5,249 (\$72,358) in August. The overall Total revenue for the year is up and it appears that as of October 1, the end of the fiscal year overall revenue should be approximately \$50,000 higher than last year.

6. MGA UPDATE - No report

7. WGA UPDATE- Helen Hirsch reported their next Tournament was scheduled for October 27. She said some ladies complained about the high rough and the unclean ladies rest room.

8. MARKETING UPDATE

Steve Murphy reported that all marketing was geared around MEMBERSHIP/MEMBERSHIP!!

9. AGRONOMY UPDATE

FBGC Superintendent David Younger discussed the effects that Hurricane Dorian had on FBGC and how the entire management team worked together to get the course up and running after the large storm. Four trees had come down on 8 West. They will be top dressing the greens in the next few days.

10. PUBLIC COMMENT

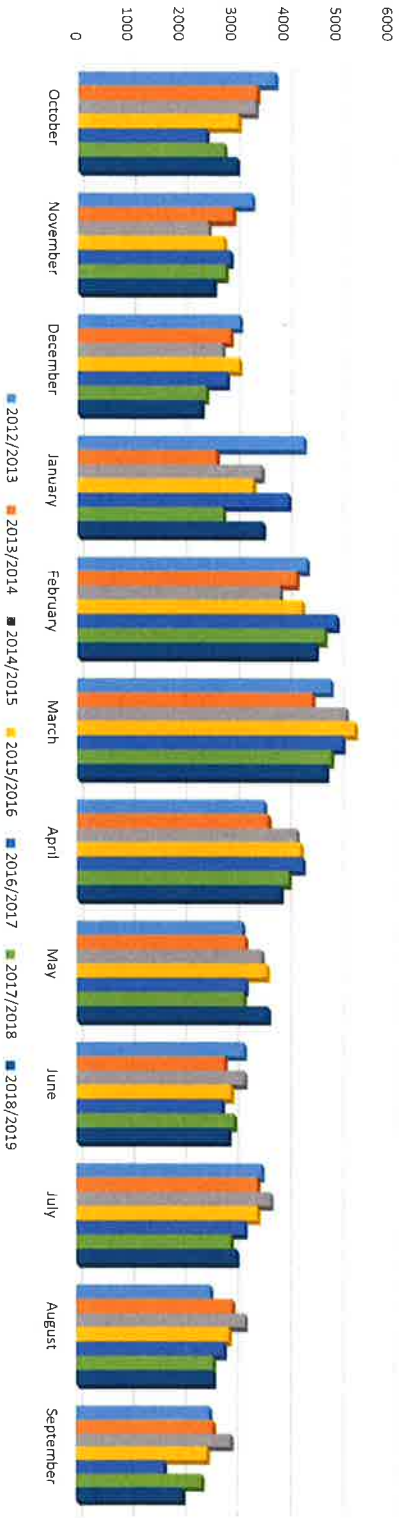
There was no Public Comment

11. ADJOURNMENT - A motion was made by Helen Hirsch and seconded by Lee Murray.

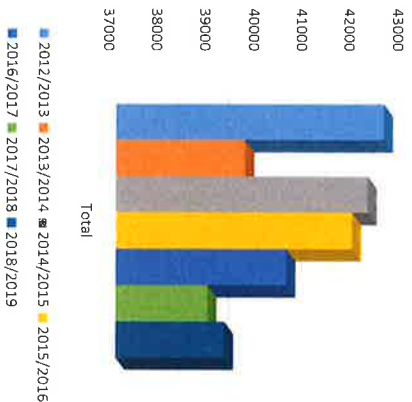
Total Rounds

	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	3081	2642	2049	39254

Golf Rounds



Golf Rounds YTD



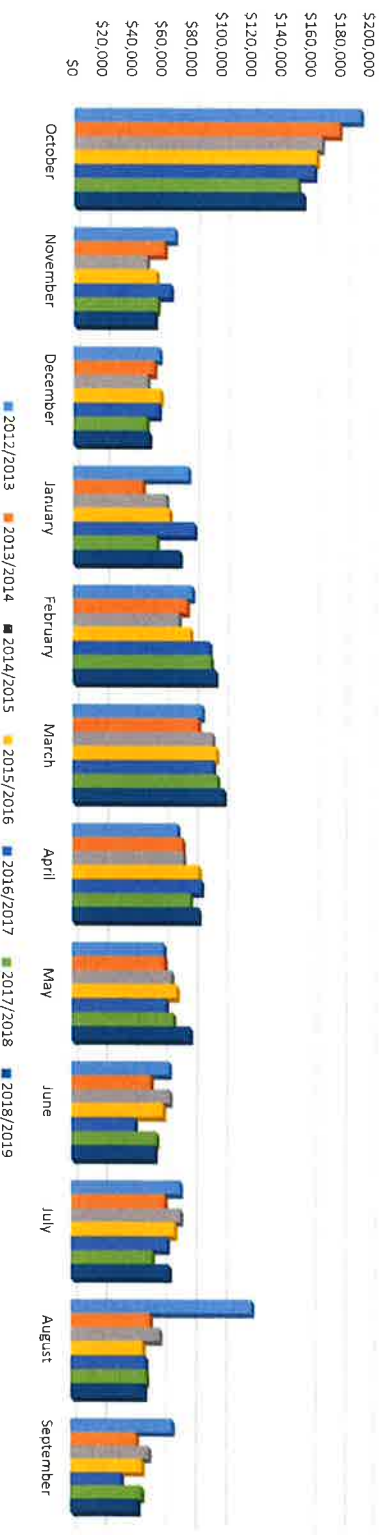
Line Graph



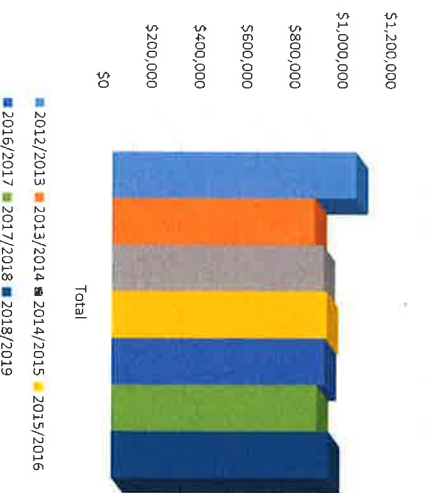
Total Golf Revenue

	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	\$45,069	\$903,619

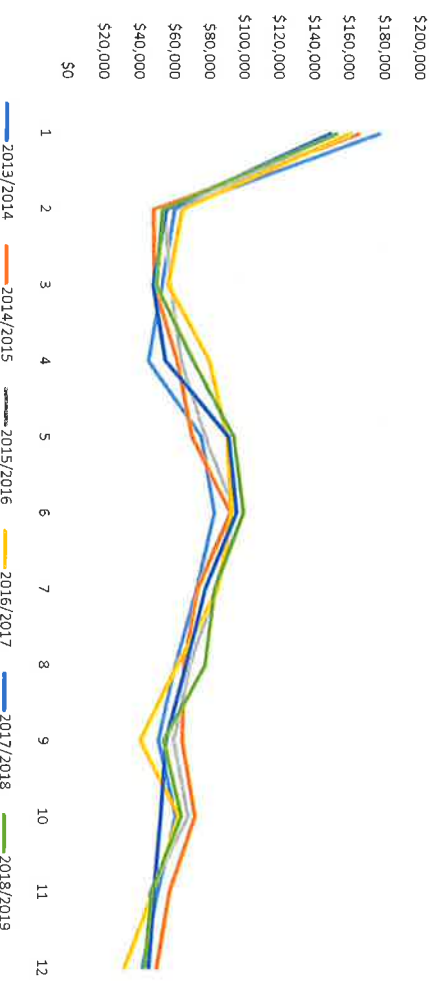
Golf Revenue Includes Green Fee, Cart Fee, Range, Card Sales and Membership



Golf Revenue YTD



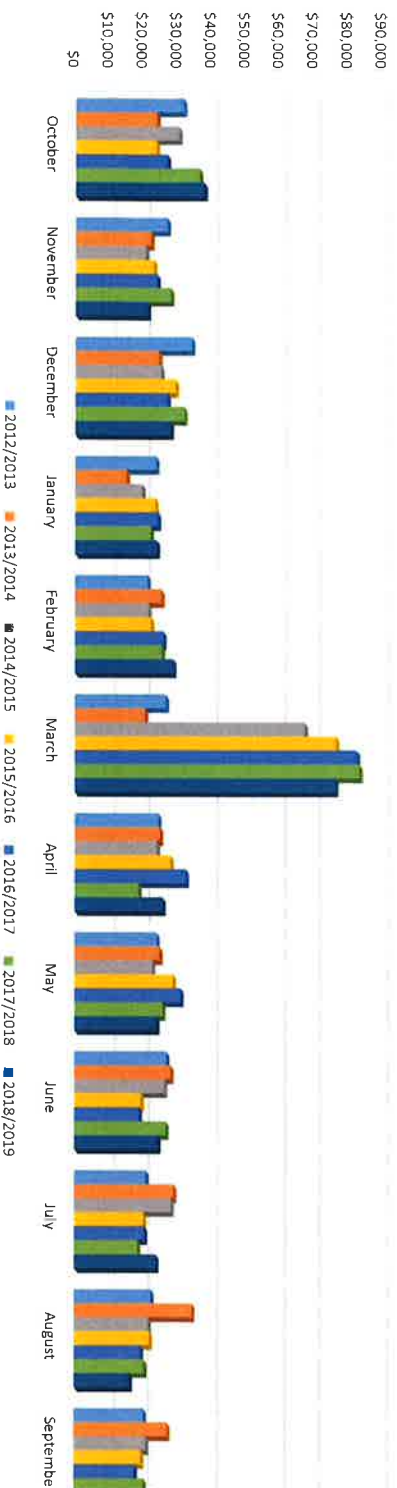
Line Graph



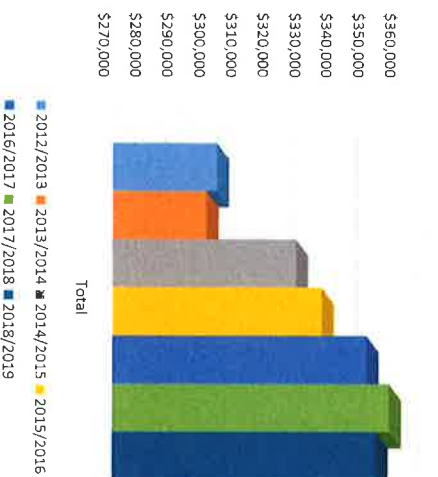
Total F&B Revenue

	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	\$309,478
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	\$23,480	\$352,623

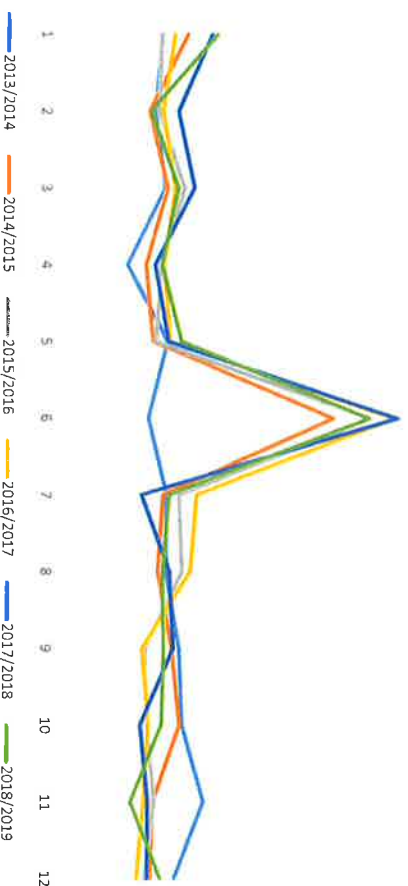
F&B Revenue



F&B Revenue YTD

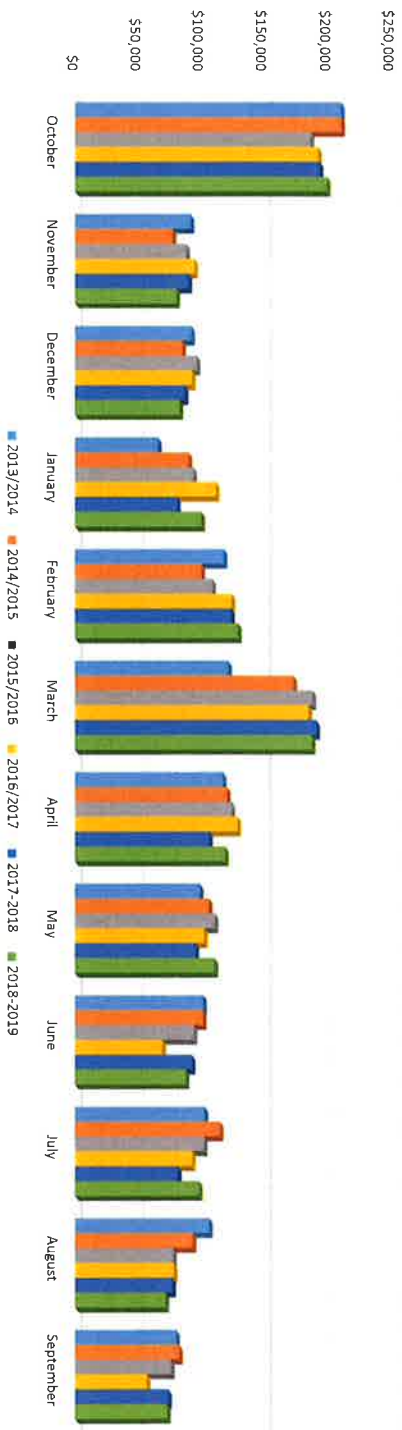


Line Graph

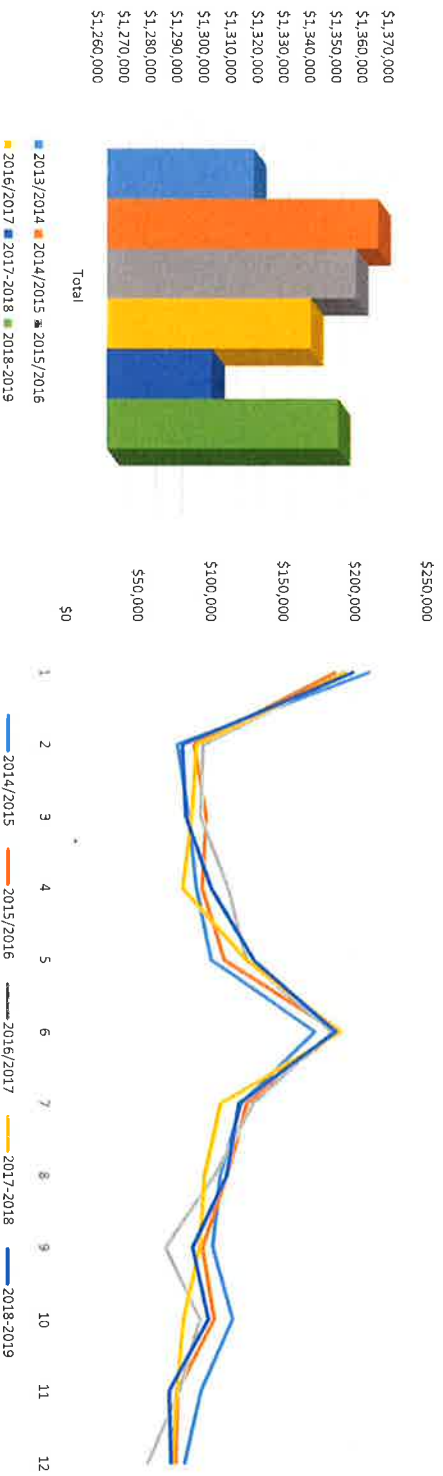


Total Revenue													
	October	November	December	January	February	March	April	May	June	July	August	September	Total
2013/2014	\$210,223	\$92,412	\$92,920	\$66,693	\$118,927	\$122,296	\$118,063	\$99,788	\$102,388	\$103,446	\$107,199	\$80,744	\$1,315,099
2014/2015	\$210,562	\$78,030	\$85,643	\$90,934	\$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	\$1,354,132
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	\$187,302	\$119,879	\$111,460	\$88,399	\$99,039	\$72,358	\$73,701	\$1,347,326

Total Revenue By Month



Total Revenue YTD



2019 - 2020

ANNUAL MEMBERSHIPS

FERNANDINA BEACH GOLF CLUB



**Join or renew by September 30, 2019
and receive 2 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.

FERNANDINA BEACH GOLF CLUB

WEEKEND

PRICING

SATURDAY AND SUNDAY ONLY



\$39	Public
\$24	Beach Card
\$19	Member
\$29	Twilight

18 HOLES WITH A CART

CLICK TO BOOK ONLINE

fernandinabeachgolfclub.com | 904.310.3175

MANAGED BY
BILLY CASPER GOLF

ALL PRICES ARE PLUS TAX. VALID THROUGH 11/31/2019

Turning a New Leaf

C O O L E R T E M P S
M E A N S B E T T E R G O L F

\$45

OPEN TIL 1:00
18 HOLES

\$29

1:00 TIL CLOSE
18 HOLES

\$15

AFTER 5:00
9 HOLES

CLICK HERE TO BOOK A TEE TIME!



*All prices include cart.
All prices are plus tax.*

| 904-310-3175 | fernandinabeachgolfclub.
com

