



**AGENDA
GOLF COURSE ADVISORY BOARD
REGULAR MEETING
NOVEMBER 13, 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 October 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

October 9, 2019

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The Golf Course Advisory Board of the City of Fernandina Beach, Florida met in a regular meeting on Wednesday, October 9, 2019 at the FB City Hall Commission Chambers. The meeting was called to order at 9:00 AM by Harry Kegler Chairman.

2. ROLL CALL

Present were: 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, Jon Berk, former President of the FBMGA; Angelina Lajoux and Mike Meadows.

3. APPROVAL OF MINUTES

Helen Hirsch made a motion to approve the minutes of the September 11, 2019 GCAB Minutes. It was seconded by Lee Murray. The motion passed.

4. OLD BUSINESS

4.1 Stantec/Driving Range

Steve Murphy reviewed the "Golf Fund Summary" hand out from the previous month and said that many options are being explored to address the issues brought up in the Scenario 1 and Scenario 2 of the Golf Fund Summary prepared by the company Stantec. He said the main issue presently was the future of the Amelia River Course which appeared to being very close to settled with new lease holders that intend to keep the golf course and try and attract more members. Steve said he hoped a five year and a ten year plan for the FBGC would be prepared in the near future.

5. NEW BUSINESS

5.1 FINANCIALS

Steve Murphy presented the September Financials and the total year-to-date financials (October 2018 – September 2019). Total Rounds of golf for the year was 39,254 Rounds. This was 338 Rounds better than last year, but only 2nd BEST of the last seven years. As with all elements of a golf club, weather is the dominating factor. Total Golf Revenue for the year was up \$49,077 from last year and the TGR of \$903,619 was the 2nd BEST year of the last seven years. Total Food and Beverage Revenue for the year was \$352,623. This was \$4,239 less than last year, and ranked the 2nd BEST year of the past seven years. Overall Total revenue for the year was \$1,347,326 which was \$47,898 better than last year and ranked the 2nd BEST year of the last seven years. Steve mentioned that PORSCHE was looking into having a car show right after the Bonham's Car Show. This could prove to be an increase in gross revenues of \$15,000 - \$20,000.

6. MGA UPDATE -

Jon Berk said FBMGA/FBWGA Christmas Tournament/Dinner will be December 14, 2019.

7. WGA UPDATE-

Helen Hirsch reported their October 8, 2019 27 Hole Invitational Golf tournament/Lunch was a great success with over 90 women golfers from different clubs throughout the region.

8. MARKETING UPDATE

Steve Murphy reviewed the most recent marketing materials and reported that membership was going good.

9. AGRONOMY UPDATE

FBFC Superintendent David Younger reviewed how the FBGC responded to Hurricane Dorian. He said they would be top dressing the greens in the near future and would start overseeding in November.

10. PUBLIC COMMENT –

Jon Berk suggested that the Fernandina Beach Government look into building a new City Hall on FBGC property. He said this could be win-win-win for the FBGC and the City of Fernandina Beach. Mike Meadows discussed the maintenance efforts for the street of Via Del Rey and that it was the FBGC's responsibility to maintain the areas in the middle of the street. City Commissioners Chapman, Ross and Lednovich all spoke regarding the Stantec Report and that there is a dire need to find ways to make the FBGC self-supporting. Lee Murray asked that

the October 7 letter from Ed Burakowski to the City Manager Dale Martin and the five City Commissioners be made a part of the Minutes. Lee stated, "Ed Burakowski put a lot of time and effort into this letter and I hope he receives a response from those it was addressed to."

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

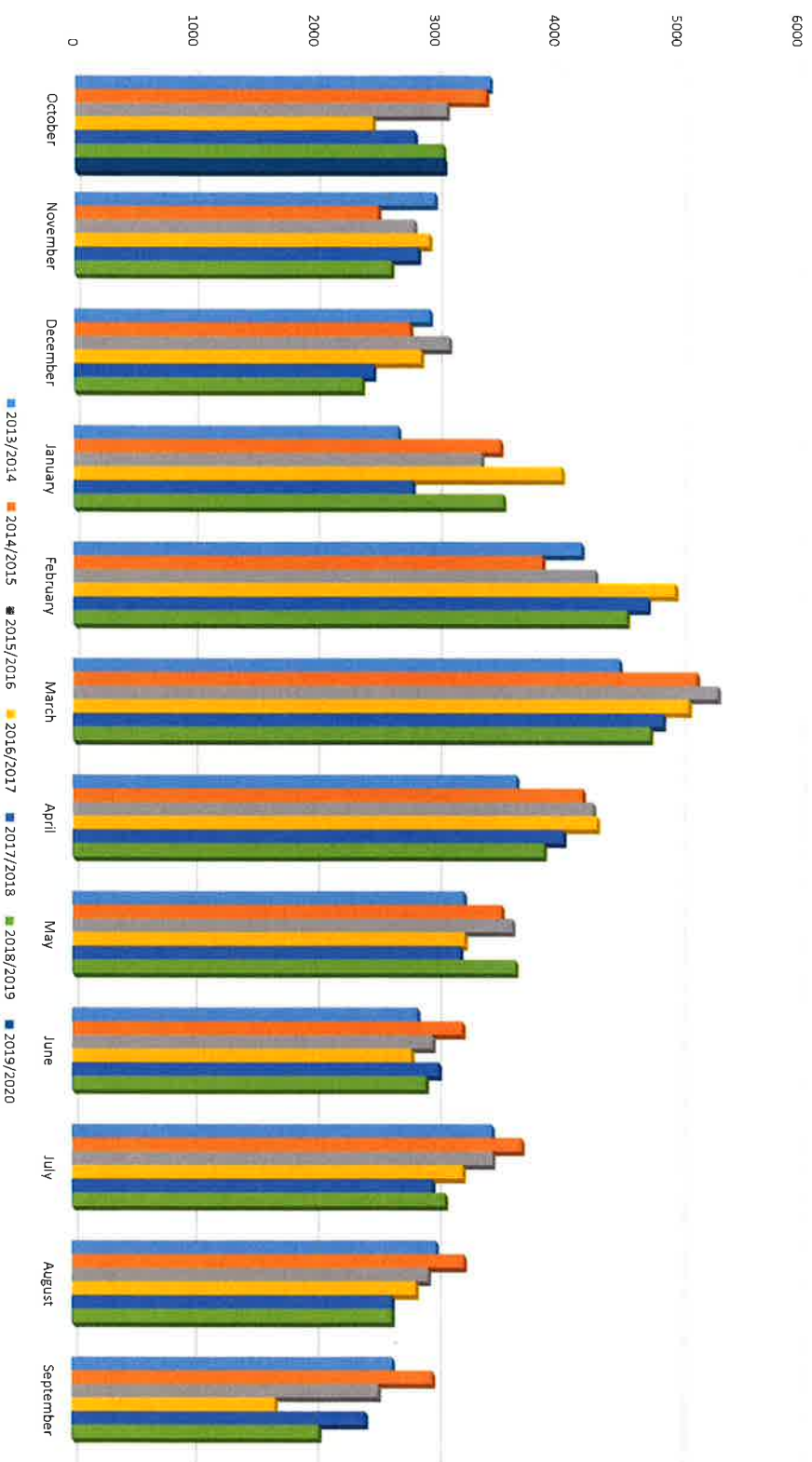
ATTEST:

Lee W. Murray, GCAB Secretary

Harry Kegler, Chairman

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
2019/2020	3065												

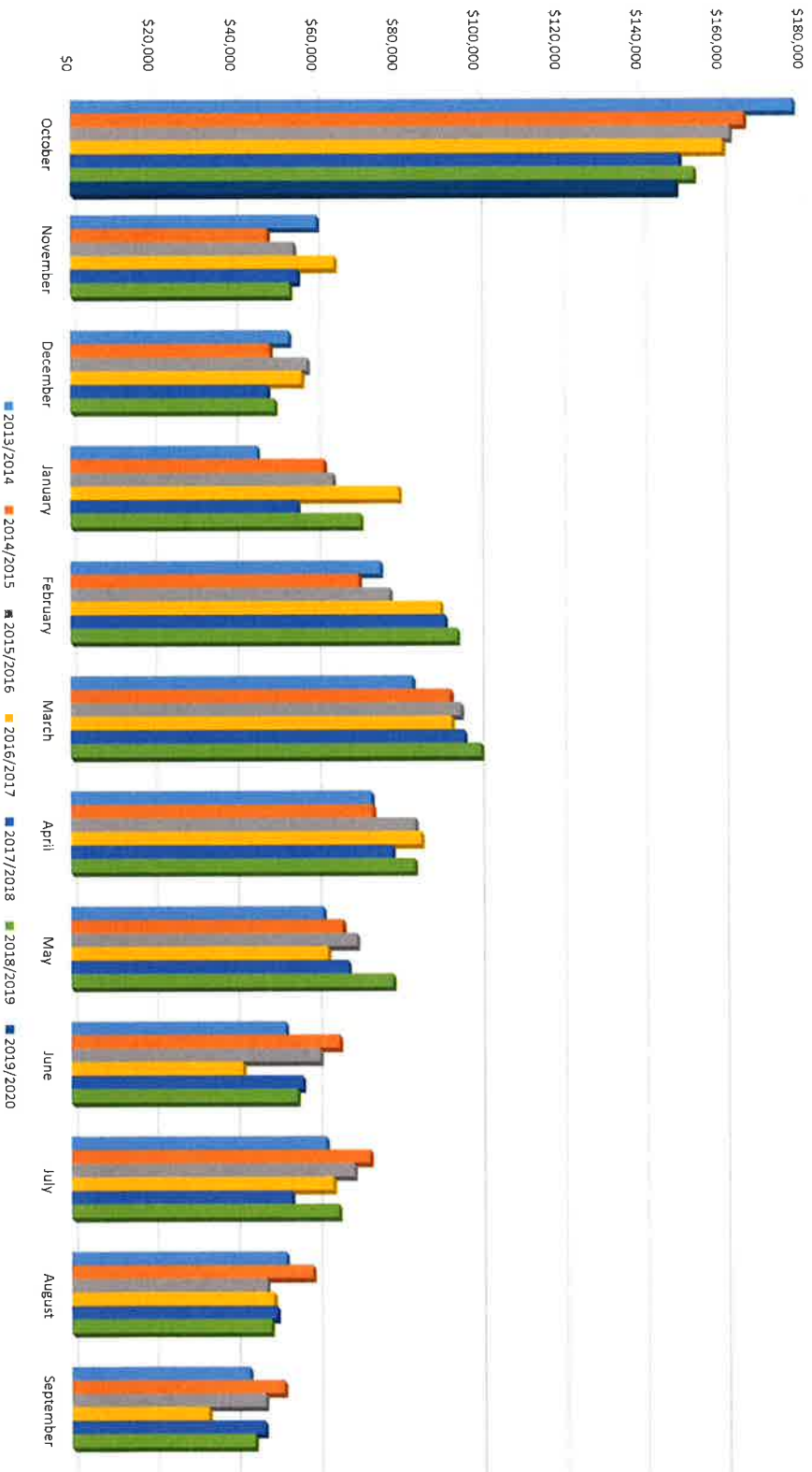
Golf Rounds



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
2019/2020	\$148,808												

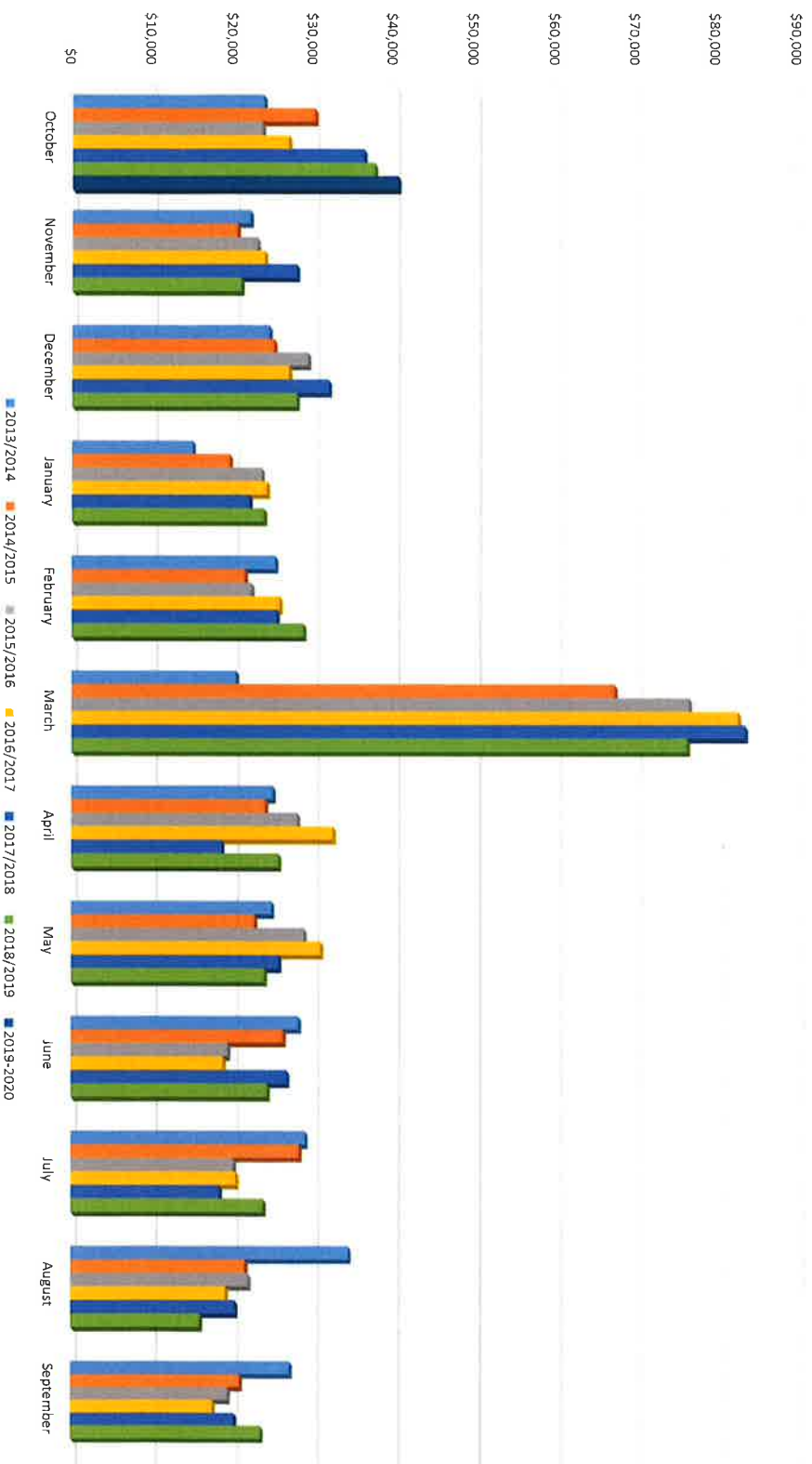
Golf Revenue Includes Green Fee, Cart Fee, Range, Card Sales and Membership



Total F&B Revenue

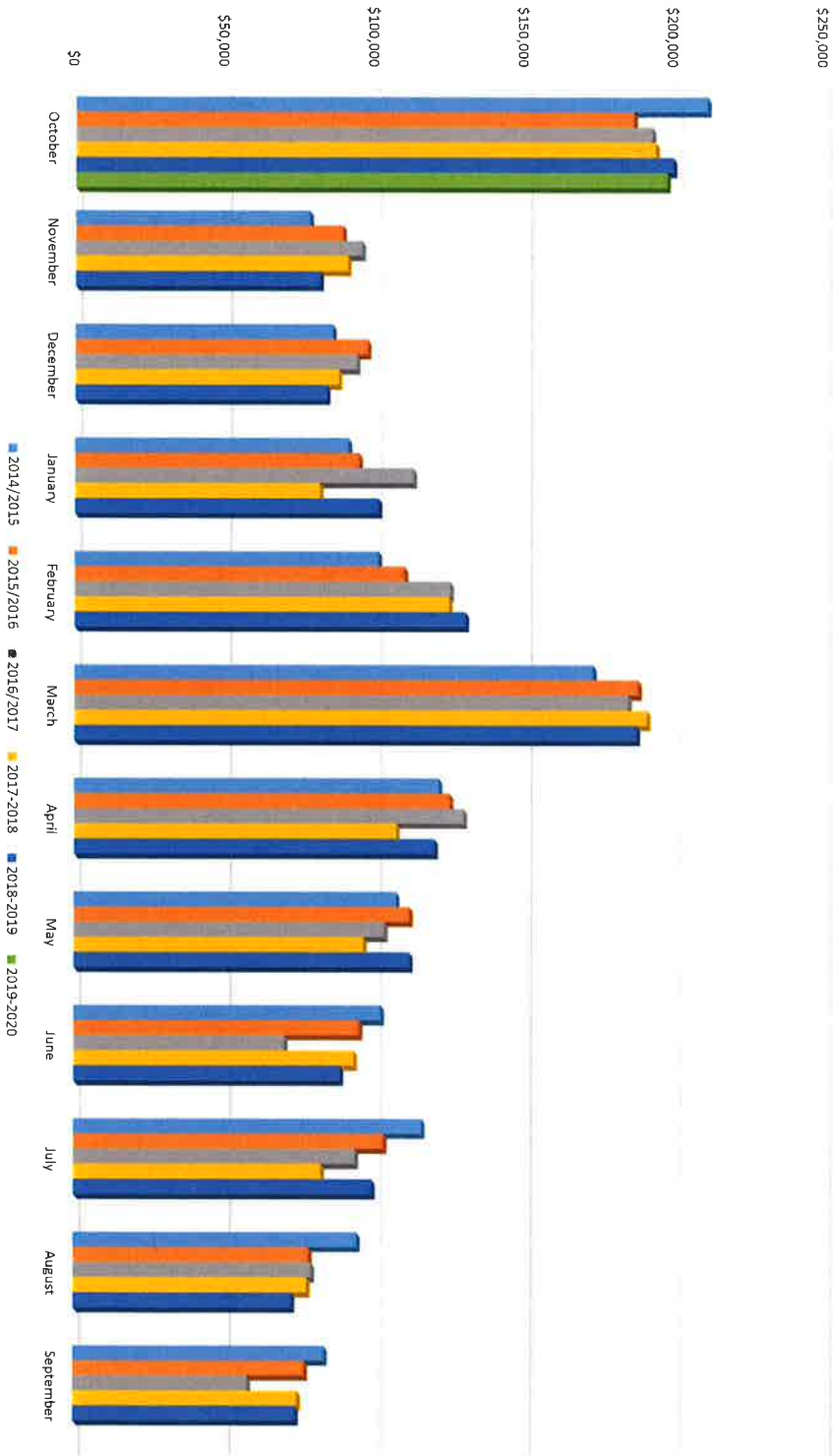
	October	November	December	January	February	March	April	May	June	July	August	September	Total
2012/2013	\$31,592	\$26,923	\$34,046	\$23,645	\$21,230	\$26,602	\$24,471	\$23,975	\$26,888	\$20,834	\$22,398	\$20,197	\$302,801
2013/2014	\$23,757	\$22,087	\$24,478	\$15,048	\$25,250	\$20,404	\$24,992	\$24,810	\$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	\$23,480	\$352,623
2019-2020	\$40,504												

F&B Revenue



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
2019-2020		\$197,214												

Total Revenue By Month



FERNANDINA BEACH GOLF CLUB

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\$19	Member
\$29	Twilight

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OPEN TIL 1:00
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\$29

1:00 TIL CLOSE
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AFTER 5:00
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