



**AGENDA
GOLF COURSE ADVISORY BOARD
REGULAR MEETING
MARCH 11, 2020
9:00 AM
CITY HALL COMMISSION CHAMBERS
204 ASH STREET
FERNANDINA BEACH, FL 32034**

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. PLEDGE OF ALLEGIANCE**
- 4. APPROVAL OF MINUTES**
 - 4.1 Approval of Minutes
- 5. OLD BUSINESS**
 - 5.1 Bonhams
- 6. NEW BUSINESS**
 - 6.1 Financials
- 7. MGA UPDATE**
- 8. WGA UPDATE**
- 9. MARKETING UPDATE**
 - 9.1 Marketing
- 10. AGRONOMY UPDATE**
- 11. PUBLIC COMMENT**
- 12. 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

February 12, 2020

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The Golf Course Advisory Board of the City of Fernandina Beach met in a regular meeting on Wednesday, February 12 at the Fernandina Beach City Hall Commission Chambers. The meeting was called to order at 9:00 AM by Harry Kegler, GCAB Chairman.

2. ROLL CALL

Present were: Harry Kegler, GCAB Chairman; Philip Jones, GCAB Vice Chairman; Lee Murray, GCAB Secretary; Helen Hirsch, GCAB Member; Steve Murphy, FBGC General Manager; David Younger, FBGC Superintendent; Chip Ross, Fernandina Beach City Commissioner; Mike Lednovich, Fernandina Beach City Commissioner and Jon Berk, former President of the Fernandina Beach Men's Golf Association.

3. PLEDGE OF ALLEGIANCE

All present stood and looked at the flag of the United States and recited the Pledge of Allegiance. Harry Kegler said this would be done at all future meetings.

4. APPROVAL OF MINUTES

4.1 Philip Jones made a motion to approve the minutes from the January 8, GCAB meeting. Helen Hirsch seconded the motion and the motion passed unanimously.

5. OLD BUSINESS

5.1 Driving Range

Steve Murphy advised the Board that he and two other senior management employees of Billy Casper Management had met with Fernandina Beach City Manager Dale Martin to discuss the process of creating the new driving range. Billy Casper Management will oversee the development of the driving range, the re-building of the North Greens and the improvements to the FBGC Clubhouse. After the design phase is over, plans will be submitted to the Fernandina Beach Technical Review Committee. Lee Murray asked if the new North course greens would be re-built to their original size and shape. Steve Murphy said yes.

6. NEW BUSINESS

6.1 Bonhams Car Show

Steve Murphy told the GCAB that the Bonham's contract is the same as last year. Construction of the temporary building will start February 25 and holes #3 and #7 on the West Course would be converted to par three holes. The Bonham's Car Show will start on March 2 and conclude on March 6.

6.2 January Financials

Steve Murphy reviewed the financial information that was included in his handout. He was pleased with the January financials:

	January, 2020	January, 2019
TOTAL ROUNDS	3,478	3,563
TOTAL GOLF REVENUE	\$76,034	\$71,374
TOTAL F & B REVENUE	\$23,099	\$23,843
TOTAL REVENUE	\$103,346	\$100,932

7. MGA UPDATE

Lee Murray, FBMGA Tournament Director discussed the upcoming Tournament schedule. Steve Murphy reviewed his membership on Florida's First Coast of Golf organization and how that organization is promoting Amelia Island as a premier golf destination. Steve is an active board member and feels the \$2,000 membership fee is a very good investment. There was discussion about the new Global Handicap System and some answers to Commissioner Ross's questions about golf scoring and handicapping. Jon Berk announced that there were two motions that would be decided at the April 1 FBMGA quarterly membership meeting. One motion is to delete any mention of age when it comes to what tee boxes a member can play. The other motion would be to allow members to vote at the quarterly meetings via email or text. Steve Murphy mentioned that the FSGA had raised the fee for maintaining handicaps for FBMGA members. The fee was raised \$4 from \$9 to \$13. Jon Berk noted that this 44% increase will affect the FBMGA budget by approximately \$400 and will have to be included in the next budget.

8. WGA UPDATE

There was no WGA Update.

9. MARKETING UPDATE

9.1 Marketing Update

Steve Murphy referred to his handouts and the on-going efforts to promote more golf at the FBGC. There are always on-going promotions and email blasts to help bring more revenue to the FBGC.

10. AGRONOMY UPDATE

David Younger, FBGC Superintendent discussed plans to keep removing dead trees, brush around all the ponds and the on-going efforts to remove the stumps from the previously cut dead trees. There was a consensus from the GCAB that the FBGC was looking better with all the brush that is being removed. David said there would be herbicide applied to remove the poison on the greens. He will use the same chemical that he used last year that was effective.

11. PUBLIC COMMENT

Jon Berk asked about promotions to people who rent condos during the year. Steve Murphy said there wasn't a Condominium Organization, but there are promotional materials in all the hotels.

12. ADJOURNMENT

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

ATTEST:

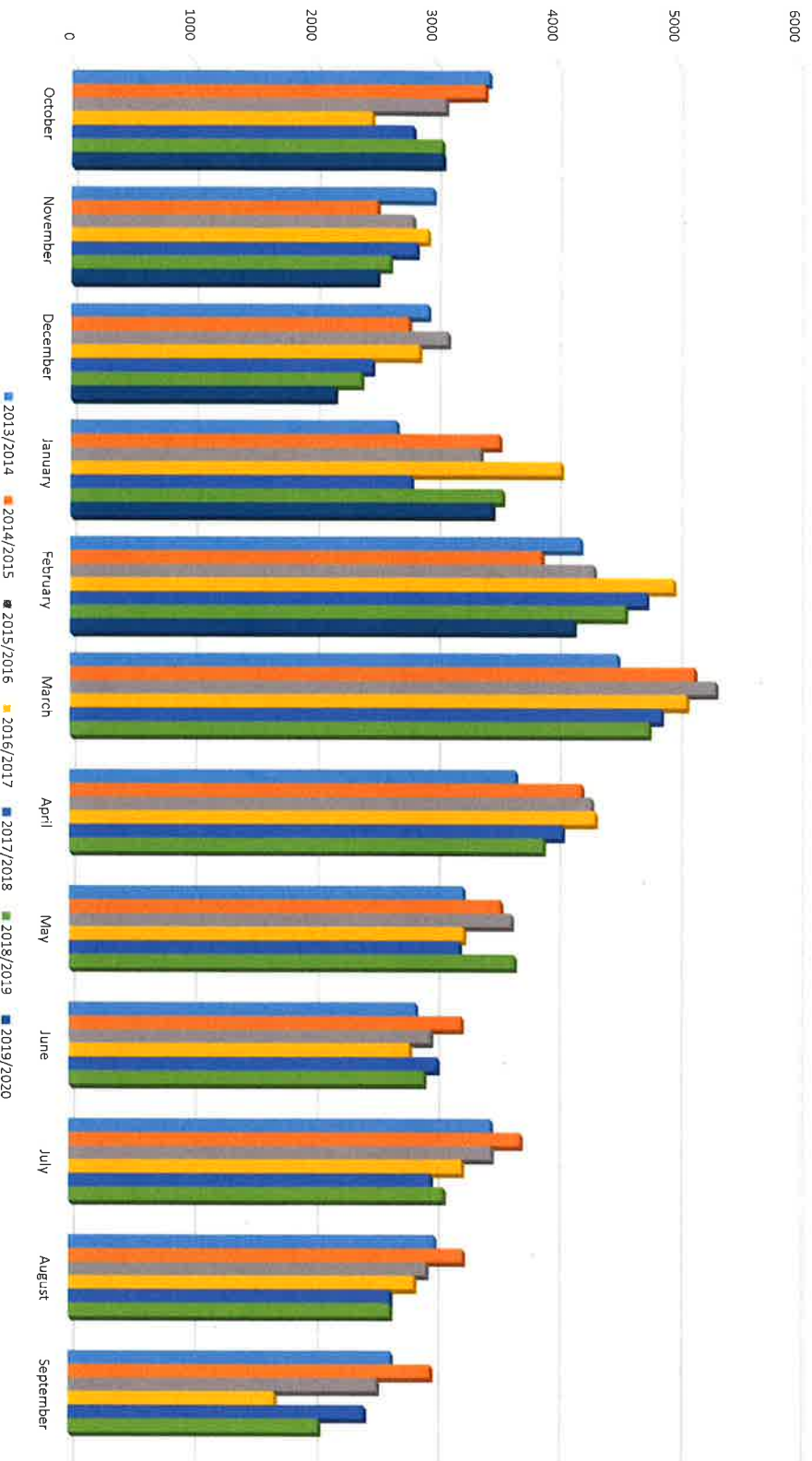
Harry Kegler, GCAB Chairman

Lee Murray, GCAB Secretary

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	2522	2176	3478	4152								

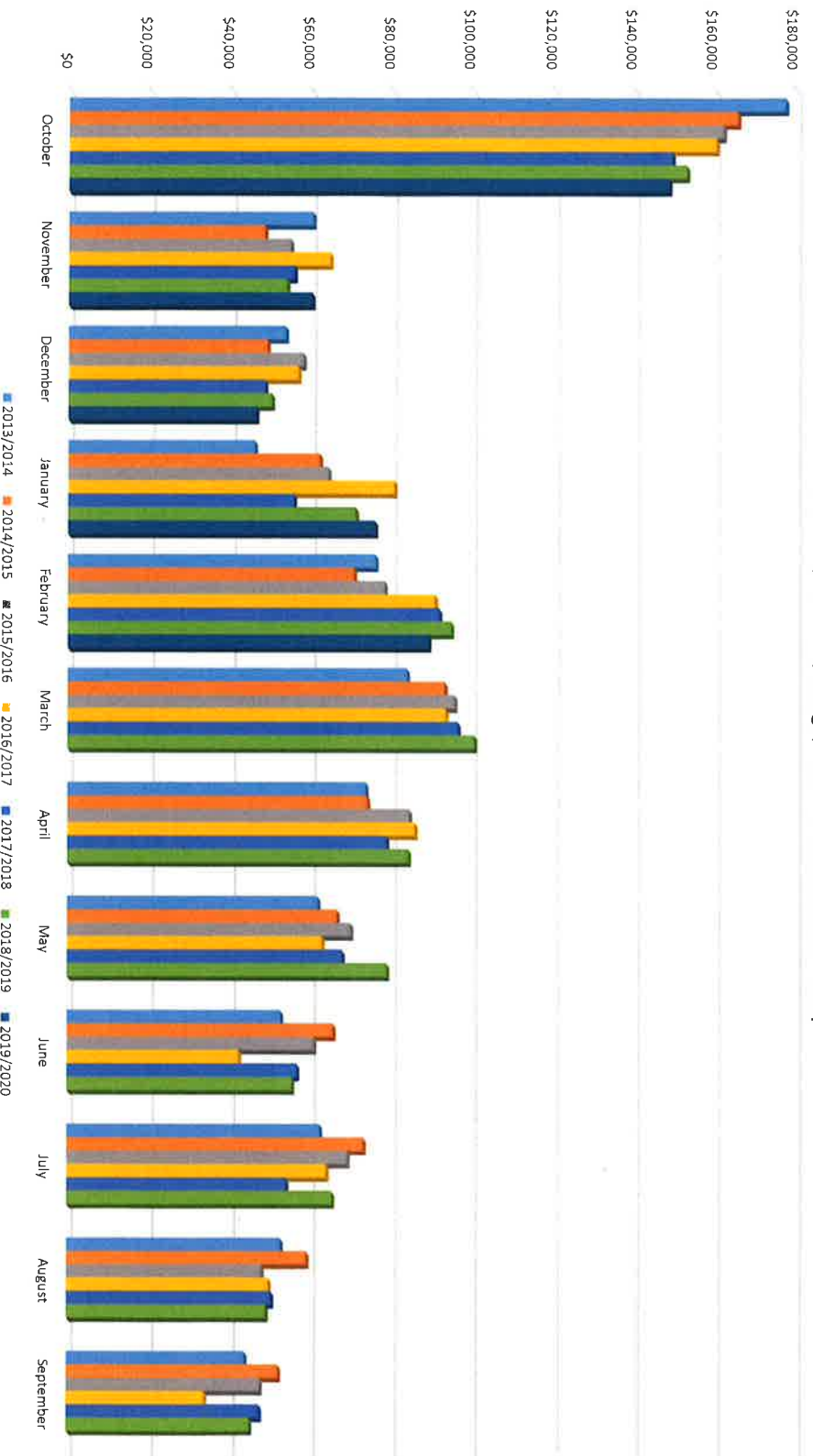
Golf Rounds



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	\$60,361	\$46,488	\$76,034	\$89,395								

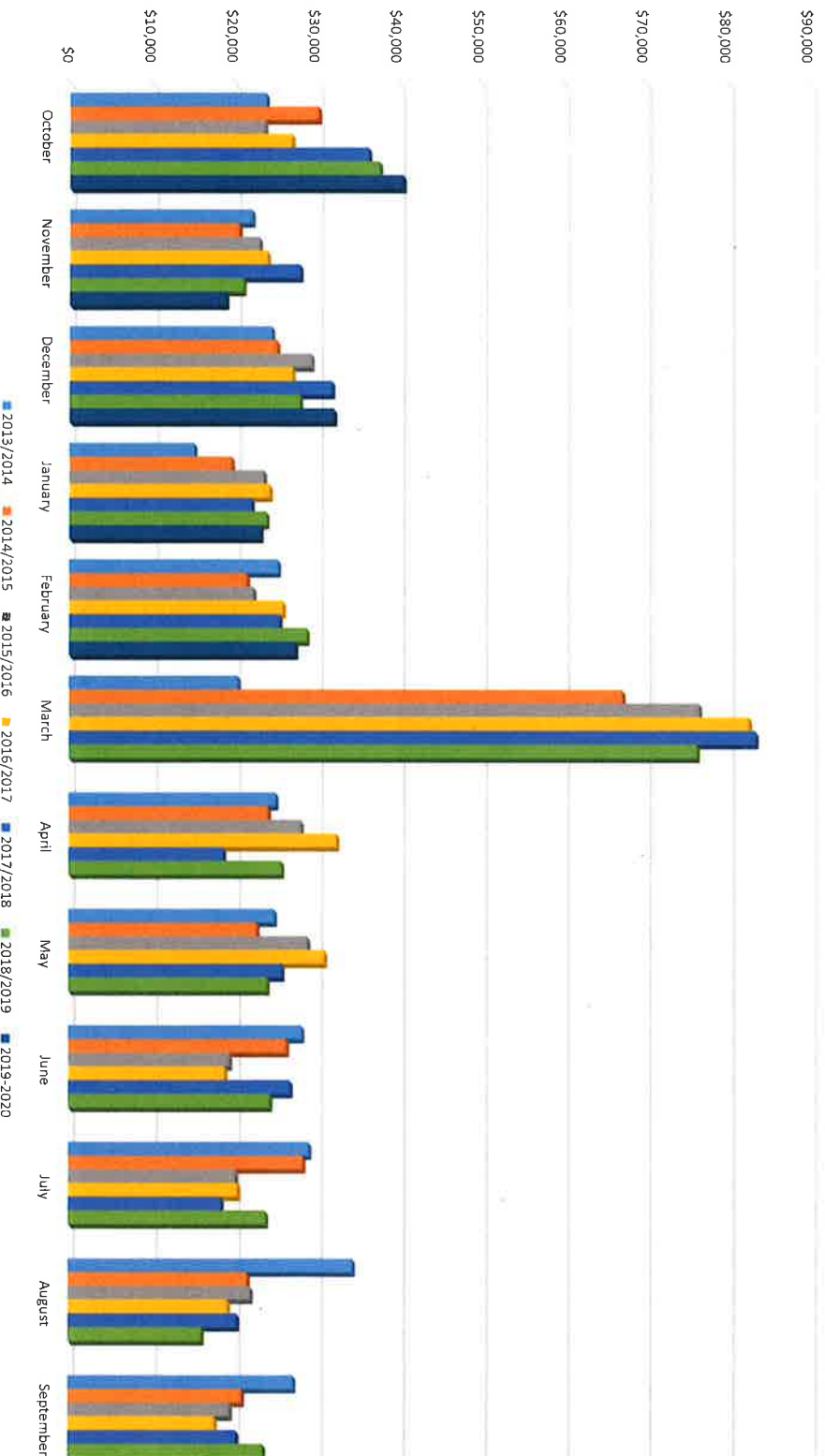
Golf Revenue Includes Green Fee, Cart Fee, Range, Card Sales and Membership



Total F&B Revenue

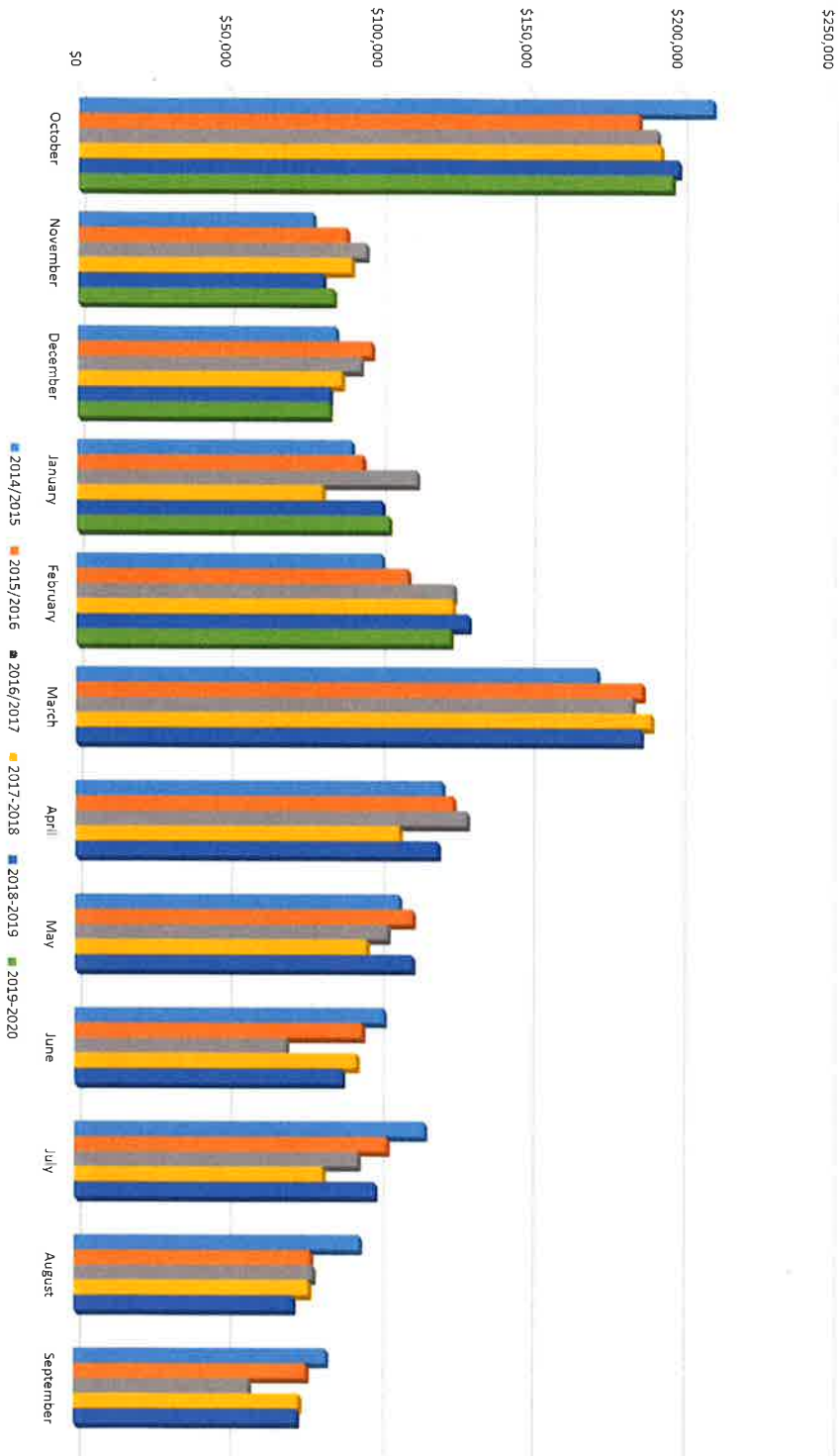
	October	November	December	January	February	March	April	May	June	July	August	September	Total
2012/2013	\$31,592	\$26,923	\$34,046	\$23,645	\$21,230	\$26,602	\$24,471	\$23,975	\$26,888	\$20,834	\$22,398	\$20,197	\$302,801
2013/2014	\$23,757	\$22,087	\$24,478	\$15,048	\$25,250	\$20,404	\$24,992	\$24,810	\$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	\$18,893	\$32,113	\$23,099	\$27,332								

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	\$129,889	\$187,302	\$119,879	\$111,460	\$88,399	\$99,039	\$72,358	\$73,701	\$1,347,145
2019-2020	\$197,214	\$84,853	\$83,640	\$103,346	\$123,880								

Total Revenue By Month





SUNNY DAYS AHEAD!

MORNINGS <i>7:00am - 1:00pm</i>	AFTERNOONS <i>1:00pm - Close</i>	AFTER 4:00PM <i>9 Holes</i>
		
\$45	\$29	\$15



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EXPERIENCE AND LOOK FORWARD TO SEEING
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FERNANDINA BEACH GOLF CLUB WEEKEND SPECIAL



THE WINTER GRASS IS GROWING
AND THE COURSE IS FANTASTIC!



\$39 PER
PERSON

INCLUDES 18 HOLE WITH CART
BEFORE 1:00PM - PLUS TAX



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come early for
breakfast

Valid through
3/31/2020

BEYOND THE BADGES

SCHOLARSHIP PROGRAM

"Working together to build a better future"

SATURDAY, MARCH 28TH
9am Shotgun

SPONSORSHIP OPPORTUNITIES:

Hole Sponsor \$100
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Title Sponsor \$1,000

Benefitting:
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Scholarship
Program

4 person scramble
\$50 per golfer
Includes: golf & cart,
range balls, & lunch

For more information email
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smurphy@fernandinabeachgolfclub.com

