



**AGENDA
GOLF COURSE ADVISORY BOARD
REGULAR MEETING
MARCH 10, 2021
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 **REGULAR MEETING** - *February 10, 2021.*
- 5. OLD BUSINESS**
 - 5.1 **GENERAL MANAGER UPDATE** - *Golf Course, Food and Beverage, Grounds/Maintenance - to include previous months improvements, associated costs and profit/loss statements.*
 - 5.2 **TOPTRACER AND DRIVING RANGE UPDATE** - *Anticipated opening, anticipated revenue, and maintenance plan with associated costs.*
 - 5.3 **JUNIOR GOLF ASSOCIATION** - *Discuss organizing a competitive junior golf association for area youth.*
- 6. NEW BUSINESS**
 - 6.1 **NORTH 9 COURSE** - *Management will provide a North 9 Course condition update and target reopening date.*
 - 6.2 **AGENDA ITEMS** - *Board members will discuss matters to be placed on the next Golf Course Advisory Board Regular Meeting agenda.*
- 7. MGA UPDATE**
- 8. WGA UPDATE**
- 9. MARKETING UPDATE**
- 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.

CITY COMMISSION AGENDA ITEM
City of Fernandina Beach



SUBJECT:

ITEM TYPE: Approval of Minutes

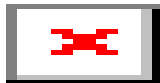
REQUESTED ACTION:

SYNOPSIS:

FISCAL IMPACT:

CITY ATTORNEY COMMENTS:

CITY MANAGER RECOMMENDATION(S):



Date: February 10, 2021

Submitted By: Caroline Best, City Clerk

COMMISSION ACTION:

MINUTES

GOLF COURSE ADVISORY BOARD MEETING

Wednesday, February 10, 2021

City Hall Commission Chambers

Page 1 of 3

1. CALL TO ORDER: 9:00 AM

2. ROLL CALL: Golf Course Advisory Board (GCAB) Chairperson Ricky Robbins Jr. called the roll: Present: Chairperson Ricky Robbins; Secretary Lee Murray, Member/FBMGA Representative John Pelican, Member Jayne Paige, and Member/FBWGA Representative Sue Simpson. City staff in attendance: City Manager Dale L. Martin, City Clerk Caroline Best, Information Technology Department Director Dana Whicker and Digital Communications Specialist Mary Hamburg.

3. PLEDGE OF ALLEGIANCE: Chairperson Robbins led the Pledge of Allegiance to the Flag.

4.1 APPROVAL OF MINUTES: A motion was made by Member John Pelican, seconded by Secretary Murray, to approve the December 9, 2020 Regular Meeting Minutes and the December 16, 2020 Special Meeting Minutes. Vote upon passage of the motion was taken by ayes and nays, and being all ayes, carried.

5.1 General Manager Update: City Manager Martin provided an update regarding Golf Course management: former Billy Casper Golf employees; General Manager Steve Murphy, Food and Beverage Manager Kristi Benjamin, and Superintendent David Younger have agreed to work for the City of Fernandina Beach, as salaried interim employees until September 30, 2021. These employees are eligible for medical benefits only. Other Golf Course employees are being offered hourly employment contracts. The City Manager's office will work to update the Golf Course Management Request for Proposal (RFP) which will be submitted to the City Commission for approval. Mr. Martin anticipates a Golf Course Management company will be in place by October 1, 2021.

Member Pelican inquired how it came to be that the City is now managing the Golf Course in house. Mr. Martin responded that due to many factors, the City Commission determined the solicitation of an RFP would ensure the City is receiving the best Golf Course management opportunities available.

Billy Casper/Troon Regional Manager Chris Cygan thanked the City for the opportunity to manage the Golf Course the past 10 years and looks forward to bidding on the next RFP.

5.2 Top Tracer and Driving Range Update: Mr. Martin discussed the Top Tracer anticipated opening, noting all involved are committed to ensuring timely project completion. Much has been completed to date and additional progress will occur in the next seven weeks. Tentative opening is scheduled for late March/early April.

6.1 Sunshine, Public Records, and Ethics Laws: City Clerk Best provided a presentation of Florida's very stringent Sunshine, Public Records, and Ethics Laws, highlighting the do's and don'ts specific to advisory board members.

6.2 Ocala Golf Club and Palatka Golf Club: Secretary Murray spoke to his recent visits to the Ocala Golf Club and Palatka Golf Club. Both courses are similar to the City's Golf Course. The hope is the City Golf Course will reach the same level of quality by applying sound management practices and financial resources as needed.

6.3 Golf Course Management: Mr. Steve Murphy will serve as Golf Course Project Manager.

6.4 Junior Golf Association: Mr. Michael Pazakis spoke about his desire for more junior golf involvement. He suggested the Golf Course is overlooking many opportunities and that he would like to help build an outstanding Junior Golf program. He was invited to return to the next March 10, 2021 GCAB meeting.

6.5 Golf Course Member Letter of Concern: Mr. Carlos J. Bustabad submitted a letter of concern regarding the Golf Course North greens, rate increases, pace of play, putting area benches, driving range beautification. Following considerable discussion, the GCAB achieved consensus to invite Mr. Bustabad to attend future GCAB meetings.

6.6 Agenda Items: Chairperson Ricky Robbins discussed the possible agenda items for the next month's GCAB Meeting.

7. MGA UPDATE: Secretary Murray said there was not much the FBMGA needed to discuss until Golf Course management is determined.

8. WGA UPDATE: Member Simpson submitted a letter of questions and suggestions on behalf of the FBWGA which was entered into the record. The letter addressed concerns regarding the Top Tracer Project, the driving range, the restaurant/bar, the clubhouse, overall course conditions, procuring safer golf carts, and safety signage on Amelia Parkway. Member Simpson noted the FBWGA members welcome the opportunity to assist in correcting these areas of concern. Following discussion, it was determined volunteers, or non-employees, create a liability. Mr. Cygan explained that although the offer of assistance is greatly appreciated, for liability reasons, Troon Golf is not permitted to allow volunteers for certain projects.

9. MARKETING UPDATE: No report

10. AGRONOMY UPDATE: No report

11. PUBLIC COMMENT: Mike Meadows asked questions about Top Tracer and the amount of money being spent as opposed to how much was proposed.

12. SUMMATION: Chairperson Robbins summarized the meeting and thanked Mr. Martin and Chris Cygan for attending.

13. ADJOURNMENT: A motion was made by Member Simpson, seconded by Secretary Murray, to adjourn. Vote upon passage of the motion was taken by ayes and nays, and being all ayes, carried.

Submitted by Lee W. Murray, GCAB Secretary

Ricky Robbins, Chairperson

Lee Murray, Secretary

CITY COMMISSION AGENDA ITEM
City of Fernandina Beach



SUBJECT:

ITEM TYPE: Old Business

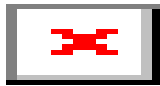
REQUESTED ACTION:

SYNOPSIS:

FISCAL IMPACT:

CITY ATTORNEY COMMENTS:

CITY MANAGER RECOMMENDATION(S):



Date: February 10, 2021

Submitted By: Caroline Best, City Clerk

COMMISSION ACTION:

Fernandina Beach Golf Club
For the Month Ending January 31st, 2021

<i>January</i>					<i>YTD</i>				
		Budget	Last Year				Budget	Last Year	
Actual	Budget	Variance	Last Year	Variance	Actual	Budget	Variance	Last Year	Variance
<i>Rounds</i>									
893	1,071	(178)	968	(75)	3,457	3,292	165	2,844	613
135	115	20	93	42	623	567	56	525	98
2,285	2,550	(265)	2,417	(132)	8,417	8,999	(582)	7,872	545
=====									
3,313	3,736	(423)	3,478	(165)	12,497	12,858	(361)	11,241	1,256
<i>Revenue</i>									
28,258	27,667	591	30,751	(2,493)	111,652	100,715	10,937	96,999	14,653
31,337	40,823	(9,486)	31,049	288	124,022	143,657	(19,635)	111,452	12,570
98	10,617	(10,519)	3,602	(3,504)	1,475	41,161	(39,686)	10,716	(9,241)
1,725	3,500	(1,775)	3,243	(1,518)	11,519	16,874	(5,355)	15,057	(3,538)
3,911	6,405	(2,494)	3,332	579	19,077	25,450	(6,373)	16,810	2,267
7,089	20,899	(13,809)	16,242	(9,152)	31,832	81,491	(49,659)	81,437	(49,605)
4,313	11,078	(6,765)	6,501	(2,188)	19,803	40,782	(20,979)	28,906	(9,102)
17,279	575	16,704	1,537	15,742	19,566	5,075	14,491	4,535	15,030
939	1,505	(566)	879	60	4,325	7,455	(3,130)	4,747	(422)
0	200	(200)	0	0	0	800	(800)	0	0
3,393	3,250	143	7,390	(3,996)	82,377	87,850	(5,473)	88,950	(6,574)
375	0	375	0	375	12,293	0	12,293	550	11,743
(30)	200	(230)	173	(203)	143	800	(657)	(1,559)	1,702
=====									
98,688	126,719	(28,031)	104,698	(6,010)	438,084	552,111	(114,027)	458,600	(20,517)
<i>Cost of Sales</i>									
2,360	3,971	1,611	2,397	37	12,875	15,779	2,904	9,724	(3,151)
2,266	6,277	4,011	5,178	2,913	11,087	24,634	13,547	24,006	12,919
462	1,018	556	1,020	558	2,292	3,847	1,554	3,040	748
1,312	3,323	2,012	1,683	371	5,919	12,235	6,316	8,398	2,479
=====									
6,399	14,589	8,190	10,278	3,879	32,173	56,495	24,321	45,169	12,995
=====									
92,288	112,129	(19,841)	94,419	(2,131)	405,910	495,616	(89,706)	413,432	(7,522)

Labor										
11,706	11,231	(475)	10,220	(1,486)	Golf Operation Labor	39,724	42,416	2,692	39,043	(681)
6,044	9,117	3,073	6,143	100	General and Administrative	27,345	36,468	9,123	24,375	(2,970)
18,165	22,726	4,561	20,508	2,343	Maintenance and Landscaping	77,333	86,714	9,381	85,500	8,167
5,139	10,298	5,159	10,115	4,976	F&B	29,101	40,879	11,778	32,009	2,908
0	0	0	0	0	Amenities Labor	0	0	0	0	0
0	0	0	0	0	Sales and Marketing	0	0	0	0	0
41,054	53,372	12,319	46,987	5,933	Total Direct Labor	173,503	206,477	32,974	180,927	7,424
3,768	4,803	1,036	4,181	414	Total Payroll Taxes	13,644	18,583	4,939	15,074	1,430
2,513	1,792	(721)	2,227	(286)	Total Medical/Health Benefits	9,426	7,168	(2,258)	8,560	(865)
4,102	1,677	(2,425)	1,802	(2,300)	Total Workmans Comp	9,883	6,708	(3,175)	5,715	(4,168)
10,382	8,272	(2,110)	8,210	(2,172)	Total Payroll Burden	32,953	32,459	(494)	29,349	(3,604)
51,436	61,645	10,209	55,197	3,761	Total Labor	206,456	238,936	32,481	210,276	3,820

Other Operational Expenses										
3,919	1,505	(2,414)	1,884	(2,035)	Golf Ops	12,457	10,520	(1,937)	6,527	(5,930)
22,125	22,346	221	19,225	(2,900)	G&A	85,913	92,506	6,593	90,447	4,533
4,983	18,870	13,887	12,299	7,316	Maintenance	61,800	86,205	24,405	70,154	8,354
2,432	3,665	1,233	3,586	1,153	F&B	10,205	15,810	5,605	13,262	3,057
0	0	0	0	0	Amenities	0	0	0	0	0
3,020	4,675	1,655	3,715	695	Sales and Marketing	12,710	14,650	1,940	10,444	(2,266)
0	0	0	0	0	Golf Cart Leases	0	0	0	0	0
0	0	0	0	0	Equipment Leases	0	0	0	0	0
0	2,000	2,000	0	0	FF&E	0	8,000	8,000	0	0
0	0	0	0	0	Taxes - Real Estate	0	0	0	0	0
0	0	0	0	0	Taxes - Leasehold	0	0	0	0	0
0	0	0	0	0	Taxes - Personal Property	0	0	0	0	0
1,674	7,103	5,429	7,103	5,430	Insurance - P&C	6,461	28,412	21,951	28,413	21,952
38,152	60,164	22,011	47,812	9,659	Total Other Operational Expenses	189,547	256,103	66,556	219,247	29,700
89,588	121,808	32,220	103,009	13,420	Total Expenses	396,003	495,039	99,037	429,523	33,520
2,700	(9,679)	12,379	(8,589)	11,289	EBITDAR	9,908	577	9,331	(16,091)	25,999
Rent Expense										
0	0	0	0	0	Rent - Base Fee Payments Golf - F&B	0	0	0	0	0
0	0	0	0	0	Rent - Incentive Fee Payments Golf	0	0	0	0	0
0	0	0	0	0	Rent - Incentive Fee Payments F&B	0	0	0	0	0
0	0	0	0	0	Rent - Leaseholder Base	0	0	0	0	0
0	0	0	0	0	Rent - Landlord Base	0	0	0	0	0
0	0	0	0	0	Rent - Leaseholder Performance	0	0	0	0	0
0	0	0	0	0	Rent - Landlord Performance	0	0	0	0	0
0	0	0	0	0	Total Rent Expense	0	0	0	0	0
2,700	(9,679)	12,379	(8,589)	11,289	EBITDA	9,908	577	9,331	(16,091)	25,999

<i>Other/Interest Income</i>									
0	0	0	0	0	Other/Interest Income	0	0	0	0
<i>Interest Expense/Dep&Amt</i>									
0	0	0	0	0	Income Tax	0	0	0	0
0	0	0	0	0	Bonus	0	0	0	0
24,619	0	(24,619)	198	(24,421)	Interest Expense Debt	24,674	0	(24,674)	900
0	0	0	0	0	Principal - Debt	0	0	0	0
0	0	0	0	0	Interest Expense - Capital Leases	0	0	0	0
0	0	0	0	0	Principal - Capital Lease	0	0	0	0
0	0	0	0	0	Depreciation	0	0	0	0
0	0	0	0	0	Amortization	0	0	0	0
0	0	0	0	0	Bad Debt	0	0	0	0
0	0	0	0	0	Facility Improvement	0	0	0	0
(18,333)	0	18,333	(18,334)	(1)	Other Expense	(73,336)	0	73,336	(73,335)
0	0	0	0	0	Capital Improvements/Cap Reserve	127,169	0	(127,169)	0
6,286	0	(6,286)	(18,136)	(24,422)	Total Interest Expense	78,507	0	(78,507)	(72,435)
(3,586)	(9,679)	6,093	9,546	(13,133)	Net Income	(68,600)	577	(69,176)	56,344



YOUR FERNANDINA BEACH

GOLF DESTINATION



**OPENING
MARCH 27, 2021**

March 1, 2021

Golf Course Advisory Board
204 Ash Street
Fernandina Beach, FL 32034

Dear Golf Course Advisory Board:

I am excited for the opportunity to offer a Request for Proposal (RFP) for a comprehensive junior golf program for the city of Fernandina Beach, Florida. With the use of the Fernandina Beach Golf Club, I will provide a much needed and wanted junior golf program to our city.

My wife and I have noticed a lack of any true junior golf program in the area since our move to Amelia Island 3 years ago. We have talked to many parents who have told us that they are disappointed in the lack of junior golf programs in the area. These parents have stated they would eagerly participate in a junior golf program if it were available.

With my strong and extensive background in golf, my passion to instruct juniors to learn and enjoy the great game of golf, I know a junior golf program will be successful and sustainable. I believe a partnership between myself and the city of Fernandina Beach will offer a needed opportunity for juniors and help grow the game while giving support to the Fernandina Beach Golf Club and the city.

My attached proposal shares more details about my background and the junior golf program. If you would like additional information about myself or my vision for the junior golf program, please contact me.

I am eager to get this program started and look forward to the opportunity to work with the Golf Advisory Board, the City of Fernandina Beach and achieving success together.

Thank you for your time and consideration,

Mike Pazakis

Junior Golf Program RFP

BACKGROUND

I have 20 years plus in the golf business, 13 of those years I was Head PGA Golf Professional at Shark's Tooth Golf Club in Panama City Beach, FL.

I was responsible for golf operations which included starting a successful junior golf program, teaching, running tournaments, and mentoring my staff. When I arrived at Shark's Tooth there was not a junior golf program. One of my first directives was to institute a junior golf program. I started with weekly clinics and during the summer I offered junior golf camps that quickly sold out and had a waiting list to join. As an Assistant Golf Professional at Harbour Town Golf Links on Hilton Head Island, SC I was heavily involved with the Hilton Head Island Junior Golf Association. The HHIGA has been nationally recognized as one of the best and most successful junior golf associations in the country. During my time at Harbour Town Golf Links I was on the executive committee, I served as the junior golf academy chairman and I served as the tournament chairman for the HHIGA.

MARKET

I believe that the Fernandina Beach area is in need of an affordable and accessible junior golf instruction program. I have had numerous conversations with parents who have stated that they are surprised and disappointed that there is not a junior golf program on the island. I have noticed first-hand how successful the city junior tennis program and the rec-center swim teams are. Getting our kids involved in golf not only teaches them a sport that can last a lifetime, but it teaches them important life skills. Golf has the ability to teach junior players the values of honesty, integrity and respect both on and off the course.

PROPOSAL AND CONDITIONS

My proposal is to provide a golf clinic with 5-week sessions to juniors from the age of 6-18 years old. These clinics will run year-round. During school breaks and summertime I will offer camps. These clinics will be conducted at the Fernandina Beach Golf Club. I will provide the scheduling, instruction, and operation of the program. I propose 80% proceeds to myself and 20% to the city. The cost will be \$90 City residents and \$110.00 Non-City residents per 5-week session.

The weekly programs that I propose will be (with exceptions to individual player abilities):
A 5-week program for each age group:

- Ages 7 and under: Tuesdays and Thursdays- 3:00-3:45 pm
- Ages 10 and under: Tuesdays and Thursdays- 4:00-5:00 pm
- Ages 12 and under: Mondays and Wednesdays- 3:00-4:00 pm

- Ages 12 and over: Mondays and Wednesdays- 4:15-5:15 pm

These lessons will cover all aspects of the game and will be designed for junior golfers. The program will be offered in the fall and spring and will coincide with the local school schedule. Fridays will be open for individual lessons and Saturdays we will conduct open clinics from 10:00 am- 11:00am and from 11:30am-12:30 pm. The cost of private lessons will be \$50.00 an hour for a City resident and \$60.00 an hour for a Non-City resident. Group lessons with up to 4 juniors for \$80 an hour for City residents and \$95 an hour for Non-City residents. Saturday clinics will be \$18.00 for a City resident and \$22.00 for a Non-City resident.

In the summertime we will be offering a series of daily and weekly camps which I will coordinate with the Fernandina Beach Golf Club to include a food and beverage offering. The times, dates and cost will be determined with the Fernandina Beach Golf Club.

The conditions for the junior golf program to be sustainable will require access to the Fernandina Beach Golf Club's practice facilities and the marketing of the program through the city's online and social platforms.

FUTURE STATE

The growth and participation of the junior golf program will encourage parents and children to be active participants at the club, enjoying all that the Fernandina Beach Golf Club offers. We will start a PGA jr. Golf League. We will establish a Fernandina Beach Junior Golf Association. We will host tournaments with the support of the local community and golf organizations such as PGA, FSGA and other golf foundations. The Fernandina Beach Golf Club Junior Golf Program will grow into something special and provide our local youths with an opportunity that they currently do not have.

I look forward to working with you in the future and please contact me with any questions.

Mike Pazakis

Mpazakis2017@yahoo.com

850-896-1519







