AGENDA
GOLF COURSE ADVISORY BOARD
REGULAR MEETING
AUGUST 11, 2021
9:00 AM
CITY HALL COMISSION 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 *July 14, 2021 Regular Meeting Minutes*

5. PUBLIC COMMENT

6. OLD BUSINESS

6.1 **STAFFING LEVELS -** *Positions recently filled and those remaining unfilled update. This item is placed on the agenda at the request of Chairman Robbins.*

6.2 **BAG DROP** - *Advise on the location and size of bag drop as well as funding and staffing. This item is placed on the agenda at the request of Chairman Robbins.*

6.3 **TOPTRACER LIGHTHOUSE DRIVING RANGE -** *Update*

7. NEW BUSINESS

7.1 **FINANCIALS** - *Golf Course General Manager Michael Cooney will provide a profit and loss update.*

7.2 **FAIRWAYS AND TEE BOX REVITALIZATION PLANS -** *Golf Course Superintendent Blaine Ellerbe will provide revitalization plans.*

8. MGA UPDATE

9. WGA UPDATE

10. MARKETING UPDATE

11. AGRONOMY UPDATE

11.1 *Golf Course Superintendent Blaine Ellerbe will provide an update.*

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.

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1. CALL TO ORDER: 9:00AM

2. ROLL CALL: City Clerk Caroline Best announced that due to Chairperson Ricky Robbins Jr. absence, the Gold Course Advisory Board (GCAB) members must determine amongst themselves, who will officiate this meeting. Consensus was achieved for Member John Pelican to serve as officiant.

Roll Call: Member/FBMGA Representative John Pelican, Member Jane Paige, and Member/FBWGA Representative Sue Simpson. Chairperson Ricky Robbins Jr. and Secretary Lee Murray were absent. City staff in attendance: Golf Course General Manager Mike Cooney, Golf Course Superintendent Blaine Ellerbe, City Clerk Caroline Best, Information Technology Department Help Desk Specialist Troy Woleshin, and Digital Communications Specialist Mary Hamburg.

3. PLEDGE OF ALLEGIANCE: Member Pelican led the Pledge of Allegiance to the Flag.

4.1 APPROVAL OF MINUTES: Due to a scheduling conflict, the GCAB did not meet for their June 9, 2021, Regular Meeting, therefore there were no minutes to approve.

5.1 LIGHTHOUSE DRIVING RANGE/TOPTRACER: General Manager Cooney, following the introduction and welcome of recently hired Superintendent Blaine Ellerbe, indicated the public enjoys the new facility and hopes it will capture participants of all ages through advertising and promotions. Mr. Cooney noted revenue has been sporadic due to technology glitches, staffing challenges, and inclement weather.

At this time, Member Pelican ceded the dais to Chairman Robbins upon his arrival.

5.2 STAFFING LEVELS: General Manager Cooney stated the Golf Course receives numerous employment applications each week and is actively seeking to hire for the following positions: cart attendant, driving range attendant, maintenance assistant, and food & beverage personnel.

5.3 BAG DROP: General Manager Cooney commented bag drops typically cost between $3,000 - $5,000. His preferred location is near the memorial stone and would contain eight to sixteen stations. Mr. Cooney expressed concern regarding the ability to adequately staff the bag drop. Member Simpson noted previous bag drops were not attended and that volunteers may be willing to construct a bag drop for minimal cost. ***The GCAB members concurred they did not expect the bag drop to be staffed.***

6.1 FINANCIALS: General Manager Cooney provided revenue from January 2021 to date on cart fees: $175,000; greens fees: $185,000; golf shop: $30,000; food & beverage: $99,000; and Toptracer: $4,800.

General Manager Cooney recommended increasing the public rate to $65.00 per round. Members Paige and Simpson indicated this may be too robust due to inferior greens conditions. Chairman Robbins indicated his desire to see strong market analysis prior to rate increases being implemented.

Chairman Robbins requested the format in which the GCAB receives financials be revised to include monthly profit and loss statements as well as the previous years' statements so that comparisons may be made in order to identify trends.

PUBLIC COMMENT: Mike Meadows, 2601 Via del Rey, recommended the Golf Course consider using volunteers to assist until staffing levels are adequate. Mr. Meadows noted GCAB attendance is down due to public comment being at the end of the agenda and being allowed only three minutes to speak.

PUBLIC COMMENT: Carlos Bustabad, 1515 Coventry Lane, noted Toptracer looks like a cart barn. Improvements can be made by adding signage and landscaping, perhaps donated by local nurseries. Mr. Bustabad suggested increasing revenue by offering introductory low pricing, forming business leagues, and enhanced social media outreach. Toptracer represents a fun and exciting opportunity for people of all ages to become involved with golf.

7. MGA UPDATE: No update due to Secretary Murry's absence.

8: WGA UPDATE: Member Simpson stated WGA membership is dramatically down due to Golf Course greens conditions. Ms. Simpson advocated for retaining the 27-hole course which sees heavy use when it is in good playing condition. Member Paige concurred and noted she hopes membership increases in the near future.

9.1 MARKETING UPDATE – ADVERTISING: General Manager Cooney commented the Golf Course advertises in the Amelia Now, Mint Magazine, and the County Insider. Mr. Cooney noted an increased social media presence would be beneficial as well as having Golf Course ambassadors, conducting Friday night and other events such as "divots and donuts".

Digital Communications Specialist Hamburg requested Golf Course staff and GCAB members send her pictures and content which she will post on the City's social media sites.

10. AGRONOMY UPDATE: Golf Course Superintendent Ellerbe stated that although budget and staff challenges are present, he will work diligently to strain staff and improve overall conditions. Mr. Ellerbe noted a new and much less disruptive aerification process will begin soon. ***Member Paige requested members receive notifications regarding pending aerification and weed control efforts***.

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PUBLIC COMMENT: Mike Meadows, 2601 Via Del Rey, restated his concerns regarding public participation due to lack of camaraderie and the fact that public comment is at the end of the agenda. Following discussion among GCAB members, ***consensus was achieved to move public comment (on future agendas) closer to the top of the agenda to be consistent with the City Commission agendas.***

13. ADJOURNMENT: There being no further business to come before the GCAB, the meeting was adjourned at 9:57 AM.

Submitted by City Clerk Caroline Best.

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Chairperson Ricky Robbins Secretary Lee Murray

City of Fernandina Beach

YEAR-TO-DATE BUDGET REPORT

FOR 2021 09

		ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	% USED
410 GOLF COURSE								
0000 UNDEFINED								
410 GOLF								
410 34710	GREEN FEES	-317,399.00	-317,399.00	-317,876.46	-43,405.07	0.00	477.46	100.2%
410 34713	GOLF CARTS	-472,022.00	-472,022.00	-294,459.56	-33,290.57	0.00	-177,562.44	62.4%
410 34714	RANGE FEES	-127,926.00	-127,926.00	-24,645.00	-5,763.25	0.00	-103,281.00	19.3%
410 34715	PRO SHOP SALES	-80,771.00	-80,771.00	-55,604.55	-9,068.38	0.00	-25,166.45	68.8%
410 34716	SNACK BAR SALES	-391,952.00	-391,952.00	-154,489.21	-18,793.83	0.00	-237,462.79	39.4%
410 34718	FACILITY RENTAL	-43,525.00	-43,525.00	-34,703.21	0.00	0.00	-8,821.79	79.7%
410 34719	GOLF INSTRUCTION	-2,400.00	-2,400.00	0.00	0.00	0.00	-2,400.00	.0%
410 34733	MEMBERSHIPS	-135,617.00	-135,617.00	-104,856.76	-1,159.00	0.00	-30,760.24	77.3%
410 34790	TOP TRACER BAY SPONSORSHIP	0.00	0.00	-0.30	0.00	0.00	0.30	100.0%
410 36990	OTHER REVENUE	-24,260.00	-24,260.00	-35,361.43	449.81	0.00	11,101.43	145.8%
410 38101	FROM GENERAL FUND	-220,000.00	-220,000.00	-165,001.00	-18,333.00	0.00	-54,999.00	75.0%
410 38910	CASH BALANCE FORWARD	1,230,902.00	1,230,902.00	0.00	0.00	0.00	1,230,902.00	.0%
410 51300	SEASONAL/TEMPORARY	0.00	395,000.00	167,087.05	35,096.28	0.00	227,912.95	42.3%
410 51400	OVERTIME	0.00	0.00	5,063.84	3,583.98	0.00	-5,063.84	100.0%
410 52100	FICA	0.00	31,000.00	13,931.39	3,138.67	0.00	17,068.61	44.9%
410 52200	RETIREMENT	0.00	0.00	139.43	139.43	0.00	-139.43	100.0%
410 52300	HEALTH INSUR	0.00	70,000.00	12,408.99	2,135.22	0.00	57,591.01	17.7%

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YEAR-TO-DATE BUDGET REPORT

FOR 2021 09

		ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	% USED
410 52301	LIFE INSUR	0.00	2,000.00	6.95	6.95	0.00	1,993.05	.3%
410 52350	OPEB COSTS	794.00	794.00	594.00	66.00	0.00	200.00	74.8%
410 52400	WORKERS' COMP	0.00	2,000.00	0.00	0.00	0.00	2,000.00	.0%
410 53100	PROFESSIONAL SERVICES	7,525.00	7,525.00	6,349.55	2,352.50	0.00	1,175.45	84.4%
410 53200	AUDITING	6,975.00	6,975.00	5,229.00	581.00	0.00	1,746.00	75.0%
410 53400	CONTRACTUAL	708,896.00	292,396.00	267,113.26	138.03	0.00	25,282.74	91.4%
410 54000	TRAINING/TRAVEL	1,710.00	1,710.00	3,828.09	0.00	0.00	-2,118.09	223.9%
410 54100	COMM - PHONE/FAX/ALARM	1,824.00	1,824.00	799.72	69.81	0.00	1,024.28	43.8%
410 54101	COMMUNICATIONS-CELLULAR	2,340.00	2,340.00	1,177.61	0.00	0.00	1,162.39	50.3%
410 54103	COMMUNICATIONS-INTERNET	5,500.00	5,500.00	2,860.63	178.54	0.00	2,639.37	52.0%
410 54200	POSTAGE	300.00	300.00	239.46	0.00	0.00	60.54	79.8%
410 54300	UTILITIES ELECTRIC	66,600.00	66,600.00	42,864.36	4,453.73	0.00	23,735.64	64.4%
410 54310	UTILITIES-WATER & WASTEWATER	10,200.00	10,200.00	5,862.82	0.00	0.00	4,337.18	57.5%
410 54400	RENTALS/LEASES	24,000.00	24,000.00	16,847.00	718.85	0.00	7,153.00	70.2%
410 54500	INSURANCE	23,671.00	23,671.00	12,558.79	819.00	0.00	11,112.21	53.1%
410 54610	R/M BLDG & GROUNDS	500.00	500.00	421.34	0.00	0.00	78.66	84.3%
410 54611	R/M FACILITIES	5,300.00	5,300.00	6,570.52	1,399.76	0.00	-1,270.52	124.0%
410 54620	R/M EQUIPMENT	27,600.00	27,600.00	21,191.96	2,358.70	0.00	6,408.04	76.8%
410 54630	R/M VEHICLES-LABOR	500.00	500.00	450.00	0.00	0.00	50.00	90.0%
410 54640	R/M VEHICLES-PARTS	500.00	500.00	287.21	161.49	0.00	212.79	57.4%
410 54800	PROMOTIONAL	40,200.00	40,200.00	17,938.91	701.57	0.00	22,261.09	44.6%
410 55100	OFFICE SUPPLIES	1,200.00	1,200.00	433.32	69.00	0.00	766.68	36.1%

YEAR-TO-DATE BUDGET REPORT

FOR 2021 09

Account	Description	ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	% USED
410 55200	OPERATING SUPPLIES	194,575.00	194,575.00	111,907.59	18,348.49	0.00	82,667.41	57.5%
410 55210	UNIFORMS	6,000.00	6,000.00	4,797.62	504.36	0.00	1,202.38	80.0%
410 55230	GAS/OIL	33,200.00	33,200.00	17,718.73	2,343.56	0.00	15,481.27	53.4%
410 55400	BOOKS/SUBS/DUES	7,459.00	7,459.00	2,016.29	0.00	0.00	5,442.71	27.0%
410 55545	PRO SHOP COST OF SALES	50,078.00	50,078.00	26,848.24	1,865.44	0.00	23,229.76	53.6%
410 55550	F&B COST OF SALES	178,582.00	178,582.00	70,692.75	8,832.63	0.00	107,889.25	39.6%
410 55555	F&B PERSONNEL COSTS	132,979.00	49,479.00	33,481.91	0.00	0.00	15,997.09	67.7%
410 56300	IMPROVEMENTS	460,100.00	460,100.00	318,748.95	0.00	0.00	141,351.05	69.3%
410 56400	MACH/EQUIP	75,000.00	68,440.00	57,680.17	183.98	0.00	10,759.83	84.3%
410 56401	EQUIP-NON CAPITAL	0.00	6,560.00	6,559.86	0.00	0.00	0.14	100.0%
410 57100	PRINCIPAL	116,931.00	116,931.00	0.00	0.00	0.00	116,931.00	.0%
410 57200	INTEREST	1,595.00	1,595.00	837.01	0.00	0.00	757.99	52.5%
410 59990	RESERVE	-1,607,664.00	-1,607,664.00	0.00	0.00	0.00	-1,607,664.00	.0%
TOTAL GOLF		0.00	0.00	76,546.84	-39,116.32	0.00	-76,546.84	100.0%

7260 GOLF COURSE

4107260 GOLF TOPTRACER

Account	Description	ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	% USED
4107260 34716	SNACK BAR SALES	0.00	0.00	-5,542.21	-1,375.84	0.00	5,542.21	100.0%
4107260 34717	BAY RENTALS	0.00	0.00	-12,523.27	-3,138.00	0.00	12,523.27	100.0%
4107260 34790	TOPTRACER BAY SPONSORSHIP	0.00	0.00	-2,750.69	-916.63	0.00	2,750.69	100.0%
4107260 54103	COMMUNICATIONS-INTERNET	0.00	0.00	100.91	100.91	0.00	-100.91	100.0%

YEAR-TO-DATE BUDGET REPORT

FOR 2021 09

	ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	% USED
4107260 55550 F&B COST OF SALES	0.00	0.00	1,136.87	0.00	0.00	-1,136.87	100.0%
TOTAL GOLF TOPTRACER	0.00	0.00	-19,578.39	-5,329.56	0.00	19,578.39	100.0%
TOTAL GOLF COURSE	0.00	0.00	56,968.45	-44,445.88	0.00	-56,968.45	100.0%
TOTAL REVENUES	-584,970.00	-584,970.00	-1,207,813.65	-134,793.76	0.00	622,843.65	
TOTAL EXPENSES	584,970.00	584,970.00	1,264,782.10	90,347.88	0.00	-679,812.10	
GRAND TOTAL	0.00	0.00	56,968.45	-44,445.88	0.00	-56,968.45	100.0%

** END OF REPORT - Generated by Pauline Testagrose **

Golf	Budget		June YTD	
Pro Shop Sales	80,771.00		55,604.55	
Cost of Good Sold	50,078.00		54,784.34	
Profit/(Loss)	30,693.00	61.3%	820.21	1.5%

Golf	Budget		June YTD	
F&B Sales*	391,952.00		160,031.42	
Cost of Good Sold	311,561.00		150,953.81	
Profit/(Loss)	80,391.00	25.8%	9,077.61	6.0%