



**AGENDA
GOLF COURSE ADVISORY BOARD
REGULAR MEETING
SEPTEMBER 8, 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. PUBLIC COMMENT**
- 5. APPROVAL OF MINUTES**
 - 5.1 *August 11, 2021 Regular Meeting Minutes*
- 6. OLD BUSINESS**
- 7. NEW BUSINESS**
 - 7.2 **FINANCIALS** - *Golf Course General Manager Michael Cooney will provide a profit and loss update.*
 - 7.1 **GOLF COURSE VOLUNTEER GROUP** - *This item is placed on the agenda by Member Simpson.*
- 8. MGA UPDATE**
- 9. WGA UPDATE**
- 10. MARKETING UPDATE**
- 11. AGRONOMY UPDATE**
 - 11.1 *Golf Course Superintendent Blaine Ellerbe will provide an update.*
- 12. NEXT MEETING DATE - October 13, 2021**
 - 12.1 Discussion - Matters for consideration at the next meeting.
- 13. 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):

Caroline Best

Date: August 11, 2021

Submitted By: Caroline Best, City Clerk

COMMISSION ACTION:

1. CALL TO ORDER: 9:00AM

2. ROLL CALL: The following Golf Course Advisory Board members were in attendance: Chairman Ricky Robbins Jr., Member/FBMGA Representative John Pelican, Member Jane Paige, and Member/FBWGA Representative Sue Simpson. Secretary Lee Murray was absent. City staff in attendance: Golf Course General Manager Michael Cooney, City Clerk Caroline Best, Digital Communications Specialist Mary Hamburg.

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

4.1 APPROVAL OF MINUTES: According to the agenda support documents, the July 14, 2021, Minutes were presented for approval. **A motion was made by Member Pelican, seconded by Member Simpson, to approve. Vote upon passage of the motion was taken by ayes and nays and being all ayes, carried.**

5. PUBLIC COMMENT: No individuals spoke to this item.

6.1 STAFFING LEVELS: General Manager Cooney stated food & beverage personnel hiring is ongoing, two female cart attendants were recently hired and Toptracer is open and fully operational.

6.2 BAG DROP: General Manager Cooney explained two, five-unit, portable/mobile bag drops have been ordered, should arrive within the next two weeks, and will be placed south of the Memorial Stone upon arrival.

6.3 TOPTRACER LIGHTHOUSE DRIVING RANGE: General Manager Cooney stated Toptracer activity continues to incrementally increase, advertising opportunities are being explored, staff is considering adjusting hours of operation to allow for evening play times, reduced fees may be introduced, a server window is being installed, food runners are in place, and beautification efforts include installing ornamental plants and a fire pit.

7.1 FINANCIALS: General Manager Cooney reviewed the Golf Course budget; greens fees have exceeded projections while cart fees are significantly down, food & beverage prices will increase soon in response to rising costs. The City recently engaged the services of GolfNow, an online tee time booking service, which is increasing reservations. The Pro Shop will begin stocking additional merchandise focused on women's items.

Chairman Robbins commented salary expenses are high and would prefer to see them in the 35% range. General Manager Cooney replied the higher than usual salary expenses are primarily

attributable to increased overtime which has been driven due to staff shortages/absences as a result of the ongoing Covid-19 pandemic.

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7.2 FAIRWAYS AND TEE BOX REVITALIZATION PLAN: General Manager Cooney advised Superintendent Ellerbe aerified all greens, is focused on fertilizing for the next few weeks, working to address nematodes, and the City's Facilities/Maintenance staff will assist with Golf Course mower repairs. Member Pelican commented 3, 4, 5 and 8 should not be played following heavy rain as it causes excessive damage. General Manager Cooney replied that sprinkler rotation should aid to combat flooding.

8. MGA UPDATE: Member Pelican noted MGA membership has increased to 101 individuals, play times are Monday, Wednesday, Friday, and Saturday.

9. WGA UPDATE: Member Paige stated WGA membership is down by approximately 15 members and otherwise doing well.

10. MARKETING UPDATE: General Manager Cooney commented Golf Course advertisements run in Amelia Now and Mint Magazine. Digital Communications Specialist Hamburg noted the Golf Course Instagram account has been created. Member Paige suggested hotel rack cards to increase patronage and recommended the Golf Course offer hotel guests transportation to/from the Golf Course.

11. AGRONOMY UPDATE: Golf Course Manager Cooney noted Superintendent Ellerbe, due to recent heavy rain fall, is no longer over seeding greens.

NEXT GCAB MEETING: Chairman Robbins solicited GCAB members for matters for consideration at the next GCAB meeting, September 8, 2021. Member Simpson recommended a volunteer group be created to assist with Golf Course repairs, maintenance, and staff shortages. General Manager Cooney stated City Attorney Bach is working to prepare a volunteer waiver.

13. ADJOURNMENT: There being no further business to come before the GCAB, the meeting was adjourned at 9:45 AM.

Submitted by City Clerk Caroline Best.

Chairperson Ricky Robbins

Secretary Lee Murray

CITY COMMISSION AGENDA ITEM
City of Fernandina Beach



SUBJECT:

ITEM TYPE: New Business

REQUESTED ACTION:

SYNOPSIS:

FISCAL IMPACT:

CITY ATTORNEY COMMENTS:

CITY MANAGER RECOMMENDATION(S):

Caroline Best

Date: August 11, 2021

Submitted By: Caroline Best, City Clerk

COMMISSION ACTION:

YEAR-TO-DATE BUDGET REPORT

83.33%

FOR 2021 10

	ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	% USED
410 GOLF							
410 34710		GREEN FEES					
	-317,399.00	-317,399.00	-360,432.90	-42,556.44	0.00	43,033.90	113.6%
410 34713		GOLF CARTS					
	-472,022.00	-472,022.00	-323,170.77	-28,711.21	0.00	-148,851.23	68.5%
410 34714		RANGE FEES					
	-127,926.00	-127,926.00	-27,220.75	-2,575.75	0.00	-100,705.25	21.3%
410 34715		PRO SHOP SALES					
	-80,771.00	-80,771.00	-66,776.92	-11,172.37	0.00	-13,994.08	82.7%
410 34716		FOOD AND BEVERAGE REVENUE					
	-391,952.00	-391,952.00	-172,060.86	-17,571.65	0.00	-219,891.14	43.9%
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	-104,960.76	-104.00	0.00	-30,656.24	77.4%
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	-35,308.21	53.22	0.00	11,048.21	145.5%
410 38101		FROM GENERAL FUND					
	-220,000.00	-220,000.00	-183,334.00	-18,333.00	0.00	-36,666.00	83.3%
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 51200		SALARIES					
	0.00	0.00	10,180.25	10,180.25	0.00	-10,180.25	100.0%
410 51300		SEASONAL/TEMPORARY					
	0.00	395,000.00	209,898.53	42,811.48	0.00	185,101.47	53.1%
410 51350		PART-TIME					
	0.00	0.00	2,408.55	2,408.55	0.00	-2,408.55	100.0%
410 51400		OVERTIME					
	0.00	0.00	7,534.09	2,470.25	0.00	-7,534.09	100.0%
410 52100		FICA					
	0.00	31,000.00	18,479.85	4,548.46	0.00	12,520.15	59.6%
410 52200		RETIREMENT					
	0.00	0.00	2,560.10	2,420.67	0.00	-2,560.10	100.0%
410 52300		HEALTH INSUR					
	0.00	70,000.00	13,509.20	1,100.21	0.00	56,490.80	19.3%
410 52301		LIFE INSUR					
	0.00	2,000.00	46.90	39.95	0.00	1,953.10	2.3%

YEAR-TO-DATE BUDGET REPORT

83.33%

FOR 2021 10

	ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	% USED
410 52350	794.00	OPEB COSTS 794.00	660.00	66.00	0.00	134.00	83.1%
410 52400	0.00	WORKERS' COMP 2,000.00	0.00	0.00	0.00	2,000.00	.0%
410 53100	7,525.00	PROFESSIONAL SERVICES 7,525.00	7,111.55	762.00	0.00	413.45	94.5%
410 53200	6,975.00	AUDITING 6,975.00	5,810.00	581.00	0.00	1,165.00	83.3%
410 53400	708,896.00	CONTRACTUAL 292,396.00	267,295.26	182.00	0.00	25,100.74	91.4%
410 54000	1,710.00	TRAINING/TRAVEL 1,710.00	3,828.09	0.00	0.00	-2,118.09	223.9%
410 54100	1,824.00	COMM - PHONE/FAX/ALARM 1,824.00	886.48	86.76	0.00	937.52	48.6%
410 54101	2,340.00	COMMUNICATIONS-CELLULAR 2,340.00	1,177.61	0.00	0.00	1,162.39	50.3%
410 54103	5,500.00	COMMUNICATIONS-INTERNET 5,500.00	3,122.17	261.54	0.00	2,377.83	56.8%
410 54200	300.00	POSTAGE 300.00	239.46	0.00	0.00	60.54	79.8%
410 54300	66,600.00	UTILITIES ELECTRIC 66,600.00	49,248.58	6,384.22	0.00	17,351.42	73.9%
410 54310	10,200.00	UTILITIES-WATER & WASTEWATER 10,200.00	6,758.98	896.16	0.00	3,441.02	66.3%
410 54400	24,000.00	RENTALS/LEASES 24,000.00	19,675.85	2,828.85	0.00	4,324.15	82.0%
410 54500	23,671.00	INSURANCE 23,671.00	13,377.79	819.00	0.00	10,293.21	56.5%
410 54610	500.00	R/M BLDG & GROUNDS 500.00	432.29	10.95	0.00	67.71	86.5%
410 54611	5,300.00	R/M FACILITIES 5,300.00	6,596.24	25.72	0.00	-1,296.24	124.5%
410 54620	27,600.00	R/M EQUIPMENT 27,600.00	27,937.53	6,745.57	0.00	-337.53	101.2%
410 54630	500.00	R/M VEHICLES-LABOR 500.00	450.00	0.00	0.00	50.00	90.0%
410 54640	500.00	R/M VEHICLES-PARTS 500.00	329.62	42.41	0.00	170.38	65.9%
410 54800	40,200.00	PROMOTIONAL 40,200.00	21,886.98	3,948.07	0.00	18,313.02	54.4%
410 55100	1,200.00	OFFICE SUPPLIES 1,200.00	443.31	9.99	0.00	756.69	36.9%
410 55200	194,575.00	OPERATING SUPPLIES 194,575.00	117,599.73	5,692.14	0.00	76,975.27	60.4%

YEAR-TO-DATE BUDGET REPORT

83.33%

FOR 2021 10

	ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	% USED
410 55210		UNIFORMS					
	6,000.00	6,000.00	5,175.89	378.27	0.00	824.11	86.3%
410 55220		JANITORIAL SUPPLIES					
	0.00	0.00	49.93	49.93	0.00	-49.93	100.0%
410 55230		GAS/OIL					
	33,200.00	33,200.00	20,200.63	2,481.90	0.00	12,999.37	60.8%
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	31,801.51	4,953.27	0.00	18,276.49	63.5%
410 55550		F&B COST OF SALES					
	178,582.00	178,582.00	78,044.58	7,351.83	0.00	100,537.42	43.7%
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	0.00	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	66,113.04	-10,433.80	0.00	-66,113.04	100.0%
TOTAL REVENUES	-584,970.00	-584,970.00	-1,307,968.68	-120,971.20	0.00	722,998.68	
TOTAL EXPENSES	584,970.00	584,970.00	1,374,081.72	110,537.40	0.00	-789,111.72	
4107260 GOLF TOPTRACER							
4107260 34716		TT FOOD & BEVERAGE					
	0.00	0.00	-5,884.96	-342.75	0.00	5,884.96	100.0%
4107260 34717		BAY RENTALS					
	0.00	0.00	-14,923.27	-2,400.00	0.00	14,923.27	100.0%
4107260 34790		TOPTRACER BAY SPONSORSHIP					
	0.00	0.00	-3,667.32	-916.63	0.00	3,667.32	100.0%

YEAR-TO-DATE BUDGET REPORT

83.33%

FOR 2021 10

4107260 GOLF TOPTRACER	ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	% USED
4107260 54103	0.00	0.00	1,224.92	1,124.01	0.00	-1,224.92	100.0%
4107260 54800	0.00	0.00	2,985.75	2,985.75	0.00	-2,985.75	100.0%
4107260 55550	0.00	0.00	1,136.87	0.00	0.00	-1,136.87	100.0%
TOTAL GOLF TOPTRACER	0.00	0.00	-19,128.01	450.38	0.00	19,128.01	100.0%
TOTAL REVENUES	0.00	0.00	-24,475.55	-3,659.38	0.00	24,475.55	
TOTAL EXPENSES	0.00	0.00	5,347.54	4,109.76	0.00	-5,347.54	
GRAND TOTAL	0.00	0.00	46,985.03	-9,983.42	0.00	-46,985.03	100.0%

** END OF REPORT - Generated by Michele Brown **

Golf	Budget	July YTD		
Pro Shop Sales	80,771.00	66,776.92		
Cost of Good Sold	<u>50,078.00</u>	<u>73,322.04</u>		
Profit/(Loss)	30,693.00	61.3%	(6,545.12)	(8.9%)
Golf	Budget	July YTD		
F&B Sales*	391,952.00	177,945.82		
Cost of Good Sold	<u>311,561.00</u>	<u>171,920.95</u>		
Profit/(Loss)	80,391.00	25.8%	6,024.87	3.5%