



**AGENDA
GOLF COURSE ADVISORY BOARD
REGULAR MEETING
OCTOBER 12, 2022
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 *September, 2022*
- 6. NEW BUSINESS**
 - 6.1 **BUDGET REVIEW** - *This item is placed on the agenda at the request of Chair Pelican.*
- 7. MGA UPDATE**
- 8. WGA UPDATE**
- 9. MARKETING UPDATE**
- 10. AGRONOMY UPDATE**
- 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.

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: October 05, 2022

Submitted By: Caroline Best, City Clerk

COMMISSION ACTION:

MINUTES

GOLF COURSE ADVISORY BOARD

Wednesday, September 14, 2022

City Hall Commission Chambers

1. CALL TO ORDER: 9:00 AM
2. ROLL CALL: Member Pelican called the meeting to order and called the roll: Present: Member John Pelican; FBWGA Representative Member, Sue Simpson; Member Lynn Sikorski; FBMGA Member Fenton Markevich; and Member Jim Rauschenberger; FBGC General Manager, Mike Cooney; and FBGC Superintendent, Blaine Ellerby.
3. PLEDGE OF ALLEGIANCE: Member Simpson led the Pledge of Allegiance to the flag of the United States of America.
4. APPROVAL OF MINUTES: Member Sikorski moved to approve the minutes of the June meeting and was seconded by Member Simpson. The minutes were unanimously approved.
5. OLD BUSINESS: Chairperson Pelican asked Manager Cooney to discuss the proposed new rates for the 2022-2023 fiscal year. After the summary a general discussion of concerns about the new proposed rates followed. Member Simpson mentioned that a number of members of the women's golf group would not pay for the new memberships. Member Markevich voiced concerns about the new rates not being competitive given the current condition of the course and that alternatives are available, particularly at the proposed higher rates. Concerns were raised by all Members in particular about increasing the nonresident unlimited membership by 67% from \$3,000 to \$5,000 vs. \$3,000 to \$3,500 for resident unlimited memberships and the significant loss of revenue resulting from losing many nonresident members that currently pay and highlighted concerns that the condition of the course did not warrant the level of rate increase proposed.

Discussion of the proposed budget for the golf course followed. Questions were raised as to the projected bay rentals for the Top Tracer, golf instruction revenue,

food and beverage, operating supplies and other items. In response to questions, Superintendent Ellerby indicated that the proposed budget would require a significant reduction in his course maintenance supplies and equipment.

Member Pelican raised a question as to response to the RFQ for golf instructors. Manager Cooney referenced there were two candidates that the selection committee was considering.

6. NEW BUSINESS:

6.1 Candidates Forum to be Held on Wednesday, September 28 at 6PM.

Discussion followed of logistics for the forum to be held at the Clubhouse including publicity and logistics such as moderator/facilitator and a timer. The candidates need to be notified of the event. John Pelican will serve as the moderator and introduce the candidates. Some form of separating the candidates running for the two seats was discussed, perhaps by separating them by having the moderator in the center and all candidates for each seat on the same side of him and a sign indicating the seat each is running for. Each candidate will be given the questions in advance, 2 minutes to introduce themselves and 2-3 minutes to answer each question and then given a brief closing statement of 2 minutes. As for order of answers, a rotation of order was generally agreed for answering the questions.

6.2 Advisory Board Meeting Schedule. Discussion followed as to a proposal to move the meetings to every other month. Manager Cooney mentioned a few other Advisory Boards meet semi-monthly and quarterly and wanted the Board to consider moving to semi-monthly meetings. After discussion from the Members and general public, it was determined to continue with monthly meetings and take the proposal under advisement to be discussed again at the next meeting. Residents Mike Meadows and CN Corbett spoke and urged monthly meetings to continue.

7. MGA UPDATE: Member Markevich summarized participation in the Blitz and the Saturday mixer. Membership fees for FBMGA for the upcoming year would be increased to \$60.

8. WGA UPDATE: Member Simpson passed along concerns expressed by her members about the driving range being closed following the recent heavy rains. Superintendent Ellerby said there were fixes to the drainage issues but they were extremely expensive. Discussion also followed on the ongoing tree cutting project. Member Simpson reiterated that while the condition of the course has improved, the number of members has reduced drastically over the last couple of years - from approximately 90 to 40s. Questions were raised about possibly extending the fairways to the tee boxes to give short hitters more potential roll. Superintendent Ellerby confirmed that some changes could be made and were being evaluated as well as moving some tee boxes to be consistent with the yardages on the scorecard or rerating the course to reflect shorter yardages. In response to a question, Superintendent Ellerby indicated that both 8 North and 9 West tee boxes are on a priority list for renovation.

9. MARKETING UPDATE: Manager Cooney noted that the rental of the kiosk at the Ritz Carlton (at \$300 per month) would be discontinued.

10. FINANCIALS: Manager Cooney summarized the financial statements. He noted that a number of expenses had been deferred until September (including tree timing) so he was expecting higher expenses/less profit in September.

11. AGRONOMY UPDATE: Superintendent Ellerby summarized the new sod that was used on the tee boxes on 1 and 8 South and expressed optimism that such sod would prove to be successful and used throughout the course in the future. He referenced the mulch accumulated on 7 South being utilized in out of play areas to control weeds. An aggressive aerification/core cutting program was just completed, with the greens responding well to the processes on the North course in particular. On the West and South course there is some intrusion along the edges that is proving a bit more difficult to manage until the greens get completely redone (at the cost of about \$300,000 per nine), with the cost of redoing the bunkers per nine completely at about \$200,00 per nine. In response to questions about the status of the putting green, Blaine indicated that since putting down the new sod, he has not applied any herbicides and was waiting for the new sod to get established before trying to get rid of the weeds. A long term fix for the putting green remains a total renovation at a cost of about \$30,000. Member Simpson suggested adding a "drop bag area" sign in the parking lot. In

response to questions, Superintendent Ellerby noted that Magnolia trees were a problem for grass growth but that there are restrictions to removing them.

12. PUBLIC COMMENTS: Resident Mike Meadows suggested publicizing the Golf Advisory Board meetings to the FBMGA and FBWGA and moving public comment periods to earlier in the meeting agenda as a means to increase attendance. Resident Genece Minshew commented on the importance of acting on the proposed budget sooner since it had been out since June. She also urged some action be taken by the Board to communicate its displeasure with the proposed rate changes before the proposed budget is approved and suggested consideration be given to the Advisory Board implementing a long-term plan for the golf course. Ms. Minshew identified TopvTracer as losing significant funds and consideration be given to terminating, or substantially modifying, it to eliminate/reduce licensing fees. Commissioner Ross spoke and noted that public participation for the Golf Advisory Board is on par with other city advisory boards. He also suggested that a 5-year capital budget/master plan be prepared for the course by the Advisory Board.

13. FOLLOWUP ON PROPOSED RATE CHANGES: After discussion, Member Markevich indicated he would try to meet with City Manager Martin in advance of the next Commissioner meeting to communicate the Golf Advisory Board's concerns about the proposed rate changes.

11. ADJOURNMENT: A motion to adjourn was made seconded and approved.

The meeting adjourned at 10:41am. Submitted by Jim Rauschenberger, GCAB Secretary

John Pelican, Chairperson

Jim Rauschenberger, Secretary