



**AGENDA
GOLF COURSE ADVISORY BOARD
REGULAR MEETING
OCTOBER 24, 2024
4:00 PM
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 August 2024 Regular Meeting Minutes
 - 4.2 September 2024 Regular Meeting Minutes (Canceled)
- 5. PUBLIC COMMENT REGARDING ITEMS NOT ON THE AGENDA**
- 6. DISCUSSION ITEMS**
 - 6.1 Golf Course Update (Effects Of Historic Rainfall / Hurricane Helene And Milton)
- 7. WGA UPDATE**
- 8. MGA UPDATE**
- 9. STAFF COMMENTS**
 - 9.1 Staff Updates
- 10. BOARD MEMBER COMMENTS**
- 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.

GOLF COURSE ADVISORY BOARD
Regular Meeting Minutes
Thursday, August 22, 2024

1. **CALL TO ORDER:** 4:00 p.m.
2. **ROLL CALL: Present:** Member Sikorski, Member Kelly, Chair Pelican, Member Camera,
Absent: Member Corbett
Member Camera spoke on behalf of the board to pay respects to Interim City Manager Charlie George.
3. **PLEDGE OF ALLEGIANCE:**
4. **APPROVAL OF MINUTES:**
 - 4.1. Member Camera made a motion to approve August 22nd Meeting Minutes. Second by Member Kelly. All Aye.
5. **PUBLIC COMMENT REGARDING ITEMS NOT ON THE AGENDA:** John Spatola discussed course conditions, grant money and marketing ideas.
6. **DISCUSSION ITEMS:**
 - 6.1. Buy vs. Lease / FY25 Budget
Jeffrey Biggers, General Manager, Fernandina Beach Golf Club responded with pros and cons of buying vs. leasing of future golf maintenance equipment. Scott Mikelson, Director of Parks and Recreation also commented on the buy vs. lease topic. The Golf Club Advisory Board supports the decision to purchase equipment.
7. **WGA UPDATE:** Member Sikorski reports on WGA hiatus and resuming on September 10, 2024.
8. **MGA UPDATE:** Member Kelly gave updates on MGA activities and membership opportunities.
9. **STAFF COMMENTS:**

Scott Mikelson remarked that the golf course was heading in the right direction.
GENERAL UPDATES: Jeffrey Biggers, GM speaks: Reviewed golf course updates.
10. **BOARD MEMBER COMMENTS:** Member Camera thanks staff for researching leases. Chair Pelican brings up driving range netting. Scott Mikelson replied that we are looking into options to improve the driving range conditions.
11. **ADJOURNMENT:** 4:50 p.m. Motion made by Member Sikorski, second by Member Camera. All Ayes.

Approved by: _____

Chair, John Pelican

GOLF COURSE ADVISORY BOARD
Regular Meeting Minutes
Thursday, September 26, 2024

- 1) This meeting was canceled due to Hurricane Milton.

Approved by: _____

Chair, John Pelican

Fernandina Beach Golf Course

(October 2024 Meeting)

GOLF SHOP

- **AUGUST NUMBERS – (\$19K more than 2023)**
- Rounds of Golf- **2422 Total**
- **1274** 18-Hole / **1148** 9-Hole
- Total golf course revenue: **(\$80,593)** Cart Fees **(\$23,321)**, Greens Fees **(\$41,927)**, Merchandise Sales **(\$10,298)**, Range Balls **(\$5,047)**.
- Ave GF/CF per Round = **(\$26.94)**
- US KID 9/7 & 9/8 (95 participants) **(\$1,320)** Spectator Cart Fees & **(\$2,177)** Range Fees
- **SEPTEMBER NUMBERS – COURSE CLOSED (13 Days) – (\$51K less than 2023)**
- **27 Holes Riding Open (12 Days) / 18-Holes RIDING (1 Day) / 9-Holes WALKING (4 Days)**
- Rounds of Golf- **841 Total**
- **503** 18-Hole / **338** 9-Hole
- Total golf course revenue: **(\$16,122)** Cart Fees **(\$6,853)**, Greens Fees **(\$15,004)**, Merchandise Sales **(\$4,087)**, Range Balls **(\$3,678)**.
- Ave GF/CF per Round = **(\$25.99)**

TOPTRACER

- **AUGUST NUMBERS**
- Total Range Revenue: **(\$10,094)**
- Continue to Split Range Fees with Toptracer **(\$5,047)**
- **DOWN: (7/26-8/5) CREDIT APPLIED** September
- **MONTH LONG SURVEY: (7/23 -9/9) 30 Days (86.7% Request TT)**
- **SEPTEMBER NUMBERS**
- Total Range Revenue: **(\$3,678)**
- Continue to Split Range Fees with Toptracer **(\$1,839)**
- **DRIVING RANGE CLOSED SINCE (FRI) 9/13/2024**
- **RAIN EVENT CAUSED RANGE TO BE SATURATED WITH GROUND WATER**
- **HURRICANE HELENE WINDS DAMAGED DRIVING RANGE NETTING**

GOLF COURSE MAINTENANCE

- **SEE IMAGES**
- **ALL 27-HOLES OPEN 9/1-9/12 12 DAYS**
- **COURSE **CLOSED** 9/13–9/23 **RAIN EVENTS** 11 DAYS**
- **COURSE **CLOSED** 9/26–9/27 **HURRICANE HELENE** 2 DAYS**
- **WALKING ONLY SOUTH 9 OPEN 9/24-9/26 & 9/29 4 DAYS**
- **18 RIDING (NORTH to SOUTH) OPEN 9/30 1 DAY**
- **COURSE **CLOSED** (WED) 10/9 – (THUR) 10/10 **HURRICANE MILTON** 2 DAYS**
- **Anticipate OPENING ALL 27-HOLES on 10/22 (TUES)**

FOOD & BEVERAGE

- **AUGUST NUMBERS**
- Total F&B Revenue: **(\$28,571)**

- **SEPTEMBER NUMBERS**
- Total F&B Revenue: **(\$29,071)**
- 9/13-9/23 **11 DAYS (\$7,972)** in F&B (COURSE CLOSED)
- Came within \$4,200.00 of the TOTAL F&B SEPT '23 with limited GOLF traffic

MEMBERSHIP SALES

- **SEPTEMBER REMINDER EMAIL TO RENEW** sent on 9/30
- **BEGAN ACCEPTING Memberships on TUESDAY 10/1**
- **Thru the first 14 days of October – 110 Memberships Sold**

MARKETING

- We are running our small advertisement again in the Amelia Islander. This will be monthly, and we can add a quarterly advertisement with seasonal details as needed for increased fee.
- **NEW** - Met with Pat Quinn www.ALLABOUTAMELIA.INFO (Business to Business) and he created a Visitors and Newcomers Guide. We will have ¼ Back Cover panel on the map and by getting in early he is including the Single Display on the Map for FREE.

- **NEW** - Met with Kalen Paxton and Stephaine Stuntz (PAXTON MARKETING) and we will be running a Static Advertisement on a Concierge Kiosk 6-Foot 4K Display at the following Hotels: **(2021 at Ritz TT)**
- **Hampton Inn & Suites on Sadler**
 - up to 2,000 monthly guests
 - Average price of room - up to \$250/night
- **Hampton Inn & Suites - Downtown AI**
 - up to 6,000 monthly guests
 - Average price of room - up to \$250/night
- **Home2Suites - Sadler Rd.**
 - up to 6,000 monthly guests
 - Average price of room - up to \$200/night
- **Surf and Sand Resort Amelia Island (contract renegotiation in progress)**
 - Up to 3,000 monthly guests
 - Average price of room - up to \$250/night
- No more Wedding Pro Ads
- **RESTAURANT SIGN on PARKWAY**
- **AUGUST GOLF DAY – (THURSDAY 8/29) RESULTS** not outstanding – very hot day. Looking forward to doing more of these in slow periods with more advertising.

MGA – SATURDAY TOURNAMENT

- **DATE MOVED TWICE** due to Weather
- September (7th) 6-6-6 Tournament @ 8:30 SHOTGUN
- 28 Players – 14 Two-Man Teams (NORTH-SOUTH)
- HOLES 1-6 Scramble / HOLES 7-12 BB / HOLES 13-18 Alt Shot

UPCOMING EVENTS

- October 19th – MGA **Saturday** Tournament (2-Man Best Ball) **8:30AM**
- October 22nd – **(TUES)** 27-Hole Ladies Event (108 PLAYERS)
- October 28th – **(MON)** High School District (BOYS)
- October 29th – **(TUES)** High School District (BOYS)
- October 30th – **(WED)** JW's Tournament
- November 8th – **(FRI)** History Museum Tournament
- November 15th - **FRIDAY NIGHT DINNER** "SURF n TURF"