



AGENDA
GREENS AND OVERSIGHT COMMITTEE
JANUARY 21, 2016
3:00 PM
CITY HALL CONFERENCE ROOM – 204 ASH STREET
FERNANDINA BEACH, FLORIDA 32034

1. CALL TO ORDER / ROLL CALL

2. APPROVAL OF MINUTES

Documents: [Nov Minutes.PDF](#), [2015 12-17 GOC RM Minutes Draft.pdf](#)

3. OLD BUSINESS

Member Replacement
Course Marking

4. NEW BUSINESS

ROUNDS & REVENUE
PROFIT & LOSS

Documents: [GOC Jan 16.PDF](#)

5. WGA & MGA UPDATE

6. MARKETING UPDATE FROM PRIOR MONTH

Documents: [GOC Marketing.PDF](#)

7. REQUESTS FROM THE PUBLIC TO BE HEARD ON ITEMS NOT ON THE AGENDA

8. 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 General Manager.

1. **Call To Order/Roll Call** –The meeting was called to order at 3:00 pm.

Members present: Bruce Smyk, Carl Galpin, Bob Dorsey, Jane Paige, and Rob Maynard (was detained)

Members Absent: Beth McQueen

Others present: General Manager Steve Murphy

2. **Approval of Minutes** – The minutes of the October 22, 2015 Regular Meeting were presented for approval. **A motion was made by Mr. Galpin, seconded by Mr. Dorsey, to approve the Minutes. Vote upon passage of the motion was taken by ayes and nays and being all ayes, carried.**

3. **Old Business**

Maintenance Schedules – Chair Smyk commented his understanding was the schedules were posted in the men’s locker room, but not the ladies’ locker room. Ms. Paige stated she had not seen the schedules. Mr. Murphy explained they were put up on the bulletin board two weeks ago.

Greens Conditions – Chair Smyk noted the green conditions were very nice. Mr. Dorsey concurred that the greens were much improved.

Member Replacement – Mr. Dorsey briefly commented about a local businessman that was interested in serving on the committee. It was noted that Mr. Dorsey had a board application that he would give the gentleman to fill out. There was a brief discussion about this gentleman including that he has been involved in a lot of the programs at the Golf Course over several years.

Food and beverage – Ms. Paige explained that Mr. Little was on vacation. Mr. Murphy pointed out as part of the package provided to the committee included a profit and loss statement. He inquired if the committee would like this information every month, and *the consensus of the committee was to receive this report*. There was a brief discussion about the popcorn machine, and it was noted that popcorn has been available at the clubhouse lately.

Course Markings - Mr. Dorsey explained he talked with Mr. Murphy about a redefined plan on marking the Golf Course. Mr. Murphy stated he was told this morning that west course #3, 4, 5, and 6 as well the section on lake on the south course was all that needed to get done. Mr. Dorsey commented he would check it out tomorrow. Chair Smyk stated that #2 west on the left side the private fence by the green there is no white stake at the end of the fence. Mr. Dorsey explained there was one, but it was removed. He stated the fence is out of bounds. There was a brief discussion about course markings.

4. **New Business**

Profit and Loss Report – Mr. Maynard noted the course was making money. Mr. Murphy anticipated that again this month the course would make money by the way everything was trending.

5. **WGA & MGA Update** – Ms. Paige reported the 27 hole tournament was held Tuesday and everything went well with 102 golfers. She stated they had three meals during the day, which started around 9 and finished up about 3:30. She explained after each nine they handed in scorecards, which really helped out. She commented she heard nothing but compliments on the course itself. She pointed

out the ladies painted the dining area, and Mr. Galpin painted the ladies room. Mr. Murphy noted that Mr. Galpin also washed the outside of the building. Mr. Galpin commented it was a good team effort and the course looks good. There was a brief discussion about people willing to donate time and effort.

Mr. Galpin explained the Christmas tournament historically has been the most successful MGA tournament, and that it would be held on December 19th. He commented he was getting negative feedback from the ladies about the cost, because in the past the MGA would fund the dinner for the ladies but they don't have the funds to do that. He explained the fee was modified to be \$30 for the men and \$54 for the ladies rather than \$50 and \$84. He pointed out the price has been adjusted and a new flyer will be sent out soon. There was a brief discussion about the Christmas tournament.

Chair Smyk inquired if it was possible to reserve the first Saturday in December for the annual Christmas tournament. He pointed out the problem this year was that they were not able to get the dinner scheduled because someone else had taken that spot. Mr. Murphy explained when Mr. Little gets back he would make sure to reserve the first Saturday of every December for the Christmas tournament.

Chair Smyk noted the LGA has a website, and commented it looked very nice.

Thanksgiving – Mr. Dorsey inquired about the plans for play on Thanksgiving. Mr. Murphy replied the course was open from 6 to 11 am. Mr. Dorsey read from the RFP that the course was to be managed from sunrise to sunset 7 days a week except for Christmas day. Mr. Murphy pointed out he needs to treat his staff right to allow them to spend the holiday with their families. It was suggested that Mr. Murphy talk with the City about closing at noon on Thanksgiving Day.

Driving Range – Mr. Maynard inquired about the driving range. Mr. Murphy explained during the City department head meeting he asked if the City had someone that could look at the driving range to give suggestions. It was noted the City doesn't have an engineer on staff and any work would have to be paid for. Mr. Murphy commented the least expensive suggestion thrown out was \$20,000 but there wasn't money in the budget for this. There was some discussion about the driving range.

Specials - Ms. Paige commented she spoke with Mr. Little that there is something on Wednesdays and Fridays, and suggested doing something on Tuesdays for the ladies. Mr. Murphy noted the suggestion, but pointed out he didn't want to run the same special every day of the week. There was a brief discussion about specials at the Golf Course.

6. Marketing Update From Prior Month

Materials Order for Rental Club and Range Ball Promotion to Local Hotels - Mr. Murphy reported that new rental clubs were ordered. He explained they would send the existing rental clubs to a third party and the new rental clubs would only cost \$100 for all six sets. He stated they can do the same thing in two years from now. He pointed out the range ball promotion was a flyer that would give range balls and rental clubs to individuals if they show their hotel key. It was noted there were a couple sets of junior clubs.

Thanksgiving and Christmas Promotions – Mr. Murphy explained that members get twice their discount off on Black Friday. He briefly commented about the Christmas to New Year's promotion.

DRAFT

Regular Meeting Minutes
Greens and Oversight Committee
November 19, 2015
Page 3 of 3

Five year plan – Chair Smyk inquired if Mr. Maynard had done anything on the five year plan yet. Mr. Maynard replied no, but he would.

7. Requests From The Public To Be Heard On Items Not On The Agenda – There were no requests from the public to be heard at this time.

The next regular meeting of the Greens and Oversight Committee would be December 17, 2015.

8. Adjournment – 3:36 PM

Beth McQueen, Secretary

Bruce Smyk, Chair

1. Call To Order/Roll Call –The meeting was called to order at 3:00 pm.

Members present: Bob Dorsey

Members Absent: Bruce Smyk, Carl Galpin, Beth McQueen, Jane Paige, and Rob Maynard

Others present: General Manager Steve Murphy

Due to lack of quorum this meeting was cancelled.

The next regular meeting of the Greens and Oversight Committee would be January 21, 2016.

2. Approval of Minutes – The minutes of the November 19, 2015 Regular Meeting were presented for approval.

3. Old Business

**Member Replacement
Course Markings**

4. New Business

**Rounds & Revenue
Profit & Loss
Christmas Hours**

5. WGA & MGA Update

6. Marketing Update From Prior Month

7. Requests From The Public To Be Heard On Items Not On The Agenda

8. Adjournment – 3:02 PM

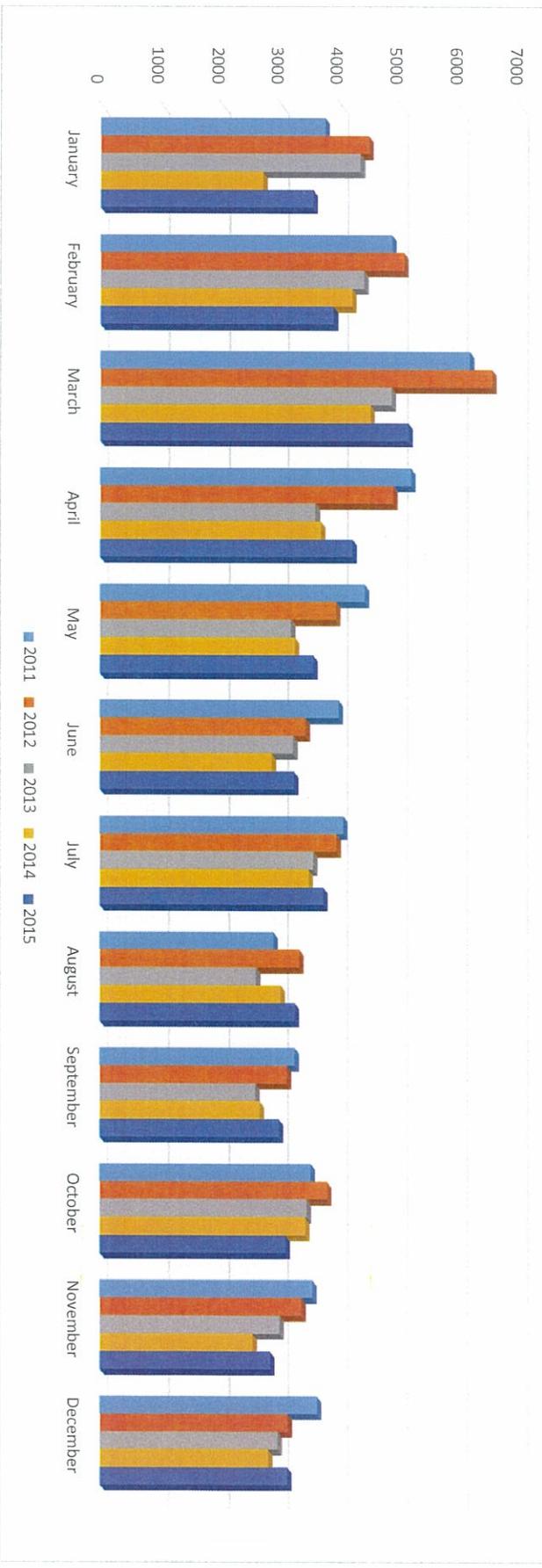
Beth McQueen, Secretary

Bruce Smyk, Chair

Total Rounds

	January	February	March	April	May	June	July	August	September	October	November	December	
2011	3741	4868	6175	5194	4419	3979	4061	2879	3241	3510	3533	3609	
2012	4483	5072	6543	4892	3935	3422	3943	3317	3111	3783	3348	3121	
2013	4344	4407	4862	3587	3181	3213	3552	2587	2572	3445	2987	2947	
2014	2687	4205	4514	3677	3240	2852	3470	3005	2645	3414	2522	2786	
2015	3537	3888	5151	4217	3552	3227	3720	3242	2975	3086	2819	3109	

Golf Rounds

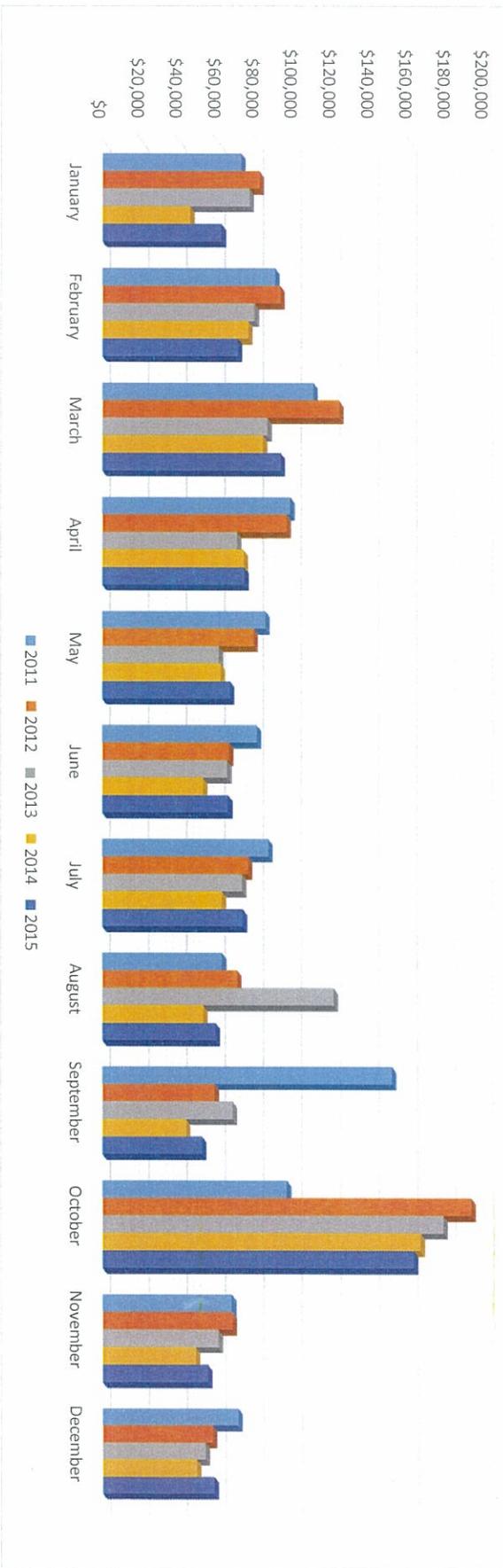


Total Golf Revenue

	January	February	March	April	May	June	July	August	September	October	November	December
2011	\$72,548	\$90,355	\$110,229	\$98,437	\$85,304	\$80,820	\$86,735	\$62,558	\$150,926	\$96,331	\$67,313	\$70,650
2012	\$82,171	\$93,137	\$123,576	\$96,467	\$79,151	\$66,182	\$76,100	\$70,372	\$58,625	\$192,322	\$67,606	\$57,386
2013	\$76,993	\$79,595	\$86,334	\$70,436	\$61,029	\$65,280	\$73,008	\$120,528	\$67,853	\$177,651	\$60,535	\$53,778
2014	\$46,133	\$76,200	\$84,014	\$73,832	\$61,973	\$52,732	\$62,542	\$52,730	\$43,820	\$165,720	\$48,593	\$49,198
2015	\$62,377	\$70,893	\$93,376	\$74,222	\$66,767	\$65,825	\$73,315	\$59,201	\$52,188	\$162,220	\$55,001	\$58,273

Golf Revenue

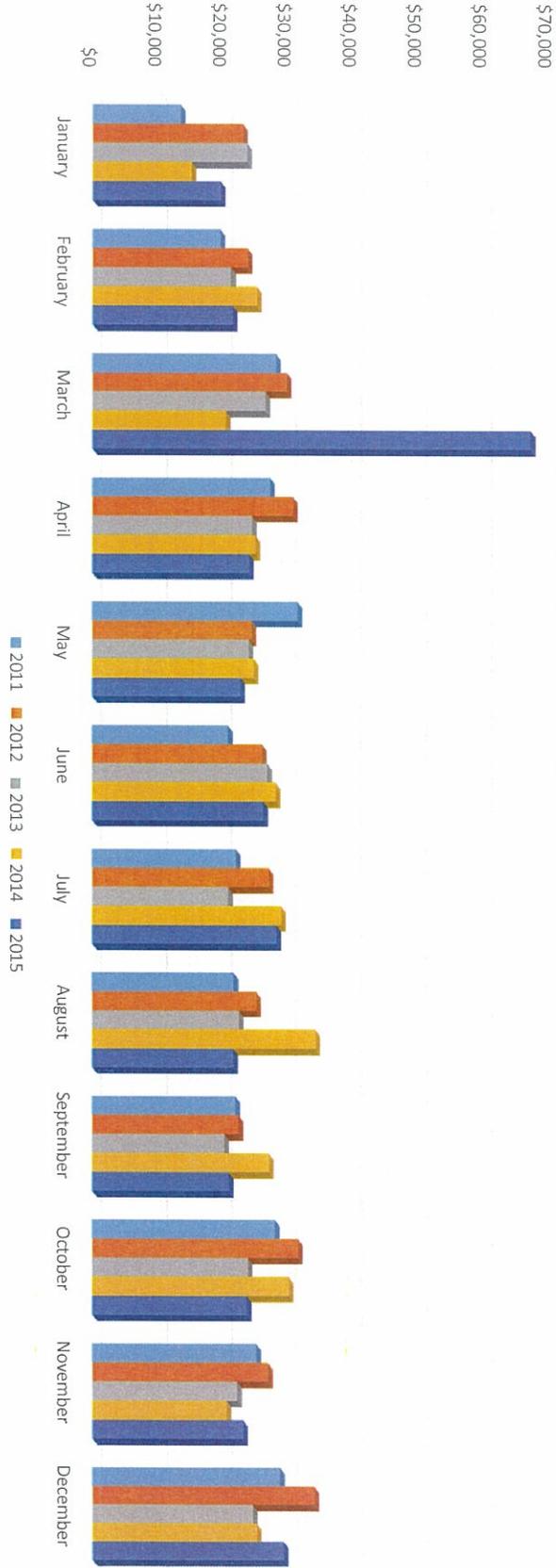
Includes Green Fee, Cart Fee, Range, Card Sales and Memberships



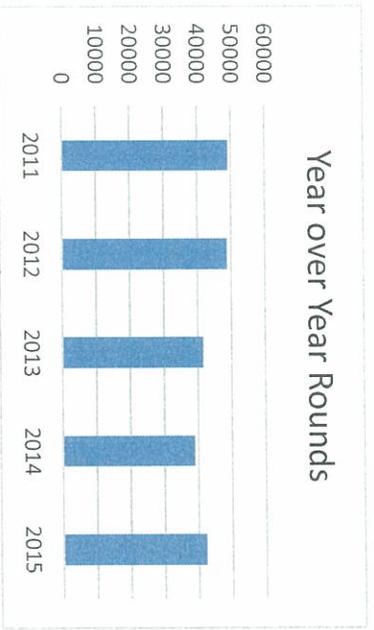
Total F&B Revenue

	January	February	March	April	May	June	July	August	September	October	November	December
2011	\$13,386	\$19,556	\$28,184	\$27,343	\$31,573	\$20,790	\$21,962	\$21,615	\$21,875	\$28,029	\$25,090	\$28,741
2012	\$22,991	\$23,760	\$29,903	\$30,858	\$24,401	\$26,093	\$27,117	\$25,135	\$22,351	\$31,592	\$26,923	\$34,046
2013	\$23,645	\$21,230	\$26,602	\$24,471	\$23,975	\$26,888	\$20,834	\$22,398	\$20,197	\$23,757	\$22,087	\$24,478
2014	\$15,048	\$25,250	\$20,404	\$24,992	\$24,810	\$28,159	\$29,013	\$34,369	\$27,111	\$30,149	\$20,487	\$25,085
2015	\$19,602	\$21,461	\$67,229	\$24,038	\$22,677	\$26,277	\$28,286	\$21,559	\$20,888	\$23,582	\$22,961	\$29,313

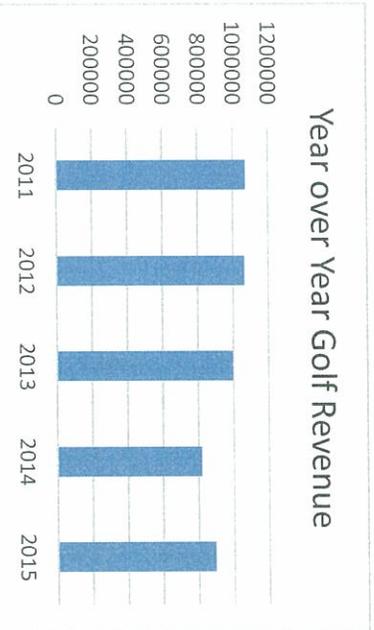
Food & Beverage Revenue



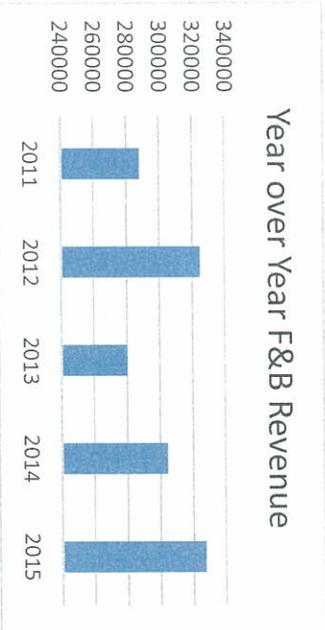
Rounds	
2011	49209
2012	48970
2013	41684
2014	39017
2015	42523



Golf Rev	
2011	1072206
2012	1063095
2013	993020
2014	817487
2015	893659



F&B Rev	
2011	288142
2012	325170
2013	280564
2014	304877
2015	327873



Fernandina Beach Golf Club
For the Month Ending December 31st, 2015

December					YTD				
Actual	Budget	Budget Variance	Last Year	Last Year Variance	Actual	Budget	Budget Variance	Last Year	Last Year Variance
Rounds									
1,101	1,625	(524)	998	103	2,986	4,620	(1,634)	2,947	39
35	120	(85)	47	(12)	172	360	(188)	241	(69)
1,973	1,527	446	1,741	232	5,855	4,961	895	5,534	322
3,109	3,272	(163)	2,786	323	9,014	9,941	(927)	8,722	292
Total Rounds									
Revenue									
17,644	17,009	635	14,641	3,002	54,145	53,479	666	49,199	4,946
32,587	31,832	755	28,558	4,030	92,915	95,125	(2,210)	89,194	3,721
3,032	3,839	(807)	1,981	1,051	6,578	10,670	(4,092)	7,399	(821)
2,255	1,950	305	1,350	905	14,193	14,625	(432)	6,295	7,898
5,652	12,638	(6,987)	8,903	(3,252)	20,634	31,683	(11,050)	23,034	(2,400)
20,392	17,322	3,069	17,997	2,395	50,858	49,056	1,802	51,552	(694)
8,921	7,204	1,716	7,088	1,833	24,997	21,265	3,732	23,601	1,396
22	400	(378)	678	(656)	(836)	1,200	(2,036)	720	(1,556)
1,050	1,050	0	520	530	3,303	3,700	(397)	1,995	1,308
1,108	1,410	(302)	480	628	2,225	2,730	(505)	1,565	660
2,755	5,034	(2,279)	2,187	568	95,411	136,725	(41,314)	111,305	(15,894)
1,906	1,704	202	1,260	646	8,212	5,299	2,913	8,377	(165)
97,323	101,393	(4,070)	85,643	11,680	372,634	425,556	(52,923)	374,236	(1,602)
Total Revenue									
Cost of Sales									
3,038	8,203	(5,165)	7,151	4,113	10,957	20,514	9,556	15,017	4,060
6,767	5,753	(1,014)	6,558	(209)	17,389	16,273	(1,066)	18,608	1,269
746	497	(250)	1,274	528	2,816	1,425	(1,391)	1,463	(1,353)
2,518	2,017	(501)	3,275	757	8,061	5,954	(2,106)	8,713	653
13,069	16,469	3,400	18,258	5,189	39,173	44,166	4,994	43,801	4,629
84,254	84,924	(670)	67,385	16,869	333,461	381,390	(47,929)	330,435	3,026
GROSS INCOME									
Labor									
10,845	9,772	(1,073)	8,037	(2,808)	34,142	29,460	(4,683)	25,682	(8,461)
5,570	5,016	(554)	4,949	(621)	17,165	14,887	(2,278)	14,850	(2,315)
21,857	22,794	936	19,688	(2,170)	63,799	66,911	3,112	59,187	(4,612)
10,737	9,723	(1,014)	10,483	(254)	32,328	29,206	(3,122)	25,808	(6,520)
0	0	0	0	0	2,401	0	(2,401)	809	(1,592)
49,010	47,305	(1,705)	43,157	(5,853)	149,835	140,463	(9,372)	126,335	(23,500)
Total Direct Labor									
4,253	4,768	514	4,956	702	13,146	14,159	1,013	12,466	(680)
3,254	2,502	(752)	1,805	(1,449)	6,050	7,506	1,456	4,131	(1,919)
1,072	1,098	26	937	(135)	3,216	3,294	78	2,810	(406)
8,579	8,368	(211)	7,697	(882)	22,412	24,959	2,547	19,408	(3,005)
57,589	55,673	(1,916)	50,854	(6,735)	172,247	165,422	(6,825)	145,743	(26,504)
Total Labor									
Other Operational Expenses									
4,190	1,199	(2,991)	413	(3,778)	9,752	5,719	(4,033)	7,921	(1,831)
19,525	17,745	(1,780)	18,952	(573)	44,278	58,836	14,559	56,085	11,808
7,008	10,118	3,111	8,933	1,925	27,377	50,174	22,797	45,316	17,939
3,325	3,845	520	4,747	1,422	11,024	11,495	471	12,027	1,003
880	1,128	248	0	(880)	880	2,184	1,304	0	(880)
2,330	3,175	845	2,488	158	5,707	7,125	1,418	6,800	1,093
4,482	4,173	(310)	4,217	(265)	13,447	12,518	(929)	12,651	(796)
41,741	41,383	(358)	39,750	(1,990)	112,464	148,051	35,587	140,799	28,335
99,330	97,056	(2,274)	90,605	(8,725)	284,711	313,473	28,761	286,542	1,830
Total Expenses									
(15,075)	(12,132)	(2,944)	(23,220)	8,144	48,750	67,917	(19,168)	43,893	4,857
(15,075)	(12,132)	(2,944)	(23,220)	8,144	48,750	67,917	(19,168)	43,893	4,857
EBITDAR									
EBITDA									
Interest Expense/Dep&Amt									
0	1,330	1,330	512	512	0	3,990	3,990	1,585	1,585
81	0	(81)	239	158	285	0	(285)	757	472
0	0	0	33,448	33,448	0	0	0	33,448	33,448
(19,750)	0	19,750	(15,417)	4,333	(59,250)	0	59,250	(46,250)	13,000
0	0	0	(36,950)	(36,950)	0	0	0	(29,631)	(29,631)
(19,669)	1,330	20,999	(18,167)	1,501	(58,965)	3,990	62,956	(40,092)	18,874
Total Interest Expense									
4,593	(13,462)	18,055	(5,052)	9,645	107,715	63,927	43,788	83,984	23,731
Net Income									



FROST DELAY SPECIAL

Free Pancakes!

DURING THE MONTH OF JANUARY



IF FERNANDINA BEACH GOLF CLUB
EXPERIENCES A FROST DELAY, WE
WILL BE GIVING AWAY
**A FREE SHORT STACK
OF PANCAKES**
WITH A BEVERAGE PURCHASE.



ONLY WHILE THE FROST DELAY IS IN AFFECT. MUST PURCHASE A
BEVERAGE AT THE TIME OF ORDER. NO SUBSTITUTIONS.
SHORT STACK IS 2 PANCAKES.



DETAILS



Thank You

THURSDAYS

THANK YOU FOR YOUR SUPPORT OVER THE PAST YEAR. WITH ALL THE COURSE UPDATES AND CHANGES IN STAFF YOU ARE STILL HERE. WE HOPE FOR YOUR CONTINUED SUPPORT THIS YEAR. COME CHECK OUT OUR IMPROVED COURSE CONDITIONS!

EVERY THURSDAY IN JANUARY

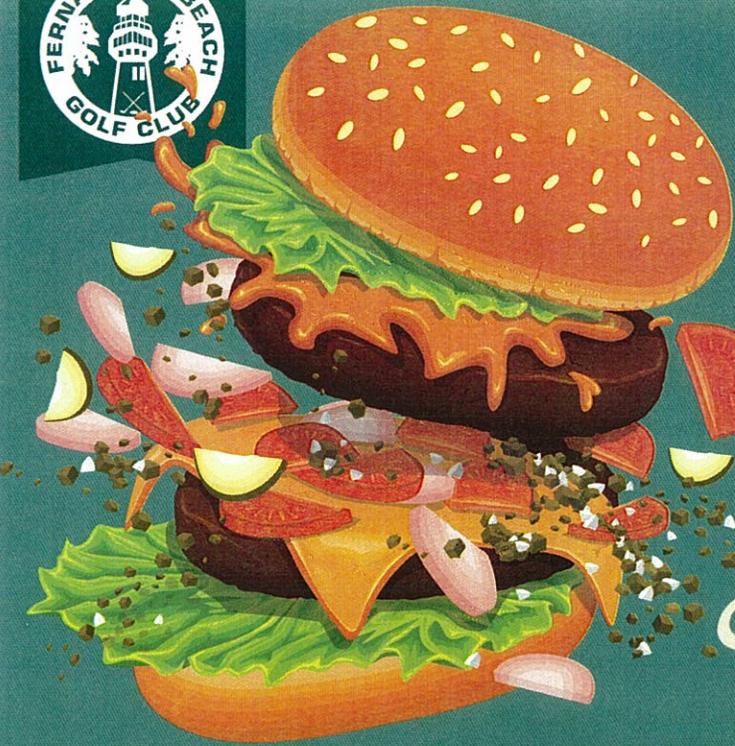
\$15.99 MEMBERS & BEACH CARD HOLDERS

\$17.99 PUBLIC

INCLUDES GREEN & CART FEE

THURSDAYS IN JANUARY ONLY. RATES ARE FOR GOLF AND CART ONLY. NOT VALID WITH ANY OTHER SPECIAL, DISCOUNT OR GUPON.

details



BURGER, HOT DOG & DRINK *Specials*



Every Wednesday and Friday
from 10am - 2pm in October!

Cheese Burger with Chips: \$5 (Add Bacon \$1.50)

Hot Dog with Chips: \$3.50 (Add Chill or Slaw \$1)

Draft Beer: 2 for One Special \$4

Draft Beer Pitcher: \$8

Well Liquor: 2 for One Special \$7

Wine: 2 for One Special \$6

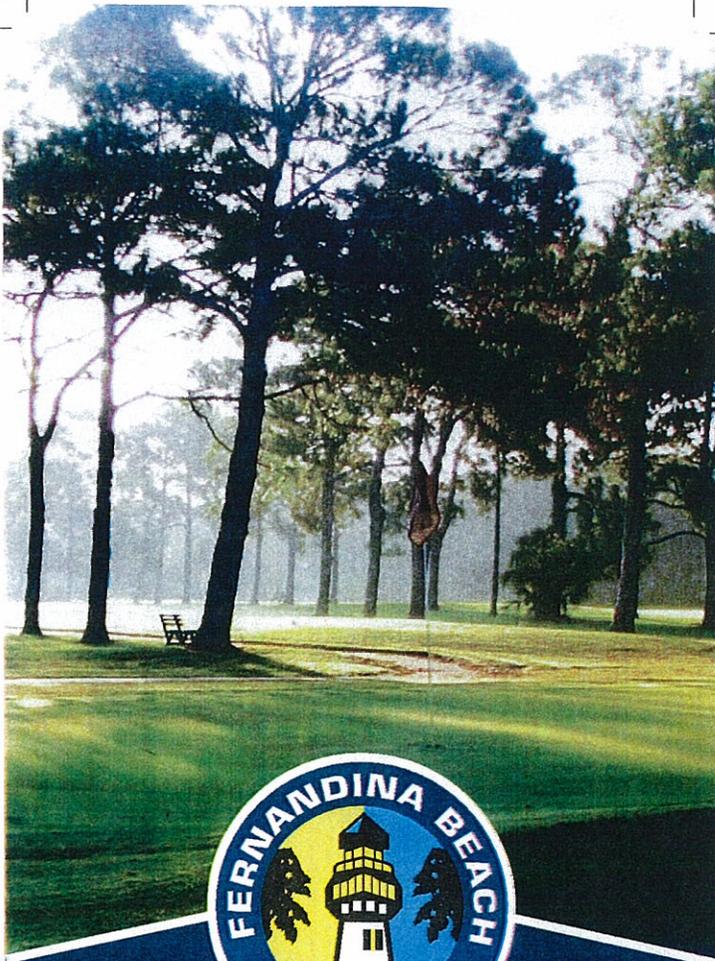


JOIN US

AT THE GRILLE ROOM TODAY!

904.310.3175

MANAGED BY
BILLY CASPER GOLF

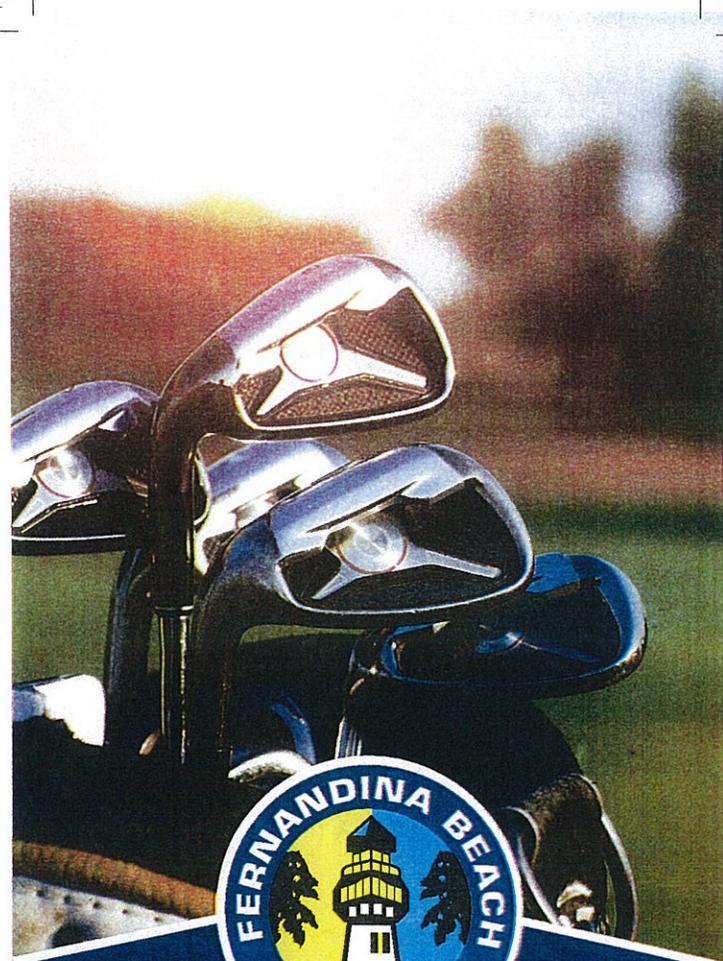


Est. 1957

**27 HOLE MUNICIPAL GOLF CLUB
FULL SERVICE**

- Driving Range
- Restaurant
- Bar
- Banquet Facilities
- Meeting Rooms

904.310.3175
fernandinabeachgolfclub.com



Est. 1957

Specials for local hotel guests

**FREE RENTAL CLUBS
AND RANGE BALLS**

WITH A PAID ROUND OF GOLF

Present your room key card redeem

Valid anytime. Subject to availability of rental clubs.

904.310.3175
fernandinabeachgolfclub.com

