



AGENDA
GREENS AND OVERSIGHT COMMITTEE
June 23, 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: [2016 05-19 GOC RM Minutes Draft.PDF](#)

3. OLD BUSINESS

No. 3 Tee Box South Update
On Course Restroom Update
60th Anniversary Update
Chair and Vice-Chair Selection
Island Championship

4. NEW BUSINESS

ROUNDS & REVENUE
PROFIT & LOSS
FIRE UPDATE

Documents: [GOC Financial Packet.PDF](#)

5. MARKETING UPDATE FROM PRIOR MONTH

Documents: [GOC June Marketing Packet.PDF](#)

6. WGA & MGA UPDATE

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, Jane Paige, Vicki Galpin, Carl Galpin, and Bob McKain

Members Absent: Rob Maynard and Beth McQueen

Others present: General Manager Steve Murphy and Rip Phillip

2. **Approval of Minutes** – The minutes of the November 19, 2015 Regular Meeting, the December 17, 2015 Regular Meeting, the January 21, 2016 Regular Meeting, the February 18, 2016 Regular Meeting, the March 17, 2016 Regular Meeting, and the April 21, 2016 Regular Meeting were presented for approval. **A motion was made by Member Vicki Galpin, seconded by Member Carl Galpin, to approve the Minutes from April 21, 2016. Vote upon passage of the motion was taken by ayes and nays and being all ayes, carried.**

A motion was made by Member Carl Galpin, seconded by Member Paige, to approve the remaining Minutes. Vote upon passage of the motion was taken by ayes and nays and being all ayes, carried.

3. **Old Business**

No. 3 Tee Box South Update – Mr. Phillips reported they looked at this today, and he painted a temporary red line where he would like to build the new tee box. He stated it was approximately a 1,000 square feet with some area for shoulders. He explained they were going to rake the existing tee box flat from the right and use the top two to three inches for fill. This project would be done after the June 2nd aerification. There was a brief discussion about the change to the #3 tee box and what would be done during the transition period.

Mr. Phillips pointed out beside the aerification they would be doing mole cricket spraying. He requested a week after the aerification to get the greens back to where they need to be and then they'll begin on the tee box. Mr. Murphy explained they would be getting a truck from the City to trim the trees back on the right side of the tee box, which will help with sun. Mr. Phillips commented the gentleman that is doing the aerification has a new machine to root prune and has offered to come out for free so that he could learn to use the machine. He stated he would bring the gentleman to the new tee box to root prune down the right side.

On Course Restroom Update – Mr. Murphy reported all the parts had been purchased, and it was a matter of finding the time to install them. He explained Mr. Galpin made a list of everything that was wrong with the bathrooms and that was used to purchase what was needed. Member Carl Galpin clarified it was light timers and flush kits to make them usable. Member Vicki Galpin inquired if the rangers were being utilized to clean the restrooms. Mr. Murphy replied they are out there every day. There was a brief discussion about this and it was noted that Mr. Galpin restocks and does a deep cleaning once a week.

60th Anniversary Update – Mr. Murphy reminded the members that next year is Fernandina Beach Golf Course's 60th Anniversary and that he had asked for ideas of what to do. He stated there will be a new logo for the Golf Course for the 60th Anniversary. Member Vicki Galpin suggested a 60 hole golf tournament, and explained that people would have to play multiple times to qualify for prizes. There was some discussion about ideas for the 60th Anniversary.

5 year plan – Member Vicki Galpin explained she had a portion of the plan, and would be meeting with Mr. Murphy to go over it.

June 2nd Aerification – It was noted the course would be closed for the aerification, but the golf shop would be open to sell range balls and to answer calls.

Google Calendar – Chair Smyk inquired if there was an update on the calendar. Mr. Murphy reported it was not finalized yet, and that it was still a work in progress.

4. New Business

Chair and Vice-Chair Selection - Chair Smyk pointed out former Vice-Chair Bob Dorsey had resigned so the committee did not have a Vice-Chair at this time. He requested the members to think about the Vice-Chair and Chair positions for next month's meeting. Member Paige commented the committee hasn't seen the City Manager. It was noted the committee should see their Commission liaison Commissioner Tim Poynter once in a while. Mr. Murphy stated he would see if the City Manager could attend the next meeting.

Island Championship - Mr. Murphy stated the Island Championship at Fernandina Beach Golf Club would be next month the last Saturday and Sunday. He commented this was an effort to recover some of the old tournaments that used to be, and to entice more players. He explained the goal was to have 100 players and have 5 sponsors. There was some discussion about this event noting the entry fee was \$79 which includes two days of golf with a cart, continental breakfast both days, hot dog lunch on Saturday, and hamburger lunch on Sunday. It was noted the sponsorships would help offset the costs.

Rounds & Revenue – Mr. Murphy presented the rounds and revenue information. He pointed out compared to budget the course was down 261 rounds, but last year was beat by 82 rounds. He stated there was a shortfall of \$3,400 in overall revenue, but it beat last year by \$3,600. He commented overall revenue after taking out cost of goods it beat last year by \$7,900. He provided further details from the budget including that the course was \$18,000 over budget year-to-date. There was some discussion about the information shown and it was noted that the year to year comparison is presented at the October meeting.

Profit & Loss – This was discussed above with Rounds and Revenue.

Ball Washers - Member Carl Galpin commented some of the ball washers towels have turned into rags. Mr. Phillips would order replacement towels. Mr. Murphy stated a member brought that to his attention yesterday.

Cleat Brushes - Member Carl Galpin referred to the cleat brushes by the clubhouse and pointed out they are worn down. Mr. Murphy stated he didn't have budget for that now, but it was put in October's budget.

Sand Bottles - Chair Smyk pointed out half the time the sand bottles are not filled on the course. After a brief discussion about this, Member Vicki Galpin commented on Sunday at 8:30 the snack bar wasn't open. It was noted someone was scheduled to be there, but they didn't show up.

5. **WGA & MGA Update** – Member Paige inquired if the fairways on the south would come back. Mr. Phillips replied they are coming back, but all the over seed died. He commented the soil structure is unique where the north and west have more organic matter with more soil than sand. He explained it takes a lot more to grow the south than it does the north and west. He provided further clarification of what he has done to help the south. There was a brief discussion about this and it was noted the roping has helped.

Member Paige inquired about the status of the carts. Mr. Murphy replied there was no change, and the City was aware the course needs them.

Member Paige pointed out May 31st was the first summer team play and Atlantic Beach Country Club was going to our guest.

Member Carl Galpin commented running tournaments per MGA rules and tossing aside the USGA rules was not acceptable. He pointed out we could lose USGA support if we don't run tournaments per the USGA rules. Chair Smyk stated the only real deviation has been the stroke adjustment, and there was some discussion about that at the last meeting. He commented he believed the consensus of the MGA was to go with three tournaments (white tee tournament, gold tee tournament, and red tee tournament) and have separate pots for each one. Mr. Murphy explained the Fernandina Beach MGA could lose its status as a men's club because of their local rules that they want to play has no bearing on the Golf Course, but has bearing on the MGA membership. He clarified the Golf Course would have to disband them as a men's club.

6. **Marketing Update from Prior Month** – Member Vicki Galpin referred to the Thank You Thursdays and questioned if there was any difference in price for members and beach cardholders. Mr. Murphy replied no because they all bought into a program. There was a brief discussion about this and it was noted that for some members it was a little off putting to have the same price. The same comment was made about the twilight special pricing.

Mr. Murphy referred to members pricing and explained they set up promotions on days and times members were not playing. He stated to say the course was losing member rounds because of the pricing isn't correct. Member Vicki Galpin clarified it was offensive to her as a member to look at this and not have a different price. She referred to the couple's league and corrected a typo. She inquired how the marketing is communicated. Mr. Murphy replied through email blasts and flyers. Member Vicki Galpin reported she was not receiving them. There was a brief discussion about the emails that are sent out.

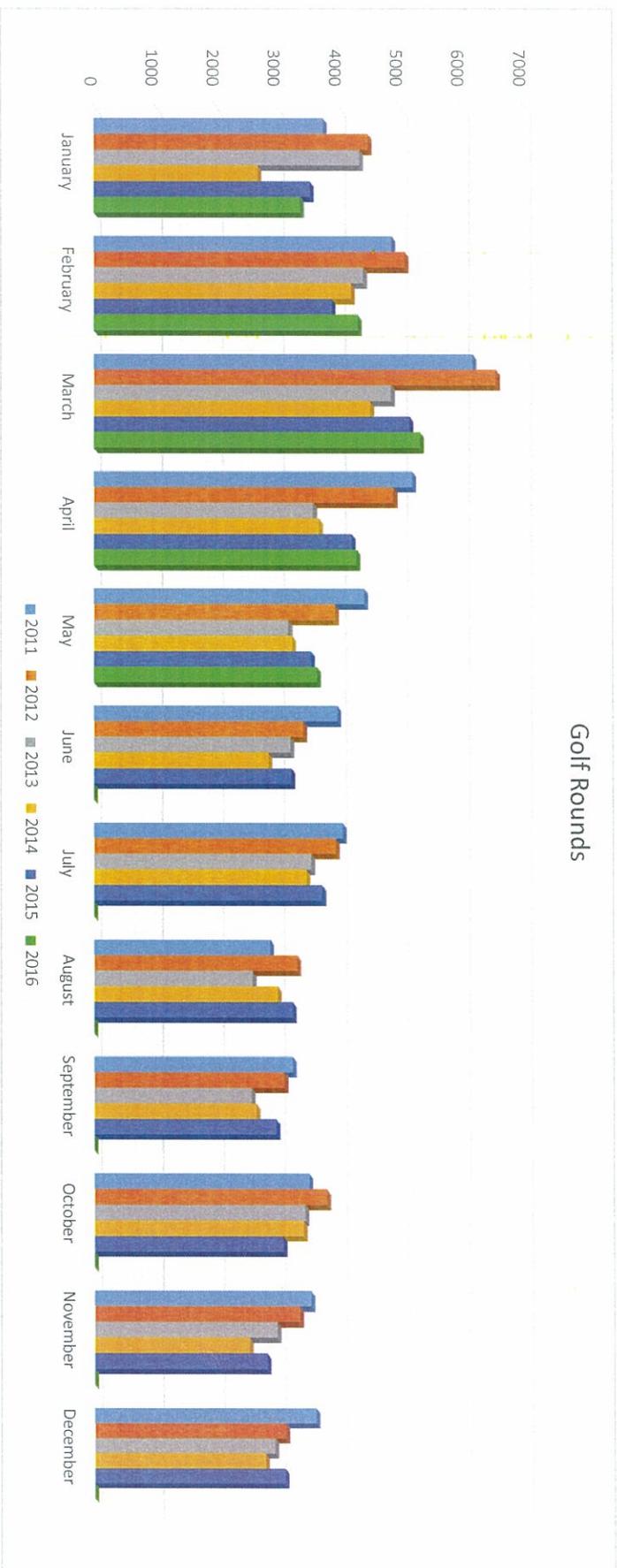
7. **Requests From The Public To Be Heard On Items Not On The Agenda** – There were no requests to be heard at this time.

8. **Adjournment** – 3:46 PM

Beth McQueen, Secretary

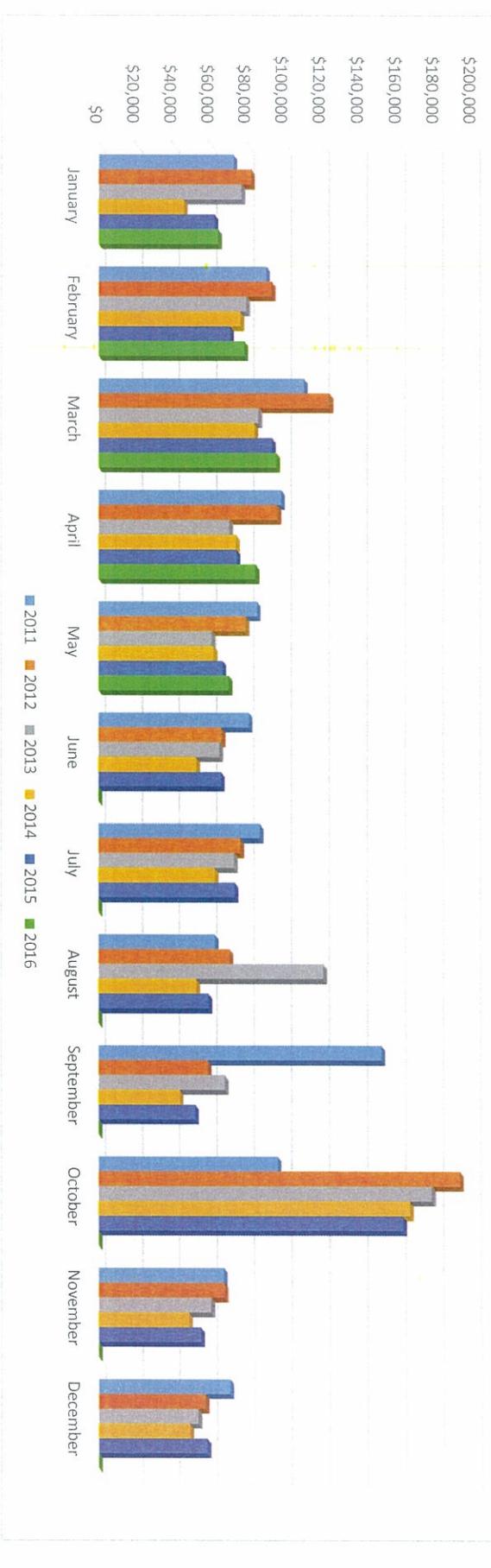
Bruce Smyk, Chair

Total Rounds	Golf 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
2016	3380	4317	5325	4299	3644	0	0	0	0	0	0	0



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
2016		\$64,512	\$78,495	\$95,860	\$84,641	\$70,168	\$0	\$0	\$0	\$0	\$0	\$0	\$0

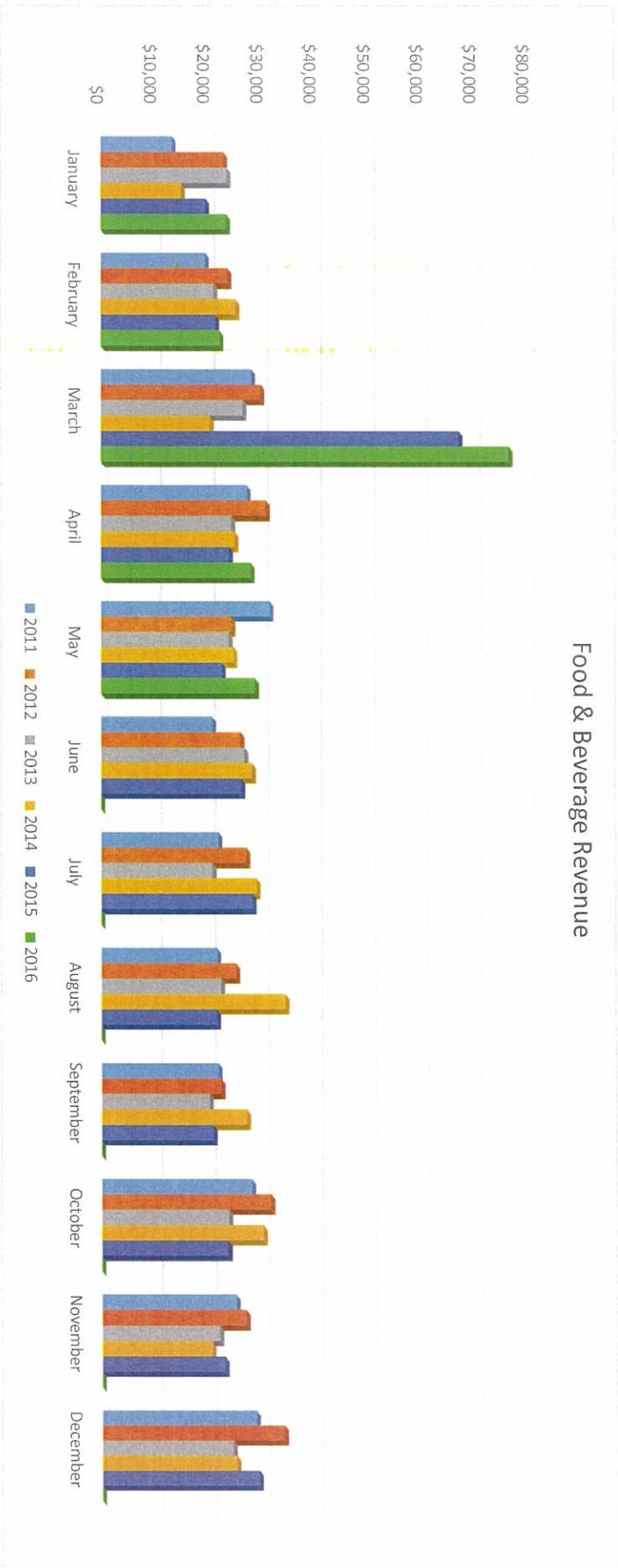
Golf Revenue
Includes Green Fee, Cart Fee, Range, Card Sales and Memberships



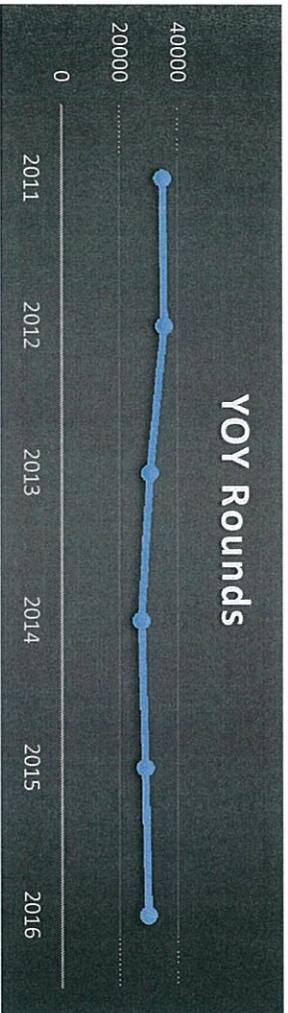
Total F&B Revenue

	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
2016	\$23,531	\$22,270	\$76,533	\$28,035	\$28,835	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Food & Beverage Revenue



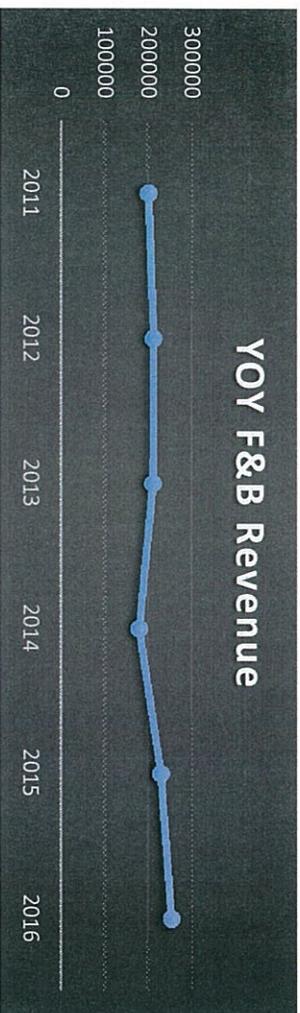
Rounds	
2011	35049
2012	35577
2013	30633
2014	27702
2015	29067
2016	29979



Golf Rev	
2011	691167
2012	708796
2013	691701
2014	634116
2015	631146
2016	669170



F&B Rev	
2011	201900
2012	213772
2013	212485
2014	180827
2015	230728
2016	255060



Fernandina Beach Golf Club
For the Month Ending April 30th, 2016

April					YTD				
Actual	Budget	Budget Variance	Last Year	Last Year Variance	Actual	Budget	Budget Variance	Last Year	Last Year Variance
Rounds									
1,170	2,213	(1,043)	1,275	(105)	8,180	13,740	(5,560)	8,597	(417)
238	200	38	160	78	604	980	(376)	546	58
2,891	2,147	744	2,782	109	17,551	13,528	4,023	16,372	1,179
4,299	4,560	(261)	4,217	82	26,335	28,248	(1,913)	25,515	820
Revenue									
34,083	26,866	7,217	27,336	6,747	181,474	157,737	23,737	156,750	24,724
42,950	44,538	(1,588)	45,215	(2,265)	255,264	274,456	(19,193)	256,574	(1,310)
4,865	4,796	70	3,733	1,133	24,043	28,954	(4,911)	22,283	1,760
540	585	(45)	560	(20)	21,556	18,915	2,641	10,663	10,893
7,877	13,923	(6,045)	14,543	(6,666)	55,283	81,384	(26,101)	61,238	(5,955)
14,953	22,346	(7,393)	15,191	(238)	131,286	132,224	(938)	118,903	12,383
10,099	9,915	184	8,547	1,552	64,668	60,277	4,391	60,065	4,603
2,983	400	2,583	769	2,214	28,615	31,250	(2,635)	30,126	(1,511)
3,859	1,050	2,809	1,545	2,314	11,179	8,350	2,829	6,054	5,125
660	660	0	280	380	3,765	5,370	(1,605)	2,205	1,560
2,203	913	1,290	1,940	262	104,409	143,385	(38,976)	119,699	(15,290)
(103)	2,475	(2,578)	1,654	(1,757)	8,271	15,164	(6,893)	178,831	(170,561)
124,970	128,466	(3,496)	121,313	3,657	889,813	957,466	(67,653)	1,023,392	(133,579)
Cost of Sales									
5,277	9,057	3,780	10,113	4,836	31,325	52,985	21,660	40,637	9,312
5,310	7,415	2,105	5,877	567	41,344	43,840	2,496	42,092	748
1,055	647	(408)	799	(256)	6,474	3,865	(2,609)	5,426	(1,048)
3,069	2,776	(293)	2,187	(882)	19,690	16,878	(2,812)	19,915	225
14,711	19,895	5,184	18,976	4,265	98,833	117,567	18,734	108,070	9,237
110,259	108,571	1,688	102,337	7,921	790,980	839,899	(48,919)	915,322	(124,342)
Labor									
11,920	10,385	(1,535)	11,770	(150)	75,790	71,238	(4,552)	68,175	(7,614)
5,337	4,855	(483)	4,788	(549)	38,752	34,467	(4,285)	33,947	(4,806)
21,420	22,058	639	20,348	(1,072)	154,095	155,880	1,784	138,119	(15,976)
6,201	9,582	3,380	8,510	2,309	72,730	67,507	(5,224)	66,029	(6,701)
0	0	0	0	0	2,401	0	(2,401)	809	(1,592)
44,879	46,880	2,001	45,416	538	343,769	329,091	(14,678)	307,079	(36,690)
4,110	4,726	616	4,279	169	32,716	33,175	459	31,248	(1,468)
2,380	2,502	122	1,810	(569)	15,158	17,514	2,356	11,359	(3,799)
1,233	1,098	(135)	1,072	(161)	8,148	7,686	(462)	7,099	(1,050)
7,723	8,326	604	7,161	(561)	56,022	58,375	2,352	49,705	(6,317)
52,601	55,206	2,605	52,578	(24)	399,791	387,465	(12,326)	356,784	(43,007)
Other Operational Expenses									
2,565	3,399	834	2,259	(306)	16,816	17,992	1,176	17,959	1,143
19,370	19,327	(43)	19,397	27	123,603	136,716	13,114	132,293	8,691
17,904	32,848	14,943	32,053	14,149	70,943	135,448	62,505	117,324	46,381
3,801	3,900	99	4,092	291	26,510	28,230	1,720	29,723	3,213
0	528	528	0	0	2,690	4,296	1,606	(319)	(3,009)
3,065	1,975	(1,090)	2,084	(982)	18,153	19,552	1,399	18,279	126
4,491	4,173	(318)	4,290	(202)	31,411	29,209	(2,203)	29,809	(1,602)
51,197	66,149	14,953	64,174	12,978	290,126	369,443	79,317	345,068	54,941
103,798	121,355	17,557	116,752	12,954	689,917	756,909	66,991	701,852	11,934
6,461	(12,785)	19,245	(14,415)	20,875	101,063	82,990	18,072	213,470	(112,407)
6,461	(12,785)	19,245	(14,415)	20,875	101,063	82,990	18,072	213,470	(112,407)
Interest Expense/Dep&Amt									
0	1,330	1,330	0	0	0	9,311	9,311	11,449	11,449
27	0	(27)	201	173	476	0	(476)	1,598	1,123
1,995	0	(1,995)	0	(1,995)	1,995	0	(1,995)	0	(1,995)
0	0	0	0	0	0	0	0	33,448	33,448
(19,750)	0	19,750	(15,417)	4,333	(141,250)	0	141,250	(107,917)	33,333
9,950	0	(9,950)	15,120	9,170	48,954	0	(48,954)	4,674	(44,280)
(11,778)	1,330	13,108	(96)	11,682	(89,826)	9,311	99,136	(56,748)	33,078
18,238	(14,115)	32,353	(14,319)	32,557	190,888	73,680	117,209	270,218	(79,329)

3. Expenses

Expenses	M-T-D	Bud	Vs Bud	Y-T-D	Bud	Vs Bud	Vs PY	
Golf Labor	\$11,221	\$10,684	(\$536)	\$87,011	\$81,922	(\$5,089)	(\$6,380)	
Golf Exp	\$2,130	\$2,337	\$207	\$18,946	\$20,329	\$1,383	\$3,740	
Ag Labor	\$23,690	\$22,794	(\$896)	\$177,785	\$178,673	\$888	(\$17,656)	
Ag Exp	\$15,105	\$18,814	\$3,710	\$86,048	\$152,263	\$66,215	\$53,095	
G&A Labor	\$5,829	\$5,016	(\$813)	\$44,582	\$39,483	(\$5,099)	(\$5,720)	
G&A Exp	\$19,504	\$19,517	\$13	\$143,107	\$156,234	\$13,127	\$9,053	
Marketing Labor	\$0	\$0	\$0	\$2,401	\$0	(\$2,401)	(\$1,592)	
Marketing Exp	\$1,624	\$1,825	\$201	\$19,777	\$21,377	\$1,600	\$944	
Other	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Other	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Payroll Burden (PT/Ben/Ins)	\$7,698	\$8,479	\$781	\$63,720	\$66,853	\$3,134	(\$6,182)	Down to budget up

4. Profit Center Contribution

F/B	M-T-D	Bud	Vs Bud	Y-T-D	Bud	Vs Bud	
Sales	\$28,835	\$29,329	(\$494)	\$253,404	\$253,080	\$323	
COGs	\$8,008	\$9,730	\$1,722	\$75,517	\$74,313	(\$1,204)	
COGs (%)	29.0%	33.6%	4.7%	33.8%	33.6%	(0.2%)	
Labor	\$9,080	\$9,901	\$822	\$81,810	\$77,408	(\$4,402)	
Exp	\$3,548	\$3,850	\$302	\$30,058	\$32,080	\$2,022	
Contribution (\$)	\$8,199	\$5,848	\$2,351	\$66,019	\$69,280	(\$3,261)	
Contribution (%)	28.4%	19.9%	8.5%	26.1%	27.4%	(1.3%)	
Contribution (per Rd)	\$2.25	\$1.46	\$0.79	\$2.20	\$2.15	\$0.05	
Inventory (\$\$\$)	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr			
Retail	\$53,422	\$49,478	\$44,335	\$44,335			
Food	\$4,458	\$5,979	\$5,962	\$5,962			

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THE ULTIMATE FATHER'S DAY GIFT

• ————— •

GIFT CARDS FOR THE
BEST • DAD • BY • *PAR!*

Gift cards can be used towards any
purchase at the course including:

Greens fees and Cart fees

Food and Beverage

Merchandise at the Golf Shop

**BUY YOURS IN THE
GOLF SHOP OR
ONLINE!**

Island Championship

SATURDAY & SUNDAY, JUNE 25TH - 26TH

Tee Times Beginning at 8am

\$79

Per Person

36 Hole Flighted Event
INCLUDES: Green & Cart Fee,
Range Balls, Continental
Breakfast Both Days, Lunch Both
Days, Prizes, Logo Towel & Sunday
Hole in One Contest

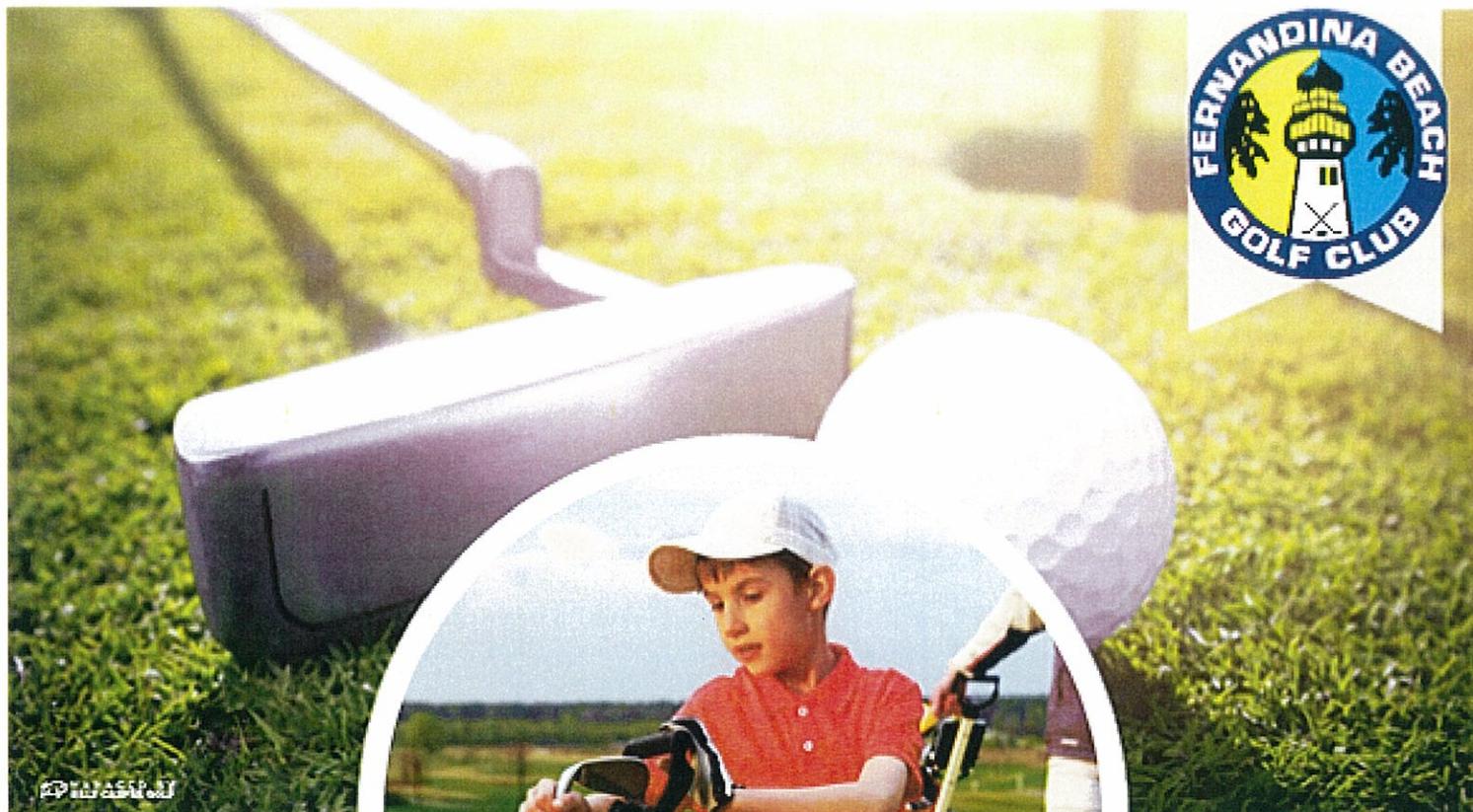
Sign Up Today Call 904.310.3175

FLIGHTS SPONSORED BY

AMELIA ISLAND PAINT & HARDWARE



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FOUR

DAY

Junior Golf Camp

Helping Boys and Girls Ages 6- 17 Grow Into Golfers!

Monday July 18th - July 23rd
9am to 12pm

\$99

for the Entire Camp
Limited to Just 12 Juniors!

INCLUDES

Instruction, Rules and Lunch
all days

Sign up now with Brad @ 904.310.3186

Fernandinabeachgolfclub.com

LIL' LINKSTERS JUNIOR CAMP

Monday, June 20th – Thursday June 23rd | 9AM-12pm

\$99
PER CHILD

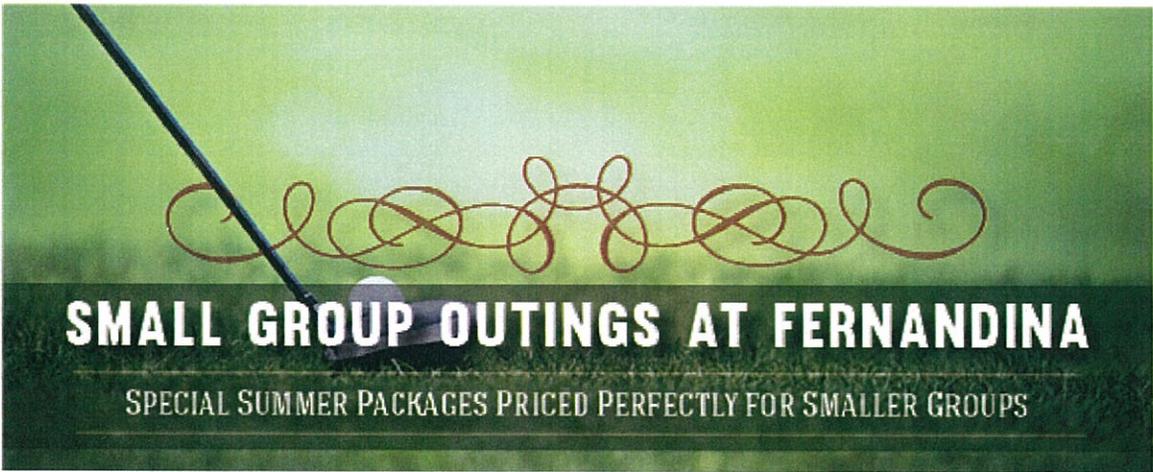
Instruction, Rules
and lunch provide
all days



SIGN UP NOW

Call Brad @ 904.310.3186 to sign up

FERNANDINABeachGOLFCLUB.COM



SMALL GROUP OUTINGS AT FERNANDINA

SPECIAL SUMMER PACKAGES PRICED PERFECTLY FOR SMALLER GROUPS

THE PERFECT FIT FOR:

Family Reunions, Team Building Events
or the Travelling Group of Golfers

Weekdays Anytime \$39 per Player
Weekends After 10am \$49 per Player

Includes Greens Fee, Cart Fee, Range Balls
and Lunch Options with Beverage!



Valid for groups sized 12 – 32 players. Offer expires July 31, 2016.

FOR MORE DETAILS

Complete our Online Inquiry or Contact Brad Little at 904.310.3186

Fernandinabeachgolfclub.com

[Book my tee time](#)



TWILIGHT SPECIAL

MONTH OF MAY SPECIAL

18 HOLES WITH CART \$22 AFTER 2PM

9 HOLES WITH CART \$19 AFTER 3PM

9 HOLES WALKING \$12.50 AFTER 5PM

BOOK YOUR TEE TIME TODAY!

CALL 904.310.3175
FOR MORE DETAILS

fernandinabeachgolfclub.com |

MANAGED BY
HILLY CARRIKER GOLF

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