



AGENDA
GREENS AND OVERSIGHT COMMITTEE
AUGUST 18, 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 07-21 GOC RM Minutes Draft.pdf](#)

3. OLD BUSINESS

No. 3 Tee Box South Update
Dead Tree Removal
Membership Drive

Documents:

[Membership Rates.PDF](#)

4. NEW BUSINESS

ROUNDS & REVENUE
PROFIT & LOSS
AWARD

Documents:

[GOC YTD Comparison.PDF](#)
[GOC July 2016 PL.PDF](#)
[Best of the Best.PDF](#)

5. MARKETING UPDATE FROM PRIOR MONTH

Documents:

[GOC Marketing Aug 2016.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

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

Members Present: Beth McQueen, Bruce Smyk (Chair), Bob McKain (Vice-Chair), Jane Paige, Vicki Galpin, and Carl Galpin

Members Absent: Rob Maynard

Others present: General Manager Steve Murphy and Commissioner Tim Poynter

2. Approval of Minutes – The minutes of the June 23, 2016 Regular Meeting were presented for approval. There was a brief discussion about the section with regard to insurance noting that the City pays the first \$10,000 deductible and the rest is covered under insurance. Member McQueen corrected the minutes to reflect that the City was not self-insured. **A motion was made by Member Vicki Galpin, seconded by Member Carl Galpin, to approve the Minutes as corrected. 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. Murphy explained he had sod budgeted and that would be replaced as soon as the equipment gets replaced. There was a brief discussion about this noting the insurance company has the proof of loss information.

On Course Restroom Update – Mr. Murphy reported when he was replacing a light switch even though the breaker was shut off the wire was still hot. He stated since that time the City's electricians have rewired it and replaced the switch. He pointed out the south restrooms still have to be done, but to do so the main panel to shut it off the door will not open. He explained the toilets have been replaced and are working well.

60th Anniversary Update – Mr. Murphy stated they would take the City's new logo and modify it to say Fernandina Beach Golf Club established 1957 with a banner saying 60th anniversary.

Chair and Vice-Chair Selection – *This item was voted on last month.*

Island Championship – Mr. Murphy reported the Island Championship was a success and the course made some money on it. He explained he was working with a couple of clubs in Georgia to do an October Ryder Cup style with one day at Fernandina Beach and one day at their course (Laurel Island). He stated he would like to do a tournament once a quarter to bring in people from the outside. There was some discussion about this and ways to encourage more ladies to participate.

Fire Update – Mr. Murphy explained SWS would finish their hazmat cleanup by the first of August. He stated Gillette & Associates did a study on the concrete pad, and it cannot hold a new structure because it was built before there were codes for the concrete pads. He pointed out that concrete would have to be removed and added to the insurance claim. He explained the new building would be designed as a separate building, but it would have access between both buildings for ease of operations. He commented the new building may be half the size of the prior building, because that big of a building was not necessary. It was noted the equipment would be reimbursed at actual cash value, and the building was insured for \$106,000 and the contents were insured for \$17,000. There was some discussion about insurance reimbursement for the losses.

4. New Business

Rounds & Revenue – Mr. Murphy stated June was a horrible month between Tropical Storm Colin, the fire, and record rainfall. He explained rounds were down 300 from last year and golf revenue was down \$4,000 from last year. He pointed out food and beverage was down \$7,000 from last year. He pointed out this month the rounds and golf revenue was there, but it was hard to get golfers to buy something from the restaurant. There was a brief discussion about the upcoming Trivia Night at the Golf Course, which will start off happening every other week starting with July 27th. The committee reviewed the report and a question was raised about the negative \$174,000 and it was clarified it was a City loan that was put in the wrong column.

City Manager Martin briefly introduced himself to the committee. The committee invited the City Manager attend their meetings to see what they do, and it was noted that the Chair and Mr. Murphy meet with the City Manager after the meetings. There was some discussion about the City reviewing the books of Amelia River Golf Club and that the City was hiring an auditor to look at the books and have someone appraise the property and business. City Manager Martin pointed out after that he could compare the City Golf Course and analyze the future viability of two golf courses. He explained the money from the Amelia River Golf Club goes to the Airport, because it is Airport property. After some discussion about this, the City Manager thanked the members for serving on the Greens and Oversight Committee.

Profit & Loss – This was reviewed along with Rounds and Revenues.

Trees – Chair Smyk stated Mr. Murphy has taken pictures of the trees that need to come down. Member McQueen inquired how many could be taken down in-house. Mr. Murphy replied none. There was a review of the pictures and concerns were raised about the pine trees on the course. Commissioner Poynter explained first the cost has to be figured out. The committee had some discussion about getting estimates to do this work, because it was a safety issue on the course. There was some general discussion about the trees that need to be removed from the course.

Attendance – Chair Smyk reported he received word from Mr. Maynard that he was frequently out of town and that it might get better after September. He questioned the committee whether to replace Mr. Maynard since it has been a while since he's attended a meeting. There was a brief discussion about this and the idea of searching for a replacement.

Ms. Paige requested an update of the current committee members to know when the terms are up. Mr. Murphy reported he would email it to the members. *The consensus of the committee was to talk to people to see if they are interested in serving and have Mr. Maynard submit his resignation.*

Greens – Member Carl Galpin inquired if there was a good process to maintain the green speeds. Mr. Murphy explained staff has been told what to do and what height to have the mowers at. He stated the process is in place and documentation is in place. There was a brief discussion about testing the greens. The committee also had some discussion about the condition of 8 south.

Chair Smyk inquired if the colored flags that were lost in the fire were reordered. Mr. Murphy reported they are on the course. Member Carl Galpin commented everyone likes them. There was a brief discussion about the flags (red goes in the front, white in the middle, and blue in the back.)

New Membership Program – Member Carl Galpin inquired if the committee should look at the new membership programs. Member McQueen commented she would like to see it. She expressed her opinion that if you pay taxes in the City you shouldn't have to pay the same thing as someone who lives in the County. Commissioner Poynter stated there is a difference when it comes to buying membership. Member McKain explained the board used to review the program and give ideas to the General Manager. Mr. Murphy stated the committee was welcome to look at it, and pointed out everything has to be done by August so it can be advertised. Commissioner Poynter briefly commented now there are all these golf courses competing for all the same dollars. He expressed his opinion the course should go up a little on the fees. He pointed out the last time fees went up was when he was on the Commission before and it was brought up a dollar per 9 holes. Member Paige commented that North Hampton would have new owners next month and they may raise their prices. Commissioner Poynter explained costs are going up to run things, but the fees are same year after year. He pointed out he was hearing from people questions of why the City was subsidizing the Golf Course. He questioned whether it needed to be looked at to increase it a little bit. He inquired if anyone had considered doing a public/private partnership on doing certain things that need to be done on the course. He related an example of the Egans Creek Park where the City was putting in \$175,000 and the private group raised over \$175,000 to make that project happen. He briefly commented that the Golf Course shouldn't be an enterprise fund, but rather under Parks and Recreation. There was some discussion about the Golf Course being an enterprise fund and it was noted that the fee schedule was set as part of the budget process.

Member Paige left the meeting at this time.

Member McQueen inquired if there were any changes to the fee schedule from last year. Mr. Murphy replied memberships were going up \$25.00 per person and rates fluctuated here and there. He stated he did bring down the public rate (weekday rate from \$41 to \$39 and weekend rate from \$49 to \$44), because when he did that at two other golf courses it worked. He commented when the words “municipal golf course” is on a course it carries the stigma that as a municipal course you shouldn't have to pay a lot for it. The committee had some discussion about this and as the golf course improves then prices can increase incrementally. There was some discussion about upselling at the time of purchase of a membership. It was noted a goal was to convert 20% of the beach cardholders to members. There was further discussion about the proposed fee schedule for the Golf Course to reflect the fees plus tax. It was the consensus of the committee and Commissioner Poynter to implement the plus tax theory starting October 1, 2016.

5. Marketing Update from Prior Month – It was noted that Trivia Night would be Wednesday, July 27th. Mr. Murphy commented the “I beat the weatherman” special was getting a lot of talk through Billy Casper Corporate in the marketing department. He explained if there is a 50% chance or greater of rain and you get your round in without a rain delay the person gets 50% off their next round. He stated if that person gets rained out they are given a raincheck. There was a brief discussion about this special and it was noted that staff looks at the weather forecast every hour.

Mr. Murphy reported the one day member guest was next month. He explained today he sponsored a team for the World's Largest Golf Outing (WLGO) and requested the men's club get involved. He briefly explained that WLGO proceeds will benefit Fisher House Foundation, which provides lodging for veterans' families who are in hospitals. He also explained the course has the fire sale going on until the end of the month. He stated the rates were changed to \$35 seven days a week. He reported Mr. Little was pushing holiday parties and there was also the twilight special.

6. WGA & MGA Update – Member Carl Galpin stated the guys have been talking about the greens and noted this has been corrected.

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 – 4:27 PM

Beth McQueen, Secretary

Bruce Smyk, Chair

Unlimited Membership	Initial	Rounds PY	Cost PR	Yearly
2016-2017	\$ 2,700.00	104	\$ -	\$ 2,700.00

Resident Membership	Initial	Rounds PY	Cost PR	Yearly
2016-2017	\$ 675.00	104	\$ 20.00	\$ 2,755.00
			Savings	\$ 55.00

Resident Membership Senior	Initial	Rounds PY	Cost PR	Yearly
2016-2017	\$ 600.00	104	\$ 20.00	\$ 2,680.00
			Savings	\$ (20.00)

Non-Resident Membership	Initial	Rounds PY	Cost PR	Yearly
2016-2017	\$ 775.00	104	\$ 20.00	\$ 2,855.00
			Savings	\$ 155.00

Non-resident Membership Senior	Initial	Rounds PY	Cost PR	Yearly
2016-2017	\$ 700.00	104	\$ 20.00	\$ 2,780.00
			Savings	\$ 80.00

Resident Couples Membership	Initial	Rounds PY	Cost PR	Yearly
2016-2017	\$ 1,025.00	104	\$ 20.00	\$ 3,105.00

Non-Resident Couples Membership	Initial	Rounds PY	Cost PR	Yearly
2016-2017	\$ 1,125.00	208	\$ 20.00	\$ 5,285.00

Resident Couples Membership Senior	Initial	Rounds PY	Cost PR	Yearly
2016-2017	\$ 925.00	208	\$ 20.00	\$ 5,085.00

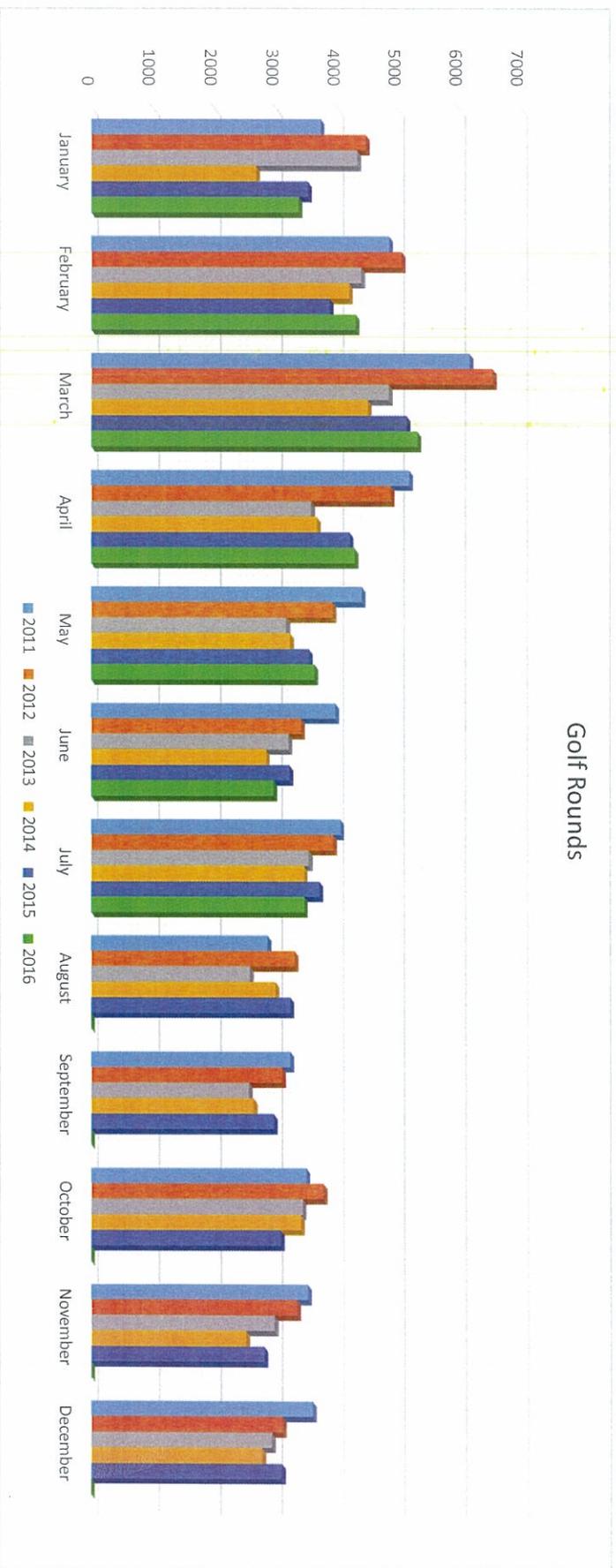
Non-Resident Couples Membership Senior	Initial	Rounds PY	Cost PR	Yearly
2016-2017	\$ 1,025.00	208	\$ 20.00	\$ 5,185.00

Seasonal Membership	Initial	Rounds PY	Cost PR	Yearly
2016-2017	\$ 390.00	75	\$ 20.00	\$ 1,890.00

Couples Seasonal Membership	Initial	Rounds PY	Cost PR	Yearly
2016-2017	\$ 550.00	104	\$ 20.00	\$ 2,630.00

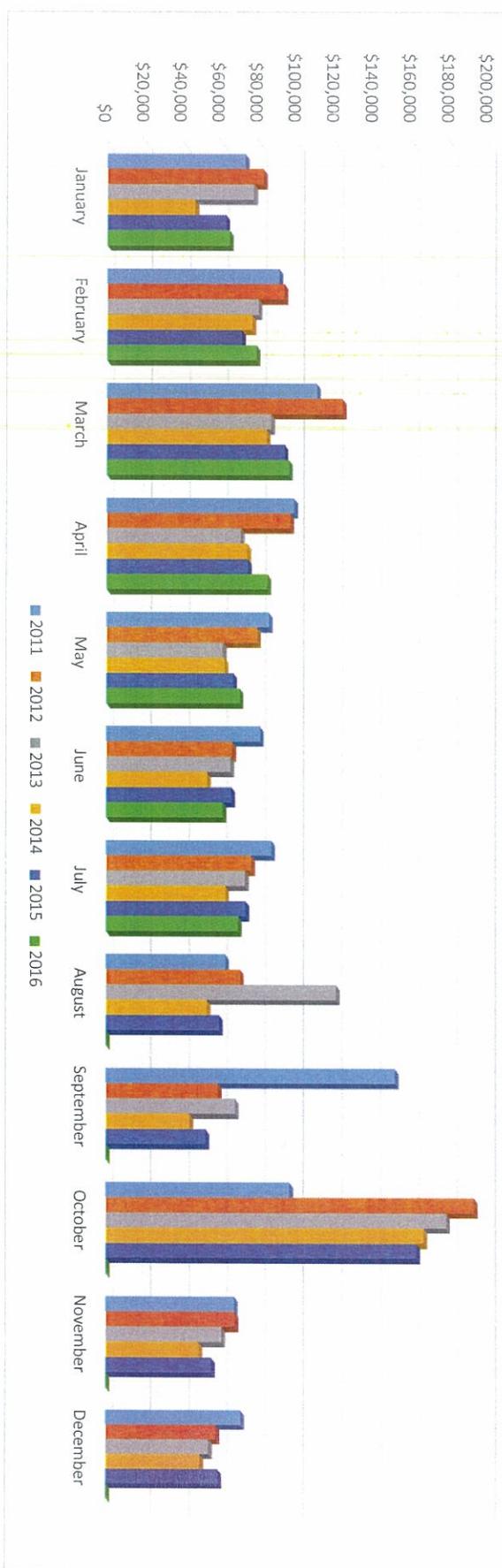
Beach Card	Initial	Rounds PY	Cost PR	Yearly
2016-2017	\$ 59.99	90	\$ 29.00	\$ 2,669.99
			Savings	\$ (30.01)

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	
2016	3380	4317	5325	4299	3644	2976	3476	0	0	0	0	0	

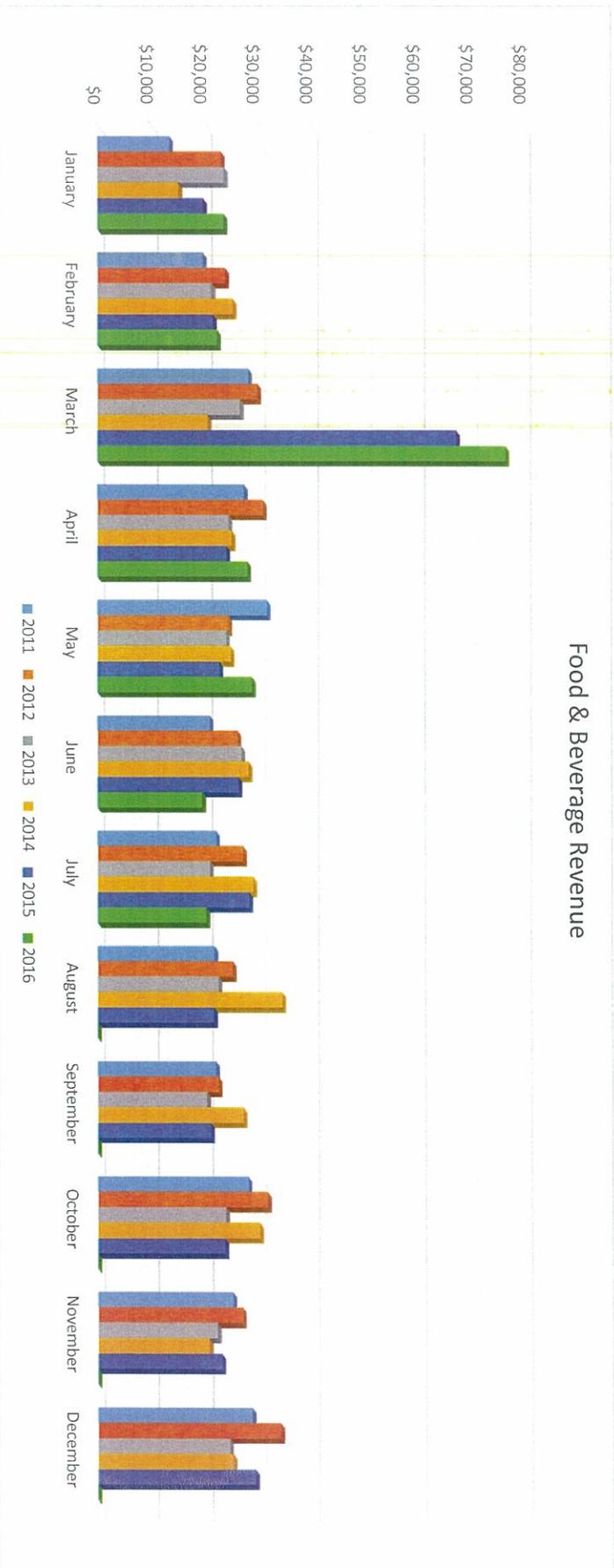


Total Golf Revenue		January	February	March	April	May	June	July	August	September	October	November	December
2011		\$72,548	\$90,355	\$110,229	\$98,437	\$85,304	\$80,820	\$86,735	\$62,558	\$150,926	\$96,331	\$67,313	\$70,650
2012		\$82,171	\$93,137	\$123,576	\$96,467	\$79,151	\$66,182	\$76,100	\$70,372	\$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	\$61,075	\$69,363	\$0	\$0	\$0	\$0	\$0

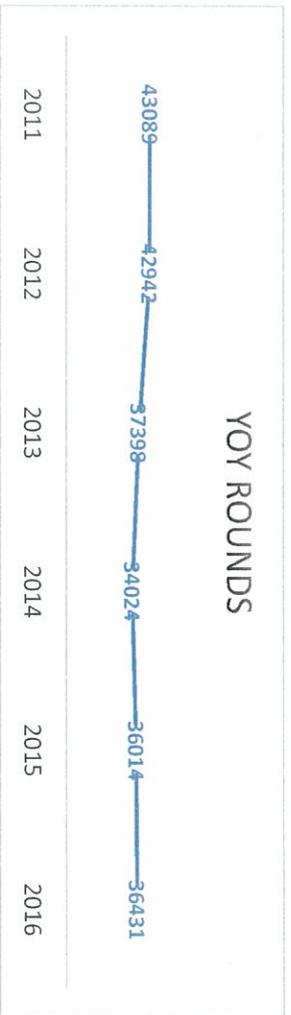
Golf Revenue
Includes Green Fee, Cart Fee, Range, Card Sales and Memberships



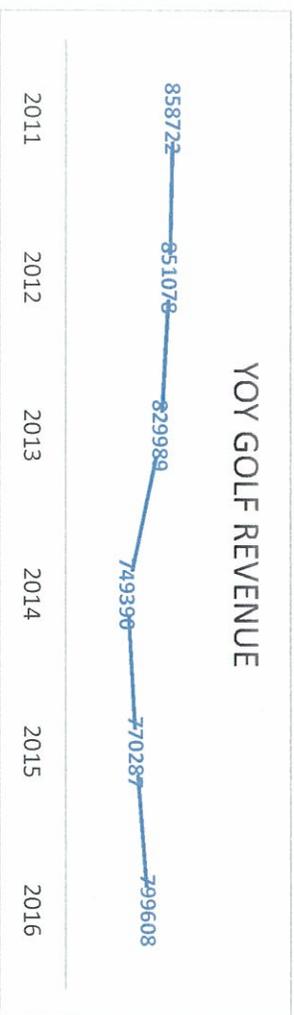
Total F&B Revenue		Food & Beverage Revenue											
Year	Month	2011	2012	2013	2014	2015	2016	2011	2012	2013	2014	2015	2016
2011	January	\$13,386	\$22,991	\$23,645	\$15,048	\$19,602	\$23,531	\$28,184	\$29,903	\$26,602	\$20,404	\$67,229	\$76,533
	February	\$19,556	\$23,760	\$21,230	\$25,250	\$21,461	\$22,270	\$27,343	\$30,858	\$24,471	\$24,992	\$24,038	\$28,035
	March	\$28,184	\$29,903	\$26,602	\$20,404	\$67,229	\$76,533	\$31,573	\$24,401	\$23,975	\$24,810	\$22,677	\$28,835
	April	\$27,343	\$30,858	\$24,471	\$24,992	\$24,038	\$28,035	\$20,790	\$26,093	\$26,888	\$28,159	\$29,013	\$28,286
	May	\$31,573	\$24,401	\$23,975	\$24,810	\$22,677	\$28,835	\$21,962	\$27,117	\$25,135	\$22,398	\$20,197	\$27,111
	June	\$20,790	\$26,093	\$26,888	\$28,159	\$29,013	\$28,286	\$21,615	\$25,135	\$22,398	\$20,197	\$27,111	\$28,029
	July	\$21,962	\$27,117	\$20,834	\$29,013	\$28,286	\$20,114	\$21,615	\$25,135	\$22,398	\$20,197	\$27,111	\$28,029
	August	\$21,615	\$25,135	\$22,398	\$34,369	\$21,559	\$0	\$21,615	\$25,135	\$22,398	\$34,369	\$21,559	\$0
	September	\$21,875	\$22,351	\$20,197	\$27,111	\$20,888	\$0	\$21,875	\$22,351	\$20,197	\$27,111	\$20,888	\$0
	October	\$28,029	\$31,592	\$23,757	\$30,149	\$23,582	\$0	\$28,029	\$31,592	\$23,757	\$30,149	\$23,582	\$0
	November	\$25,090	\$26,923	\$22,087	\$20,487	\$22,961	\$0	\$25,090	\$26,923	\$22,087	\$20,487	\$22,961	\$0
	December	\$28,741	\$34,046	\$24,478	\$25,085	\$29,313	\$0	\$28,741	\$34,046	\$24,478	\$25,085	\$29,313	\$0



Rounds	
2011	43089
2012	42942
2013	37398
2014	34024
2015	36014
2016	36431



Golf Rev	
2011	858722
2012	851078
2013	829989
2014	749390
2015	770287
2016	799608



F&B Rev	
2011	249955
2012	307072
2013	298598
2014	262572
2015	285291
2016	294573



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2016

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recognition of outstanding service
and performance to the public

Fernandina Beach Municipal Golf Club

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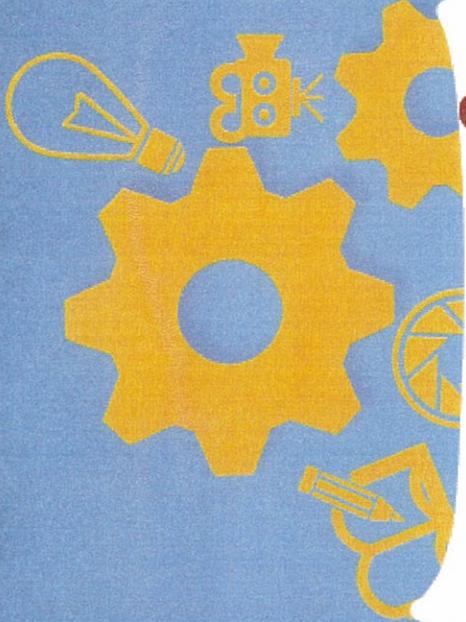
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Trivia Night

August 10th
Trivia Begins @ 6pm

TRIVIA CHALLENGE
FREE TO PLAY!

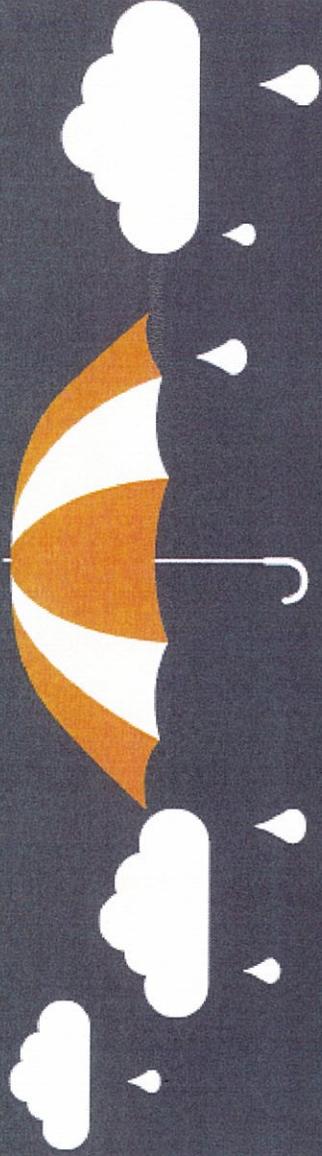
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