



AGENDA
GREENS AND OVERSIGHT COMMITTEE
November 17, 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 08-18 GOC RM Minutes Draft.pdf](#)

3. OLD BUSINESS

Hurricane Matthew Clean up

4. NEW BUSINESS

ROUNDS & REVENUE
PROFIT & LOSS
Shannon Wheeler

Documents:

[2015-2016 YE Financials.PDF](#)
[Oct 2016 Financial Pack.PDF](#)

5. MARKETING UPDATE FROM PRIOR MONTH

Documents:

[Nov 2016 Marketing Pack.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: 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 Mr. Michael Guiney.

2. Approval of Minutes – The minutes of the July 21, 2016 Regular Meeting were presented for approval. **A motion was made to approve the 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. Murphy reported the superintendent was released two weeks ago and explained that Mr. Michael Guiney would be the Interim Superintendent. There was a brief discussion about this noting that continuity of the maintenance has been reinstated.

Mr. Guiney explained long term he'd like to address the tee around the time of over seeding. He reported they were fertilizing all tees and spraying out the weeds. He briefly explained maintenance measures for the course. Mr. Murphy noted there has been improvement over the past two weeks until the course receives the equipment needed from the insurance. Chair Smyk inquired about tree interference on that tee. Mr. Murphy replied there would be some tree pruning. He explained during the budget process the Golf Course lost the driving range improvements for next year. He stated there was \$75,000 in the budget for tee box renovations, and that work might be done in-house to save some money. He pointed out that work cannot start until spring. He commented the carts were put in the 2017/2018 budget, but the cart repair line was increased in next year's budget to make them last another year. There was some discussion about this noting that some carts were getting new tires. The committee was made aware of some of the costs associated with the repair/maintenance of the 81 carts.

Chair Smyk inquired about the cost of driving range improvements. Mr. Murphy replied \$25,000. Chair Smyk questioned the loss of revenue when the driving range is down after rains. Mr. Murphy stated that wasn't part of the renovations and clarified it was for the screening. He pointed out the drainage project was \$250,000. There was a brief discussion about the budget meeting with the City Commission. There was a review of the revenue figures that had not increased over last year, and some general discussion about the figures shown. The committee also discussed when other courses opened in the area.

Membership Drive – Mr. Murphy reported the membership process would begin September 1, 2016. He stated the membership dates are October 1, 2016 through September 30, 2016. Ms. McQueen requested clarification of the resident versus non-resident verification. Mr. Murphy explained owners of a business, property, or home in the City and pay City taxes get the City rate. He stated they use Nassau County's GIS to determine whether they are a City resident or not. There was a brief discussion about this, and some discussion about how to increase membership.

Mr. Murphy briefly explained the marketing plan included email blasts, the newspaper, and selling to customers coming in the door. There was some discussion about printing out an individual sheet for each of the WGA members and MGA members to show them how much golf they've played at the course, but

it was noted it was really quick and easy to print out the sheet when the individual is at the course. It was explained that a seasonal membership is for any five months of the year.

Dead Tree Removal – Mr. Murphy reported he received two bids and one was \$7,200 to remove 18 dead trees and the other was \$6,000. Ms. McQueen commented she thought the last time live trees were removed it was done in-house. Mr. Guiney explained they did that over the winter. Ms. McQueen inquired if the dead trees were too large to do in-house. Mr. Guiney stated they don't have the resources they had then (backhoe, trailer, etc.). There was some discussion about the dead trees on the course noting at this time there was not money in the budget. The committee had further discussion about getting estimates so that this could be brought forward to the City Commission. It was noted that it was hard to get estimates back from the tree service companies, since they were busy after the tornado in Yulee with people wanting to have trees down close to their homes.

Power Lines - Mr. Murphy reported that Florida Public Utilities was putting the Golf Course's power lines underground, and they would be putting something on the poles going out to the pump house to protect against lightning strikes.

Ms. McQueen inquired about qualitative data for what was being done, when it was being done, and how it was being done for the maintenance department. Mr. Murphy briefly explained there wasn't a chart, but every Monday certain things happen, every Tuesday other things happen, etc. Mr. Guiney stated he was in the process of putting together an agronomic plan as well as a maintenance plan. Mr. Murphy reported the calendar was now available on the website, and the maintenance calendar was incorporated into that as well as events. There was some discussion about the number of maintenance employees noting there were six employees and a mechanic.

Ms. Paige inquired if #3 South tee box would be priority when the Golf Course starts doing tee boxes. Mr. Murphy replied that would be the first one done.

Chair Smyk inquired if the equipment had been replaced that was destroyed with the fire. Mr. Murphy explained he finally received a response from the insurance company and they have not cut a check yet, because they were waiting for the Fire Marshal's report. He reported they started the design of the new building and they were sending every invoice for equipment that was purchased. There was a brief discussion about this.

4. New Business

Rounds & Revenue – Mr. Murphy reported this year through July the Golf Course has done \$1.06 million dollars and last year through July the Golf Course did \$1.183 million dollars. He reminded the committee that \$163,000 of the \$197,000 from the General Fund last year was put into the sales line. There was further discussion of the budget for the Golf Course noting that the only check the City cut for the Golf Course this year was \$50,000 for capital expenditures. There was also some discussion about the amount of money the Golf Course received for the sale of property.

Profit & Loss – This was reviewed along with Rounds and Revenues. It was noted there was a slow down at the Golf Course due to the heat.

Award – Mr. Murphy reported the Golf Course received the award "Best Municipal Golf Course on the Island" back to back years.

5. Marketing Update from Prior Month – Mr. Murphy explained there were “Thank You Thursdays” and in September the general public will be a member for a day and actual members will have \$10 cart fees. He stated the first trivia night was a huge success with \$1,000 in sales with around 70 people. He commented the second trivia night was about 93 people with \$1,800 in sales. He explained he was looking forward to continuing the trivia nights every other week. There was a brief discussion about trivia nights.

6. WGA & MGA Update – Ms. Paige reported the season starts in September and there is a 27 hole tournament coming up on October 4th. Mr. Murphy explained that was during the week of Golf Week Invitational Finals.

Mr. Galpin inquired how close staff was to getting the greens back to where they were before they were aerated. Mr. Guiney explained they are on a weekly program now. Mr. Murphy stated the speed after mowing the other day was 9. Mr. Guiney briefly described the measures he was taking to improve the greens, and he also explained that they were trying to be proactive with the maintenance of the course.

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 – 4:12 PM

Beth McQueen, Secretary

Bruce Smyk, Chair

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

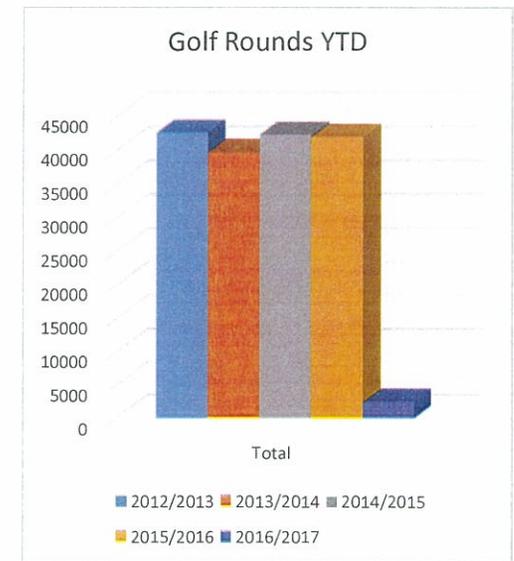
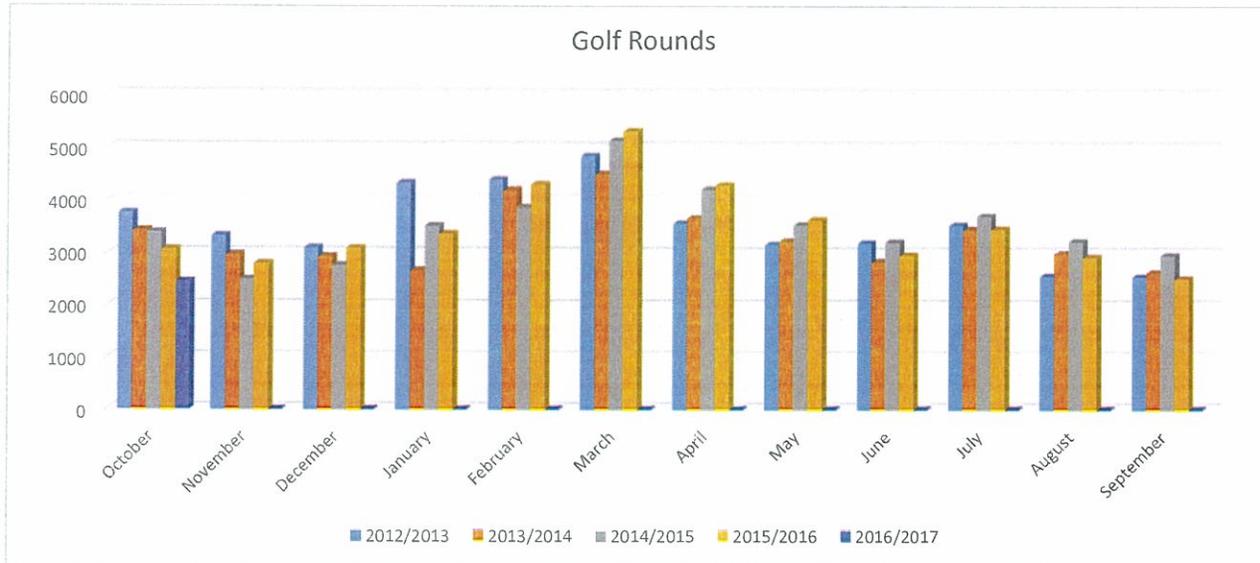
September

YTD

Actual	Budget	Budget Variance	Last Year	Last Year Variance	Actual	Budget	Budget Variance	Last Year	Last Year Variance
820	1,440	(620)	782	38	12,628	21,495	(8,867)	13,205	(577)
1,048	1,111	(63)	103	(139)	877	1,571	(694)	1,035	(158)
2,532	3,538	(806)	2,975	(443)	41,904	46,574	(4,670)	42,231	(327)
Revenue					Total Revenue				
13,982	21,430	(8,038)	16,054	(2,650)	287,192	277,042	10,148	256,416	30,776
78,560	33,686	(44,874)	34,478	(43,400)	422,576	487,725	(65,149)	452,404	(60,823)
3,004	3,934	(930)	636	(2,300)	48,772	48,772	0	48,772	0
2,575	0	2,575	1,020	1,555	12,482	19,665	(7,183)	12,543	9,939
6,088	12,122	(6,034)	8,216	(2,129)	95,237	129,255	(34,018)	108,079	(11,157)
12,951	16,211	(3,260)	13,539	(2,672)	203,453	220,455	(17,002)	194,686	8,767
6,088	7,054	(1,066)	7,649	(1,511)	100,214	99,504	710	100,116	98
452	405	47	(300)	752	30,120	33,125	(3,005)	33,666	(5,546)
2,970	450	2,520	340	2,630	28,337	10,900	17,437	11,566	16,780
0	660	(660)	540	(115)	5,524	10,920	(5,396)	5,003	521
115	0	115	0	115	105,281	143,860	(38,579)	121,311	(16,230)
668	1,981	(1,313)	1,037	(369)	8,760	25,887	(17,127)	190,949	(82,188)
76,774	98,042	(21,268)	89,209	(6,539)	1,354,153	1,481,041	(126,889)	1,525,435	(71,282)
Cost of Sales					Total Cost of Sales				
5,751	7,899	2,148	14,304	8,553	60,059	83,961	23,902	86,667	26,608
3,500	5,377	1,876	5,712	2,270	59,813	73,105	13,292	68,698	8,884
864	472	(392)	777	(137)	11,676	6,432	(5,244)	11,314	(362)
1,821	1,986	166	2,531	710	32,308	27,661	(4,647)	33,717	1,409
11,937	15,734	3,798	23,333	11,446	163,856	191,359	27,503	200,395	36,539
64,838	82,308	(17,470)	59,826	5,012	1,190,297	1,289,682	(99,386)	1,325,040	(134,743)
Labor					Total Labor				
9,099	10,467	1,367	10,740	1,641	126,450	124,311	(2,139)	124,726	(1,724)
12,849	13,738	890	85	(12,763)	75,697	68,109	(7,589)	42,999	(32,699)
16,504	27,080	10,576	21,885	5,383	264,482	273,389	8,917	253,976	(10,506)
7,053	9,394	2,341	12,941	5,889	109,996	115,611	5,614	122,397	12,400
0	0	0	0	0	2,401	0	(2,401)	809	(1,592)
45,505	60,679	15,174	45,652	147	579,026	581,429	2,403	584,905	(34,121)
3,899	6,134	2,234	3,703	(17)	52,525	58,630	6,104	52,525	(6,104)
2,057	2,500	(443)	1,932	(141)	28,442	30,074	1,632	20,522	(8,520)
1,223	1,098	(125)	1,072	(131)	14,314	19,176	(4,862)	12,459	(1,855)
7,100	9,734	2,634	6,781	(919)	93,281	101,880	8,599	85,506	(7,775)
52,605	70,412	17,807	52,433	(172)	672,307	683,259	10,952	630,411	(41,896)
Other Operational Expenses					Total Other Operational Expenses				
1,339	1,856	518	4,955	3,618	26,146	29,038	2,890	36,893	10,745
76,345	18,144	(58,201)	22,566	(35,579)	229,970	233,489	3,519	207,013	(22,957)
11,793	13,205	1,411	39,084	25,291	41,872	22,282	(19,590)	214,951	12,543
2,448	3,450	1,002	4,714	2,265	4,871	2,690	(2,181)	48,459	72,078
0	528	(528)	0	0	2,690	8,736	6,046	0	6,046
1,030	3,325	2,305	2,058	(1,027)	31,627	2,432	(2,432)	28,644	(3,083)
4,491	4,173	(318)	4,280	(200)	53,867	50,072	(3,795)	51,256	(2,611)
47,437	44,680	(2,757)	77,675	30,238	526,513	621,344	94,831	586,777	60,264
100,042	115,093	15,051	130,108	30,066	1,198,820	1,304,603	105,783	1,217,188	18,368
(35,204)	(32,785)	(2,419)	(70,282)	35,078	(8,523)	(14,920)	6,397	107,852	(116,373)
EBITDA					Total EBITDA				
(35,204)	(32,785)	(2,419)	(70,282)	35,078	(8,523)	(14,920)	6,397	107,852	(116,373)

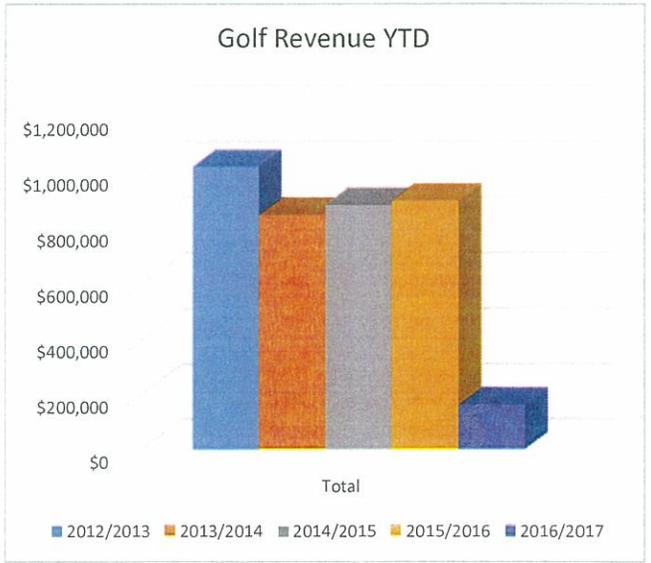
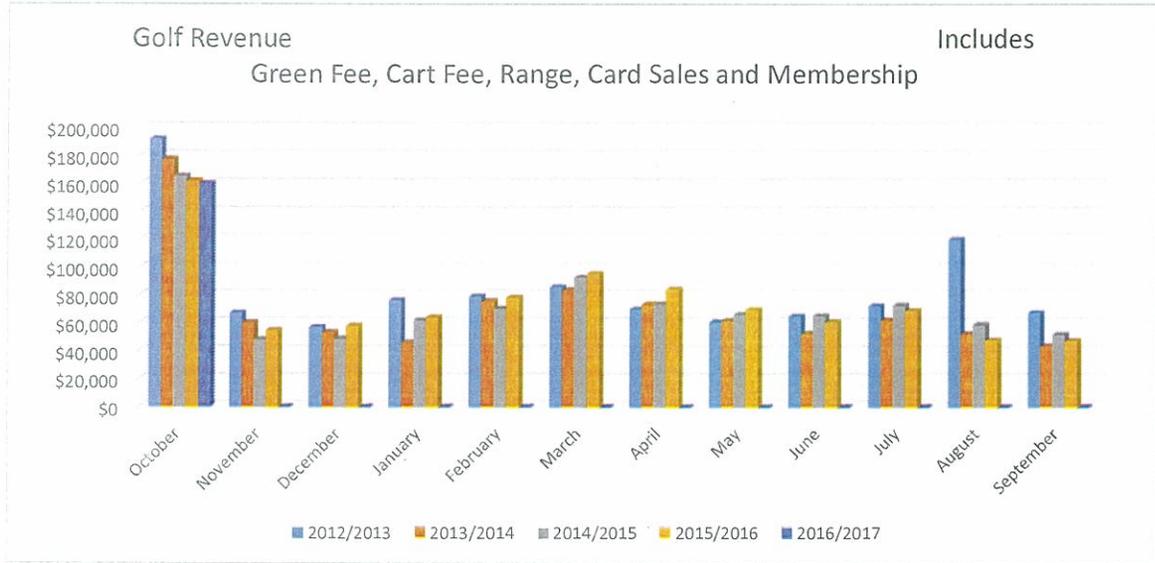
Total Rounds

	October	November	December	January	February	March	April	May	June	July	August	September	Total
2012/2013	3783	3348	3121	4344	4407	4862	3587	3181	3213	3552	2587	2572	42557
2013/2014	3445	2987	2947	2687	4205	4514	3677	3240	2852	3470	3005	2645	39674
2014/2015	3414	2522	2786	3537	3888	5151	4217	3552	3227	3720	3242	2975	42231
2015/2016	3086	2819	3109	3380	4317	5325	4299	3644	2976	3476	2941	2532	41904
2016/2017	2476	0	0	0	0	0	0	0	0	0	0	0	2476



Total Golf Revenue

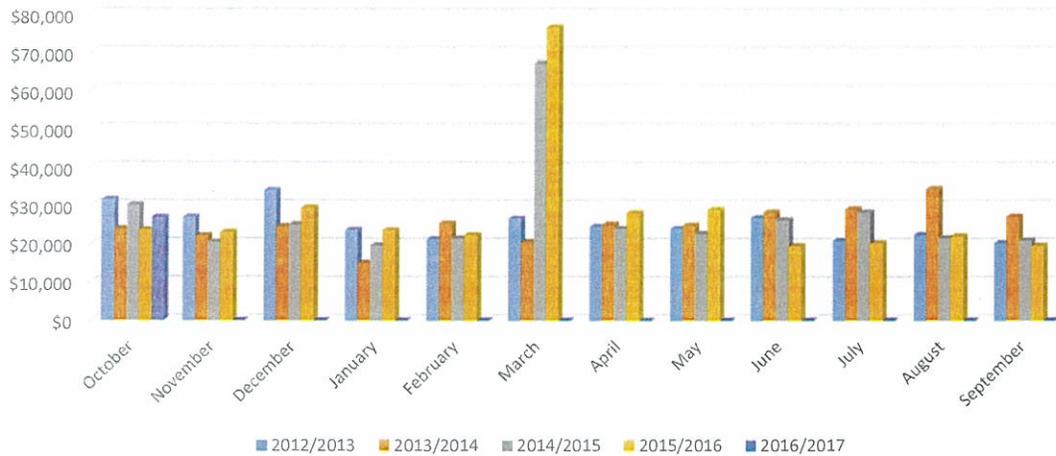
	October	November	December	January	February	March	April	May	June	July	August	September	Total
2012/2013	\$192,322	\$67,606	\$57,386	\$76,993	\$79,595	\$86,334	\$70,436	\$61,029	\$65,280	\$73,008	\$120,528	\$67,853	\$1,018,370
2013/2014	\$177,651	\$60,535	\$53,778	\$46,133	\$76,200	\$84,014	\$73,832	\$61,973	\$52,732	\$62,542	\$52,730	\$43,820	\$845,940
2014/2015	\$165,720	\$48,593	\$49,198	\$62,377	\$70,893	\$93,376	\$74,222	\$66,767	\$65,825	\$73,315	\$59,201	\$52,188	\$881,675
2015/2016	\$162,220	\$55,001	\$58,273	\$64,512	\$78,495	\$95,860	\$84,641	\$70,168	\$61,075	\$69,363	\$48,008	\$47,646	\$895,262
2016/2017	\$160,425	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$160,425



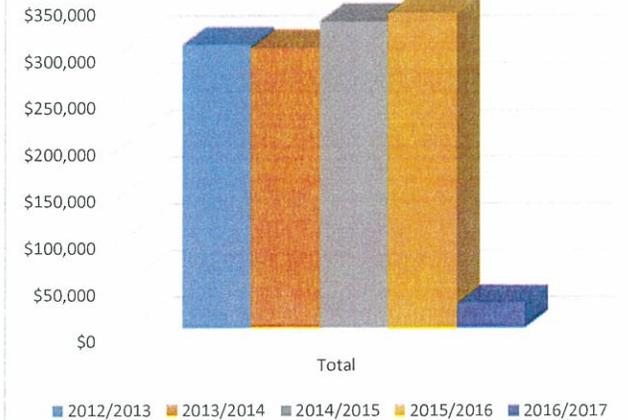
Total F&B Revenue

	October	November	December	January	February	March	April	May	June	July	August	September	Total
2012/2013	\$31,592	\$26,923	\$34,046	\$23,645	\$21,230	\$26,602	\$24,471	\$23,975	\$26,888	\$20,834	\$22,398	\$20,197	\$302,801
2013/2014	\$23,757	\$22,087	\$24,478	\$15,048	\$25,250	\$20,404	\$24,992	\$24,810	\$28,159	\$29,013	\$34,369	\$27,111	\$299,478
2014/2015	\$30,149	\$20,487	\$25,085	\$19,602	\$21,461	\$67,229	\$24,038	\$22,677	\$26,277	\$28,286	\$21,559	\$20,888	\$327,738
2015/2016	\$23,582	\$22,961	\$29,313	\$23,531	\$22,270	\$76,533	\$28,035	\$28,835	\$19,399	\$20,114	\$21,930	\$19,441	\$335,944
2016/2017	\$26,906	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$26,906

F&B Revenue



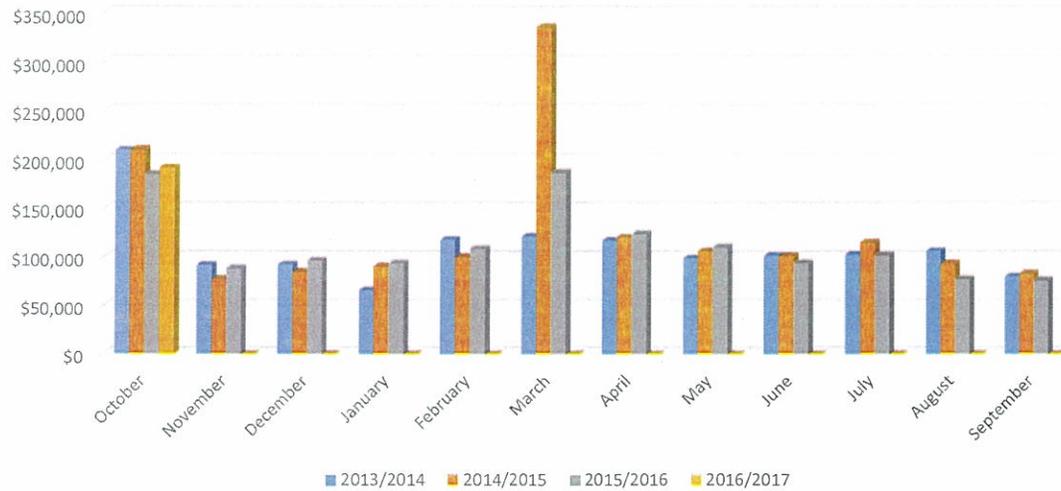
F&B Revenue YTD



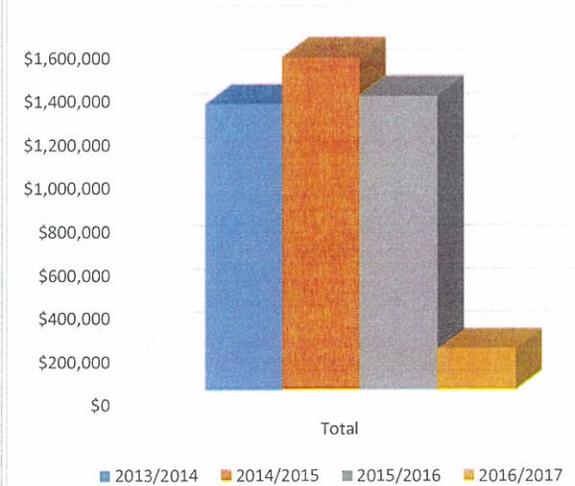
Total Revenue

	October	November	December	January	February	March	April	May	June	July	August	September	Total
2013/2014	\$210,223	\$92,412	\$92,920	\$66,693	\$118,927	\$122,296	\$118,063	\$99,788	\$102,388	\$103,446	\$107,199	\$80,744	\$1,315,099
2014/2015	\$210,562	\$78,030	\$85,643	\$90,934	\$100,958	\$335,949	\$121,313	\$107,054	\$102,013	\$115,656	\$94,112	\$83,209	\$1,525,433
2015/2016	\$186,238	\$89,073	\$97,323	\$94,596	\$109,725	\$187,889	\$124,969	\$111,552	\$94,900	\$102,949	\$78,145	\$76,773	\$1,354,132
2016/2017	\$192,325	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$192,325

Total Revenue By Month



Total Revenue YTD





2015 - 2016 MEMBERSHIPS

BENEFITS:

- Tee Times Two Weeks in Advance
- 50% Off Range Balls
- Four Guest Passes
- 10% Off Food & Beverages
- 10-20% Off Golf Shop Merchandise
- Exclusive Member Events
- Monthly Member Loyalty Calendar

PLAY FOR:

- \$20 to Ride 18
- \$7 to Walk 18
- \$10.50 to Ride 9
- \$3.50 to Walk 9
- \$15 to Ride 18 at Twilight
- \$6 to Walk 18 at Twilight

UNLIMITED RANGE:

- \$9.99 per month
- \$95 Paid in Full (Saves \$25!)

★ PRICES ★

Junior

- Resident: \$125
- Non-Resident: \$175

Couple

- Resident \$975 Annual | \$90.95 Monthly
- Non Resident \$1,075 Annual | \$101.65 Monthly

Senior (65+)

- Resident \$575 Annual | \$53.50 Monthly
- Non-Resident \$675 Annual | \$64.20 Monthly

Senior (65+) Couple

- Resident \$875 Annual | \$80.25 Monthly
- Non Resident \$975 Annual | \$90.95 Monthly

Single

- Resident \$650 Annual | \$58.80 Monthly
- Non-Resident \$750 Annual | \$69.55 Monthly

UNLIMITED GOLF AND RANGE:

- \$3,210 Annual | \$291.58 Monthly



Month-to-month billing requires one year contract. Golf Shop discount excludes sale items. Beverage discount excludes alcohol.

FBG53302



Trivia Night

Every Wednesday @ 6pm
Hosted by Trivia 30

TRIVIA CHALLENGE
FREE TO PLAY!

LIMITED MENU AVAILABLE FROM 5PM-7PM

HAPPY HOUR ALL NIGHT

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- Free food and beverages
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on Thursday for your chance to win!



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↑ TO ↓
PLAY**

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25% Off All Golf Shop Merchandise (Book Money Holders Only)

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PGA Merchandise



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