

MINUTES

City of Modesto
Golf Courses Advisory Committee
Tenth Street Place
1010 10th Street, Room 3001
Modesto, California
May 17, 2017
8:00 a.m.

PRESENT: Harold Aycock, Maria Arevalo, Shirley Keyser, Tami Krauss, Nancy Norton, Laurie Salvi, and Susan Williams

ABSENT: None.

STAFF: City Staff: Jessica Franco, Laurie Smith, Diane Sheatsley, and Bob Quintella

GUESTS: Scott Dickson (BrightView) and Cathi Mendoza (The First Tee)

I. CALL TO ORDER

Committee Chair Aycock called the meeting to order at 8:02 a.m.

II. APPROVAL OF MINUTES

ACTION: Motion (Keyser/Norton 6/0) approving the minutes from the March 22, 2017 meeting as amended.

III. WRITTEN COMMUNICATIONS

None.

IV. OLD BUSINESS

None.

V. NEW BUSINESS

A. BrightView

Scott Dickson presented the report (attached). In addition he reported that the vandalism damage at Creekside #8 was estimated at \$9,000-\$10,000; a temporary green has been created but it will be two weeks until it is playable; and the incident has been reported to the Modesto Police Department. Bob Quintella will revisit the cost of locking the gates back up at night. He also reported that the Downtown Improvement District has large planters (free) that could possibly be used as course access barricades. The fallen tree the left of #9 at Creekside was removed yesterday. The fence still needs to be repaired.

Shirley Keyser noted that the gates at Dryden are also open at night. Bob Quintella said that they should be locked once the SOS Club closes later this summer.

B. KemperSports Report

Bob Quintella presented the report (attached). Shirley Keyser informed the committee that the pro-shop received a new inventory of ladies apparel and golf shoes at great prices.

C. The First Tee Report.

Cathi Mendoza presented the report (attached). She also reported that they are partnering with parents to spruce up the clubhouse areas prior to the Central Valley Open event on June 3, 2017. In addition, she informed the committee that they have changed internet service providers and are in transition stages at this time in regards to service and equipment upgrades.

She informed the committee that The First Tee has 8 locations and 39 after-school sites in Merced and Stanislaus County. The Sonora market is also growing. Clubs in Ceres and Del Rio are still doing well, but Del Rio has had flooding issues too.

D. City Staff Report

Laurie Smith presented the financial reports (attached). Overall revenues are down 20% and expenses are down 10%. She also reported that the City Council's budget workshops will be starting on May 21st and that the Golf Workshop for City Council is still being scheduled for late July or early August to discuss the future of the golf courses.

To date, the City has not heard back from FEMA regarding the flood damage. Scott Dickson stated that he has not received any tree invoices from the City for the post-flood work. Laurie Smith will follow up. Bob Quintella reported that it has been more cost-effective for City employees to do the tree work than professional services and that they have been working overtime during this post-flood period at Dryden. Staff is in the practice of requesting City crews for tree work at all three golf courses, however, the crews are not always available to service the trees in a timely manner. Shirley Keyser asked if the City can get the chips from the downed trees for cart paths. Scott Dickson stated that they have enough chips to do the cart paths around Dryden.

Harold Aycock questioned the Creekside cell tower revenue continuing to be tied to the Muni revenue reports. Under the prior budgeting software, staff was not able to correct the revenue accounting. With the new budget software in place, Staff will look into moving this revenue line item into the proper revenue account.

VI. ORAL COMMUNICATIONS

None.

VII. MATTERS TOO LATE FOR THE AGENDA

None.

VIII. ADJOURNMENT

The meeting was adjourned at 8:45 a.m. The next meeting will be on Wednesday, July 19, 2017 at 8:00 a.m. Diane Sheatsley will poll for attendance.



City of Modesto
Golf Course Advisory Committee Report
May 17, 2017

Creekside

1. Vandals drove onto #1 and #8 green and did donuts
 - a. We fixed damage to #1 in house
 - b. We contracted repairs to #8 and was completed yesterday
2. Aerification to greens complete and mostly healed
3. Most Tall grasses areas will be mowed over the next few week

Dryden

1. River has receded from the golf course
2. Water remains left of #16
 - a. Mosquito abatement has treated area
 - b. Hole is back playing as a par 4
3. Almost every downed tree has been removed
4. Many stumps have been ground up

Mod Muni

1. Power has been restored to irrigation well
2. Aerification was delayed but now complete

5/17/17

KemperSports – Golf Advisory Committee Report

Prepared by: Kelly Smith – General Manager

Following you will find information regarding Creekside and Dryden Park Golf Courses dating back to the last Golf Course Advisory Committee Meeting held on March 22nd, 2017. If you have any questions or concerns regarding this information, or any other subjects, please feel free to reach out to me via email, phone, or in person.

(209) 571-5123

kellysmith@kempersports.com

Dryden Park REOPENING – A combined effort between Bright View Golf Maintenance, the City of Modesto, KemperSports, and a little cooperation from Mother Nature, resulted in the reopening of Dryden Park on Monday, April 10th. The reopening was welcomed by our local golfers, as well as the players and tournament directors of the many outside events scheduled. We offered F&B specials throughout the week, as well as complimentary hotdogs, drinks, and chips on Saturday. **Staffing** - Our efforts were a success, we were fortunate enough to retain ALL 11 employees affected by the closure.

Marketing – General Manager participated in Conference Calls / Webinars on **Strategic Partnerships** – By using our corporate partners it allows us to pass on savings to our client, and our customers. **Social Media Best Practices** – Using multiple Social Media avenues, it allows us to market to our consumers, as well as their friends and family at little or no cost.

Aerification – Creekside was aerified On April 24th and 25th. We once again offered a discounted rate the week of aerification. Discounted rates will be promoted through all our social media channels, website, as well as onsite. *Monday through Thursday \$10 Walking / \$20 Riding*

Vandalism – Unfortunately Creekside was hit with major vandalism in the late hours of May 1st, or early hours of May 2nd. The 8th green had the most damage, resulting in closure of the green.

Modesto City Championship – We will be hosting the Modesto City Championship at Creekside and Dryden on Saturday, June 10th and Sunday, June 11th. Entries and Information are available on our website, as well as in the Pro Shops. Entries will also be delivered to Muni this week.

Ladies apparel – We just received 24 pieces of ladies apparel by Page & Tuttle....so far the feedback from the local ladies groups, is very positive. We are hoping that results in some merchandise sales.

KemperSports Player Development Month – June is KemperSports Player Development Month.....look for FREE lessons, Clinics, etc. throughout the month of June. *Calendar of events coming soon.....*



Operations Update – May 2017

Clubhouse

Safe was not working properly for 5 days. Now working ... tumbler issue? Made need locksmith in future for maintenance.

New 60 " Electronic menu monitor has been installed and full menu will be completed this month to promote events and specials.

Course Maintenance

Greens punched and recovering very good.

Still some large tree branches on course. Bare grass spot left from fallen tree by #1 green.

Upcoming Events

The First Tee of Central Valley Open is Saturday, June 3rd (over 100 Juniors anticipated)

Graffiti Car Show – June 9th thru 11th



April 20th, 2017

Ms. Laurie Smith
 Business Center Manager
 Community and Economic Development Department
 City of Modesto

Dear Laurie,

The following is the financial summary and key highlights for the month of March 2017 at the City of Modesto Golf Courses:

| February 2017 | MTD | Budget | Variance | YTD | Budget | Variance |
|---------------------|-----------|-----------|----------|-------------|-------------|-----------|
| Total Revenue | \$139,739 | \$168,280 | \$28,541 | \$1,424,711 | \$1,612,726 | \$188,015 |
| F&B COGS | \$8,672 | \$10,530 | \$1,858 | \$94,593 | \$101,667 | \$7,074 |
| Merch. COGS | \$5,662 | \$5,049 | \$613 | \$63,063 | \$46,738 | \$16,325 |
| Total Cost of Sales | \$14,334 | \$15,579 | \$1,245 | \$157,656 | \$148,405 | \$9,251 |
| Gross Margin | \$125,405 | \$152,701 | \$27,296 | \$1,267,055 | \$1,464,321 | \$197,266 |
| Payroll Expense | \$36,097 | \$44,036 | \$7,939 | \$375,128 | \$384,148 | \$9,020 |
| Other Expense | \$19,371 | \$18,949 | \$422 | \$170,949 | \$170,528 | \$421 |
| EBITDA | \$69,937 | \$89,716 | \$19,779 | \$720,978 | \$909,645 | \$188,667 |
| | | | | | | |
| | | | | | | |
| Rounds | 5,199 | 5,455 | 256 | 49,923 | 54,476 | 4,553 |
| Average GF/CF | \$20 | \$24 | \$4 | \$22 | \$23 | \$1 |

Overview:

March was a strong month for the Modesto Properties despite Dryden Park being closed for the entire month. Creekside exceeded revenue goals in ALL categories. The overall combined budgeted revenue was \$29K below budget and \$33k behind prior year. The total combined NOI was \$20K below budget and \$16k behind prior year. We are looking forward to the reopening of Dryden Park in April and anticipate a very busy month with both local and outside events.

Key Performance Highlights:

> **General**

- o Creekside was able to capture a large portion of Dryden Park’s lost rounds, missing the combined budgeted rounds goal by only 256 rounds.
- o Continue social media, email blasts and on-site specials to drive rounds / revenues.
- o TrueReview promotions continue in effort to help increase number of returned surveys.
- o We hosted local events for the Creekside Golf Club (2), and SIRS (1), as well as outside events for the SOS Club, US Kids (2), and a multi team MJC golf team event

*Northwest Regional Office
 18119 Via Encantada, Monte Sereno, CA 95030
 (415) 722-3580*



| Course | NPS | Overall Rating | Service Rating | Course Rating | Food Rating | Recommend Rating | # of Surveys |
|-------------|------|----------------|----------------|---------------|-------------|------------------|--------------|
| Creekside | 54.2 | 8.6 | 9.1 | 8.2 | 8.0 | 8.7 | 48 |
| Dryden Park | - | - | - | - | - | - | - |

Please call me if you have any questions.

Sincerely,

Steve Argo
Regional Vice President of Operations
KemperSports
Cc: Jim Stegall

Golf Fund Budget vs. Actual thru APR 30, 2017

| REVENUES | FY 16/17 Budget | As of 30-Apr-17 | % of budget |
|-------------------------------------|---------------------|---------------------|----------------|
| Fund 4600 (Muni & Admin) | | | |
| Total Muni Green Fees | 210,000 | 132,573 | |
| First Tee Green Fees | 2,500 | 0 | |
| NCGA-YOC Green Fees | 5,000 | 3,681 | |
| FootGolf Fees | 2,500 | 629 | |
| Lease of Land (Water Dept) | 889 | 0 | |
| Misc Lease - Cell Tower | 94,464 | 79,647 | |
| Building/Room Rental - Other | 0 | 2,000 | |
| Misc Revenue | 0 | 8,988 | |
| Interest Revenue on Bank Accounts | 0 | (12,650) | |
| Misc Donations | 150 | 0 | |
| | \$315,503 | \$214,868 | 68.1% |
| Fund 4605 (KemperSports) | | | |
| Total Creekside Green Fees | 800,000 | 544,971 | |
| Creekside Cart Fees | 300,000 | 182,573 | |
| Creekside Range Fees | 40,000 | 28,676 | |
| Creekside Food & Beverage | 200,000 | 145,471 | |
| Creekside Merchandise | 90,000 | 64,702 | |
| | \$1,430,000 | \$966,393 | 67.6% |
| Total Dryden Green Fees | 440,000 | 232,592 | |
| Dryden Cart Fees | 190,000 | 113,830 | |
| Dryden Range Fees | 18,000 | 10,758 | |
| Dryden Food & Beverage | 125,000 | 69,354 | |
| Dryden Merchandise | 37,000 | 31,717 | |
| | \$810,000 | \$458,251 | 56.6% |
| TOTAL REVENUES: | 2,555,503.00 | 1,639,512.22 | 64.2% |

EXPENDITURES

Fund 4600 (Muni & Admin)

FY 16/17
Budget

As of
30-Apr-17

% of
budget

| | | | |
|---|-------------|-------------|-------|
| ISF - Mail Services - Inside | \$26 | \$22 | |
| ISF - Building Services | \$2,210 | \$1,842 | |
| ISF - Cost Allocation | 45,346 | 37,788 | |
| ISF - Property Insurance | 19,466 | 16,222 | |
| ISF - Liability Insurance | 15,316 | 12,763 | |
| Office Supplies | 100 | 88 | |
| Printing & Binding | 100 | | |
| Utility Expense - Electric (All 3 courses) | 50,000 | 33,537 | |
| Utility Expense - Gas (All 3 courses) | 5,000 | 4,905 | |
| Utility Expense - Garbage (Muni only) | 870 | 734 | |
| Utility Expense - Phone | 100 | 0 | |
| Cable/Internet Utility Services | 0 | 541 | |
| Misc Repair & Maintenance at Muni | 6,000 | 150 | |
| Misc Repair & Maintenance-Equipment at Muni | 6,000 | 11,204 | |
| Course Maintenance - ValleyCrest | 1,602,974 | 1,245,070 | |
| Employee Expense at Muni shared with Del Rio CC | 25,000 | 5,159 | |
| Memberships & Dues | 300 | 0 | |
| City Staff - Admin & Building Services | 76,045 | 78,924 | |
| Creekside Debt - Principal Retirement | 340,000 | 340,000 | |
| Creekside Debt - Interest Expense | 151,666 | 54,333 | |
| Creekside Debt - Trustee Fees | 3,000 | 2,458 | |
| Professional Services Debt | 1,000 | 688 | |
| | \$2,350,519 | \$1,846,425 | 78.6% |

Fund 4605 (KemperSports)

Creekside

| | | | |
|---|-----------|-----------|-------|
| Office Supplies | 3,000 | 591 | |
| Cost of Sales - Creekside Merchandise | 60,000 | 41,601 | |
| Cost of Sales - Creekside Food & Beverage | 100,000 | 62,399 | |
| Food & Beverage Expense - Creekside | 6,500 | 4,521 | |
| Tools & Field Supplies - Creekside | 4,000 | 239 | |
| Marketing - Creekside | 5,000 | 1,649 | |
| Cart Lease - Creekside rental | 30,000 | 36,697 | |
| Payroll - Creekside | 275,000 | 195,285 | |
| General & Admin - Creekside | 76,000 | 50,576 | |
| | \$559,500 | \$393,558 | 70.3% |

Dryden

| | | | |
|--|-----------|-----------|-------|
| Office Supplies | \$2,000 | 972 | |
| Cost of Sales - Dryden Merchandise | 31,000 | 21,461 | |
| Cost of Sales - Dryden Food & Beverage | 47,000 | 32,194 | |
| Food & Beverage Expense - Dryden | 6,000 | 2,315 | |
| Tools & Field Supplies - Dryden | 3,000 | 217 | |
| Marketing - Dryden | 5,000 | 1,649 | |
| Cart Lease - Dryden | 30,000 | 30,218 | |
| Payroll - Dryden | 220,000 | 179,843 | |
| General & Admin - Dryden | 48,500 | 40,504 | |
| | \$392,500 | \$309,373 | 78.8% |

TOTAL EXPENDITURES:

\$3,302,519

\$2,549,357

77.2%

Revenues over/under Expenditures:

(\$909,844)

Cost Recovery:

64%

Muni Golf Course Revenues YTD

| | Budget FY 16/17 | JUL | AUG | SEPT | OCT | NOV | DEC | JAN | FEB | MAR | APR | YTD | % of budget |
|------------------------|--------------------|----------|----------|----------|----------|----------|----------|---------|----------|----------|----------|-----------|----------------|
| Green Fees | \$ 210,000.00 | \$15,120 | \$15,633 | \$13,955 | \$11,719 | \$9,688 | \$8,526 | \$6,538 | \$8,656 | \$16,968 | \$16,072 | \$122,873 | |
| Punch Card Allocation | | \$3,479 | \$3,468 | \$2,565 | \$2,477 | \$3,015 | \$1,949 | \$1,232 | \$1,498 | \$2,690 | \$3,290 | \$25,663 | |
| Annual Pass Allocation | | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$26 | \$0 | \$26 | |
| Golf Revenues | | \$18,599 | \$19,101 | \$16,520 | \$14,196 | \$12,703 | \$10,475 | \$7,770 | \$10,154 | \$19,684 | \$19,362 | \$148,563 | 71% |
| FootGolf Revenues | \$ 2,500.00 | \$234 | \$260 | \$290 | \$14 | \$48 | \$0 | \$0 | \$0 | \$0 | \$87 | \$933 | 37% |
| | \$ 225,000.00 | \$18,833 | \$19,361 | \$16,810 | \$14,210 | \$12,751 | \$10,475 | \$7,770 | \$10,154 | \$19,684 | \$19,449 | \$149,496 | 66% |
| Golf Rounds | | 2,127 | 2,158 | 1,952 | 1,509 | 1,489 | 1,312 | 984 | 1,224 | 2,416 | 2,180 | 17,351 | |
| FootGolf Rounds | | 20 | 19 | 26 | 2 | 4 | 0 | 0 | 0 | 0 | 8 | 79 | |

Golf Courses Advisory Committee

~~January 18, 2017~~ *May 17, 2017*

| | Present | Absent |
|-------------------------------|-------------------------------------|-------------------------------------|
| Members: | | |
| Laurie Salvi | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Shirley Keyser | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Harold Aycock | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Tami Krauss | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Nancy Norton | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Maria Arevalo | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Susan Williams | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Consultants | | |
| Kevin Neal – BrightView | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Scott Dickson – BrightView | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Kelly Smith- KemperSports | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| John Griston – The First Tee | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Cathy Mendoza – The First Tee | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Staff | | |
| Laurie Smith | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Bob Quintella | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Jessica Franco | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Diane Sheatsley | <input checked="" type="checkbox"/> | <input type="checkbox"/> |

Yoy Courses Advisory Committee^① ^② ^③ May 17, 2017

- I Call to Order Harold Aycock called the meeting to order @ 8:02 am
 - II Approval of March 22, 2017 minutes as amended by SK/NN - passed
 - III Written Communication - none
 - IV Old Business - none
 - V
 - (A) Brightview - Scott Dickson
See attached report & notes
 - (B) Kemper Sports - Bob Quintella read Kelly Smith's Report - attached.
SK - rec'd shoes in stock @ great prices
 - (C) Cathy Mendoza - See attached report by John Wriston
- 1st
• 8 Location
• 39 afterschool sites
merced
+ stan - count
- Sonora - growing

