



**CITY OF MODESTO
GOLF COURSES ADVISORY COMMITTEE
Wednesday, March 15, 2023 at 8:00
1010 Tenth Street, Room 4104, Modesto, CA 95354**

Golf Courses Advisory Committee Ricardo Semeria, Chair
 Jim Spelman, Vice Chair
 Arnold Fidalgo
 Karen Burch
 Vince Hansen
 Pam Giusto
 Doug Lemcke
 Michelle Buer
 Jeffrey Lambaren

AGENDA

(NOTE: Any and all of the following agenda items are subject to action being taken by the Modesto Golf Courses Advisory Committee.)

I. CALL TO ORDER

- A. Roll Call
- B. Introduction of New Members

II. APPROVAL OF MINUTES

January 18, 2023

III. WRITTEN COMMUNICATIONS

- A. Motion accepting the resignation of Pam Giusto and forwarding to Council for approval.

IV. OLD BUSINESS

V. NEW BUSINESS

- A. Election of Chair & Vice Chair for 2023
- B. BrightView Report
- C. KemperSports Reports
- D. First Tee Report
- E. City Staff Reports
 - 1. Dryden & Creekside Updates
 - 2. Former Muni Site Update
 - 3. Financials
 - b) Golf Fund Budget vs. Actuals

VI. ORAL COMMUNICATIONS

These may be presented only by interested persons in the audience. Under State law, Committee members may respond to matters being presented under this item only as follows:

- A. Briefly respond to statements made or questions asked.
- B. Ask a question for clarification.
- C. Provide a reference to staff or other resources for factual information.
- D. Request staff to report back at a subsequent meeting.
- E. Finally, a Committee member or the Committee itself may take action to direct staff to place a matter of business on a future agenda.

VII. MATTERS TOO LATE FOR THE AGENDA

(These may be presented by members of the Golf Courses Committee and staff, upon determination by a majority vote that an emergency exists, as defined by State law, or by a 2/3 vote that [1] there is a need to take immediate action and [2] that the need for action came to the Committee’s attention after the agenda was posted.)

VIII. ADJOURNMENT

The next meeting will be held on May 17, 2023 at 8:00 AM, 1010 Tenth Street, Modesto, CA.

NOTE: Copies of this agenda are on file at the Modesto-Stanislaus Library Reference Room, 1500 I Street, Modesto, and in the Office of the City Clerk, Tenth Street Place, 1010 Tenth Street, Modesto. A copy of this agenda may be obtained in the Office of the City Clerk.

Posted pursuant to Government Code Section 54954.2 on _____,
at _____ by _____ on the bulletin board at Tenth Street Place.

MINUTES

**City of Modesto
Golf Courses Advisory Committee
Held via TeleConference
January 18, 2023**

PRESENT: Ricardo Semeria, Pam Giusto, Karen Burch, Jim Spelman, Michelle Buer, and Laurie Salvi (late)

EXCUSED: Doug Lemcke

ABSENT: Vince Hansen

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

GUESTS: Scott Dickson, John Griston, Jeffrey Lambaren and Arnold Fidalgo

I. CALL TO ORDER

Chair Semeria called the meeting to order at 8:05 a.m.

II. APPROVAL OF MINUTES

ACTION: Motion (Semeria/Spellman) 5/0 approving the September 21, 2022 and December 16, 2022 minutes.

III. WRITTEN CORRESPONDENCE

None.

IV. OLD BUSINESS

None.

V. NEW BUSINESS

A. BrightView Report

Scott Dickson presented the attached report.

B. KemperSports Report

Staff presented the attached report.

C. First Tee Report

John Griston presented the attached report.

D. City Staff Reports

1. Dryden & Creekside Updates. – Laurie Smith reported the City has is considering a settlement offer from the insurance company. Bob Quintella reported on the Shackelford Pipeline project. The project may be delayed due to weather. The project has impacted some bunkers and fairways which will require rebuilding. Trees management at Dryden has been completed behind #15 with additional work planned for 2023. The club house is scheduled for demolition in February.

2. Former Muni Site Update – Laurie Smith reported the City is moving forward with retaining a land use planner to consider all the feedback from discussions, community meetings, and designs for the former Muni golf course site. Once completed, the findings will be presented to Council. Pending an asbestos report, the former clubhouse is slated to be demolished in February.
3. Financials. Laurie reported on revenue and expenses through November 2022. Expenses are at 107% of cost recovery and revenues are at 41%. While the reporting is favorable, staff expects this to change due to the impacts of poor weather and the Shackelford Pipeline.

VI. ORAL COMMUNICATIONS

None.

VII. MATTERS TOO LATE FOR THE AGENDA

None.

VIII. ADJOURNMENT

MOTION: Semeria/Buer. The meeting was adjourned at 8:31a.m. The next meeting is scheduled for March 15, 2023 at 8:00 a.m.



City of Modesto
Golf Course Advisory Committee Report
January 18, 2023

Weather

- Since our last meeting in November, we've received over 12 inches of rain (per NOAA website)
- No carts allowed at either golf course yet
- Working on bunkers
- Lost 6 trees at Dryden and 0 at Creekside
- Tree service will be out on Friday to remove the big one by 10 tee

Greens

- Good shape. Some snow mold. (round reddish/yellow circles)
- Traffic control lines were being painted at Creekside and Dryden before the rain
- Sometime between last Wednesday(1/12) and Thursday morning someone damaged 13 green at Creekside with a dirt or eBike. Damage was repaired by Friday afternoon

Tees, Fairways and Roughs

- Wet

Cart paths

- Prior to the rains we had repaired and improved some cart paths at Dryden. 2, 3, and 6 tees. We also seeded some areas around the green surrounds

Future projects

- Painting traffic lines in front of greens
- Walkways from to fairways at Creekside
- Aerification
- Water management
- New plantings at Creekside

1/18/23

KemperSports – Golf Course Advisory Committee Report

Prepared by: Kelly Smith – General Manager

Following you will find recent information regarding Creekside and Dryden Park Golf Courses. 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

Weather – As a weather based outdoor activity, the frost delays and RAIN have had an extremely negative financial impact to our properties in November, December, and so far through January. We are working with our team and Home Office Regional Sales and Marketing Directors on ideas to capture revenue while we continue to get hit with current and forecasted weather through February and into March.

Shackelford Water Trunk Project – While the weather has had a more significant impact on play, the water project itself has also had a noticeable impact as well. We are continually working on communication / wording to attract golfers to our 18 hole golf course.

Golf Carts – Golf Cart RFP has been received and the City staff is preparing a report for the finance committee, we continue to work on battery issues at both courses and will continue to keep as many carts operational as possible through the end of the current lease / rental (end of August). We have obtained 19 sets of batteries that are currently being installed between the two courses.

Thanksgiving Shotgun – We hosted another successful Thanksgiving Day shotgun at both courses. Numbers were comparable to PY.

Toy Drive – We once again partnered with the Modesto Gospel Mission for another successful toy drive benefiting our local youth. Thank You to all our gracious customers and local golf clubs for participating!

Marketing –

- We are in the process of revising our upcoming campaigns with Advantage Marketing. Campaigns continue to show value by attracting customers via Facebook.
- We have been working with City of Modesto staff members, cross promoting the golf courses in our social media posts.
- We are preparing communications for all our media channels and email blasts for the upcoming Dryden Park Clubhouse demo. While a date hasn't been confirmed, we anticipate the project moving forward and will be prepared when it does.
- We will continue to provide updates on the Shackelford Project when available. While weather has likely delayed the project, it is not clear if there will be any delay on the golf course portion of the project at this time.



GAC Report

Weds, January 18th, 2023

1. First Tee announced its'20th Anniversary as a chapter!
2. New anniversary logo will be revealed this year with marketing and promotional materials.
3. Spring Session registration opened on Friday, January 13th. Spring session will start in mid -March.
4. Partnership with BGCS is going well and look forward to continuing to serve more and more youth in West Modesto.
5. Looking at creative ways to get participants on course during downtime and slow play timeframes.
6. Dryden park project meeting is scheduled for January 31st. Will be discussing irrigation plans and lighting fixture installation.

Golf Fund Budget vs. Actual thru
November 30, 2022

REVENUES	FY 22/23 Budget	As of 30-Nov-23	% of budget
Fund 4600 (Muni & Admin)			
NCGA-YOC Green Fees	1,000	42	
Lease of Land (Water Dept)	61,315	29,200	
Misc Lease - Cell Tower	42,880	16,640	
Building/Room Rental - Other (Muni Car Show)	0	0	
Refunds, Damages, and Cost Recovery	0	0	
Interest Trustee/Investment Earnings	0	1,640	
	\$105,195	\$47,522	45.2%
Fund 4605 (KemperSports)			
Total Creekside Green Fees	1,025,000	396,422	
Creekside Cart Fees	325,000	131,492	
Creekside Range Fees	70,000	31,416	
Creekside Food & Beverage	160,000	85,020	
Creekside Merchandise	73,000	33,339	
Refunds, Damages, and Cost Recovery	0	0	
	\$1,653,000	\$677,689	41.0%
Total Dryden Green Fees	612,000	252,221	
Dryden Cart Fees	252,000	109,735	
Dryden Range Fees	24,000	11,374	
Dryden Food & Beverage	60,000	25,447	
Dryden Merchandise	22,500	11,425	
Refunds, Damages, and Cost Recovery	0	0	
	\$970,500	\$410,201	42.3%
TOTAL REVENUES:	\$2,728,695	\$1,135,412	41.6%

EXPENDITURES	FY 22/23 Budget	As of 30-Nov-23	% of budget
Fund 4600 (Muni & Admin)			
ISF - Mail Services	32	13	
ISF - Building Services	79,524	33,135	
ISF - Cost Allocation	42,697	17,790	
ISF - Property Insurance	34,676	14,448	
Printing & Binding	200	0	
Tools & Field Supplies	0	0	
Utility Expense - Electric	51,500	12,342	
Utility Expense - Gas	7,000	1,237	
Utility Expense - Water	12,000	0	
Utility Expense - Cable/Internet	1,300	852	
Misc Repair & Maintenance	8,000	1,012	
Misc Repair & Maintenance - Equipment	17,325	548	
Misc Repair & Maintenance - Vandalism	16,000	360	
Misc Repair & Maintenance - Real Property	7,282	1,850	
Professional Services (BrightView, Loomis, PNC, Rank)	1,621,280	497,126	
Staff Administration of Golf Contract	116,716	62,466	
ISF - City Fleet Operation & Maintenance	1,362	24	
Creekside Debt - Principal Retirement	460,000	0	
Creekside Debt - Interest Expense	35,500	-7,833	
Creekside Debt - Trustee Fees	6,000	0	
Professional Services Debt	3,000	113	25.2%
Fund 4605 (KemperSports)	\$2,521,394	\$635,485	
<i>Creekside</i>			
Office Supplies	2,800	729	
Cost of Sales - Creekside Merchandise	49,640	19,898	
Cost of Sales - Creekside Food & Beverage	57,600	33,584	
Food & Beverage Expense - Creekside	7,500	3,388	
Tools & Field Supplies - Creekside	2,500	1,207	
Marketing - Creekside	9,000	2,296	
Cart Lease - Creekside	45,064	24,359	
Taxes & Assessments	0	0	
Payroll - Creekside	397,760	132,376	
General & Admin - Creekside	70,200	23,622	
Principal Retirement - Cart Hauler	3,127	978	
Interest Expense - Cart Hauler	106	31	37.6%
	\$645,296	\$242,468	
<i>Dryden</i>			
Office Supplies	2,250	490	
Cost of Sales - Dryden Merchandise	15,130	9,828	
Cost of Sales - Dryden Food & Beverage	48,000	12,165	
Food & Beverage Expense - Dryden	2,000	104	
Tools & Field Supplies - Dryden	2,500	1,460	
Marketing - Dryden	9,000	2,610	
Cart Lease - Dryden	40,000	21,178	
Payroll - Dryden	342,970	117,258	
General & Admin - Dryden	50,000	17,442	35.7%
	\$511,850	\$182,535	
TOTAL EXPENDITURES:	\$3,678,540	\$1,060,488	28.8%
Revenues over/under Expenditures:		\$74,924	
Cost Recovery:		107%	