



**CITY OF MODESTO  
GOLF COURSES ADVISORY COMMITTEE  
Wednesday, May 17, 2023 at 8:00 AM  
1010 Tenth Street, Room 2005, Modesto, CA 95354**

Golf Courses Advisory Committee    Ricardo Semeria, Chair  
   Jim Spelman, Vice Chair  
   Arnold Fidalgo  
   Karen Burch  
   Vince Hansen  
   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 MEMBERS – ROLL CALL**

**II. APPROVAL OF MINUTES**

March 15, 2023

**III. WRITTEN COMMUNICATIONS**

**IV. OLD BUSINESS**

A. Muni-Niner Representative

**V. NEW BUSINESS**

- A. Fundraising for Golf Course projects
- B. BrightView Report
- C. KemperSports Reports
- C. First Tee Report
- D. City Staff Report
  - 1. Golf Cart Update
  - 2. Dryden & Creekside Updates
  - 3. Former Muni Site Update
  - 4. Financials
    - a) Golf Fund Budget vs. Actual
    - b) KemperSports Reports

**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**

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  
Tenth Street Place – Room 4104  
March 15, 2023**

PRESENT: Ricardo Semeria, Arnold Fidalgo, Vince Hansen, Karen Burch, Doug Lemcke, Jim Spelman, and Jeffrey Lambaren

EXCUSED: Michelle Buer

ABSENT: ----

STAFF: Laurie Smith, Bob Quintella, and Jessica Franco

GUESTS: Scott Dickson, Kelly Smith, John Griston, Bonnie Mellor (Muni Niners)

I. CALL TO ORDER

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

II. APPROVAL OF MINUTES

A. January 18, 2023.

- a. Members asked if recommendations and/or questions regarding the Golf Courses from the Committee could be included in the minutes. Staff stated they would include it in the future minutes.

**ACTION:** Motion (Lemcke/Burch) 5/0 approving the January 18, 2023 minutes.

III. WRITTEN CORRESPONDENCE

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

**ACTION:** Motion (Lemcke/Semeria) 5/0 approving Pam Giusto's resignation and forwarding to Council for approval.

IV. OLD BUSINESS

None.

V. NEW BUSINESS

A. Election of Chair & Vice Chair for 2023

**ACTION:** Motion (Lemcke/Lambaren) 5/0 approving Ricardo Semeria as Chair and Jim Spelman as Vice-Chair for 2023.

B. BrightView Report

- a. Scott Dickson presented the attached report.
  - i. Members asked about the status of Tee box #3. BrightView replied that it would be re-sodded along with the putting green on #18 and then re-opened.

- ii. Members asked about Tee box #7 which was chained off due to Golfers creating their own path to the restrooms. BrightView made a note to address the issue.
- iii. Members asked if dirtbikes damaged the fairways including #3. BrightView replied that it was the same that happened on #13 Green but at separate times. #13 and #14 were done by dirtbikes and #3 appeared to be done by a 4-wheeler. Golf staff top-dressed and seeded that area. Members complimented staff.
- iv. Chair asked what a Poa (plant) is. BrightView replied it was an annual grassweed that is hard to remove due to its abundant seeds.
- v. Members asked if irrigation repairs were going to be completed during the winter to avoid patches of brown grass during the summer months; specifically Creekside. BrightView replied that irrigation repairs would be done during that period. BrightView stated there was no easy solution with an aging irrigation system. In the interim, staff is working on replacing irrigation nozzles. Members asked if there are Grant options for the Golf Courses and City staff replied that they would check into possible grants for water conservation.
- vi. Members asked regarding gopher control using poison. BrightView replied that they trap gophers but that they would investigate alternatives by reaching out to other courses.

C. KemperSports Report

- a. Kelly Smith presented the attached report.
  - i. Members asked what would happen next at the former Dryden Clubhouse site now that it has been demolished. City Staff replied that the tentative plan is to create two small putting greens.
  - ii. Members asked if the current golf carts could be turned in early to get new carts and how much it would cost to get them early. Kemper replied that getting carts immediately was not an option due to delivery issues.

D. First Tee Report

- a. John Griston presented the attached report.
  - i. Members asked if artificial turf was still being considered for the greens. The First Tee replied that the suggestion was provided from Del Rio CC but it was found costly and short-term in comparison to real grass.
  - ii. Members asked if the parking lights could be solar-powered. The First Tee replied that the City has certain specifications for those lights which does not include solar power.

E. City Staff Reports

- 1. Dryden & Creekside Updates. – City Staff reported that the insurance settlement on Dryden is 95% complete. Current negotiations are at \$3.5M; the clubhouse is expected to be more than that.

Clubhouses at both Dryden and Muni courses are now demolished. The insurance funds from the Muni fire paid for the demolitions with money left

over. Replacement of netting being considered due to damages from homeless.

Staff reported a tree problem at Muni with 30 trees down. Homeless people are living in these trees but the cost is high to remove. Police will help remove the homeless after the trees have been taken care of. Staff is working to find funds.

Staff working with First Tee for the Well-water hookup. Staff received two bids from local Well companies; selected bidder refused to do any work due to possibly collapsing the aging Well. Staff revised plan and are looking at a watering schedule between the First Tee and the Golf Course. Irrigation improvements made by First Tee will reduce the amount of water needed for their project.

Staff setting up meeting with City engineers to re-do the parking lot.

- a. Members asked about repairing the pump room door at Dryden. Staff replied they are considering removing the entire pump house and getting a new tank.
  - b. Members asked if the Clubhouse design is completed. Staff replied the preliminary design is completed but some kitchen revisions were needed. Once it is completed, the design will be brought to Committee for review.
  - c. Members were concerned with vandalism in the area and asked if there was a strategy in place to mitigate that. Staff is planning for cameras to see if it makes a difference. Members suggested reaching out to Police. Staff replied that there is contracted Security patrolling these areas and that staff works with PD regularly to reduce these problems including using Park Rangers to assist.
2. Former Muni Site Update – Council approved an Agreement to continue with the land-use plan for Muni. Staff is estimating 15 months to complete; not sure when the start date is. The Community & Economic Development department is leading the project and is partnering with the Parks and Recreation department.
  3. Financials – City Staff reported on revenue and expenses through December 2022. Expenses are at 70% of cost recovery and revenues are at 52%. While the reporting is favorable, staff expects this to change due to the impacts of poor weather. BrightView contract ends its first term in December, staff is meeting with BrightView/Kemper to negotiate extension terms.
    - a. Members asked about the debt service ending in November and what the plan is for those funds in the future and possibly using it for irrigation. Staff replied that they are reviewing/updating the Capital Improvement plan for the Courses keeping in mind that the golf fund runs a deficit equal to or greater than the debt service. Members commented that Golf should be considered a Quality-of-Life investment instead. Staff agreed and brought up Measure H

and the possibility to change perspectives on the courses in the future.

- b. Staff introduced Bonnie Mellor as a tentative member of the Committee to be taken for approval to Council since she is a member of the Muni-Niners.

VI. ORAL COMMUNICATIONS

None.

VII. MATTERS TOO LATE FOR THE AGENDA

None.

VIII. ADJOURNMENT

**MOTION:** (Lemcke/Semeria). The meeting was adjourned at 9:06 a.m. The next meeting is scheduled for May 17, 2023 at 8:00 a.m.



City of Modesto  
Golf Course Advisory Committee Report  
March 15, 2023

Greens

- Good shape. Some snow mold at Dryden. (round reddish/yellow circles)
- Sod from the putting green at Creekside, used to fix 13 green, will be replaced in two weeks
- Scalped plugs at Creekside replaced

Tees, Fairways and Roughs

- Wet. Post emergent spray for clover going out this week and next.
- Pre-emergent for crabgrass when the soils warm up

Trees

- Large pine down on 14 Dryden will be removed this month

Sewer Project

- Golf course part completed. Sod laid and rooting begun.
- Parking lot and road entrance ongoing this week

Other

- As of 3:00 pm, 3/14/23, The Tuolumne River was 3 feet below flood stage according to the NOAA (National Oceanic and Atmospheric Association)
- Creekside clubhouse and parking lot barked
- Creekside cart paths edged
- Sod placed in front of Dryden 8 green
- Spring cleaning took place at both maintenance shops

Aerification Schedule

- Dryden: April 3<sup>rd</sup>
- Creekside: May 8-9<sup>th</sup>
- Creekside: September 19-20<sup>th</sup>
- Dryden: October 23<sup>rd</sup>

3/14/23

# 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](mailto: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 since mid-November. We continue to work 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 March and into April.

We are closing monitoring the Tuolumne River and Dry Creek with Scott and the BrightView team. If at any time it becomes unsafe, or encroaches in play on multiple holes we will recommend closures of those areas, or the entire courses if needed.

**Shackelford Water Trunk Project** – On course work has concluded, and we are back to an 18 hole golf course. Unfortunately the water project continues in and around our facility. Work in front of the school is supposed to conclude by the end of the week, while the work in the parking lot and surrounding neighborhoods is schedule to continue for quite some time. We have added notes to our website, tee time confirmations, as well as have staff informing players to allow extra time to make it to the course.

**Dryden Clubhouse Demo** – The clubhouse demo has been completed. Customer comments have been positive, definitely a positive step moving forward.

**Golf Carts** – Golf Cart lease passed committee, and council. While EZ\_GO is currently quoting early 2024 for delivery of fleets, using our KemperSports national partnership we were able to confirm that carts will be delivered on time. While we await the new carts, 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). Over the last 3 months we have replaced 20 sets of batteries (over 26K) between the two courses.

**The Big Game Shotgun** – We hosted a successful Big Game Day shotgun at Creekside. While numbers were comparable to PY, the weather was much worse.....frost delay, and a high that was much lower than PY.

## Marketing –

- We have implemented a few revisions to our upcoming campaigns with Advantage Marketing. Campaigns that continue to show value by attracting customers / bookings via Facebook.
- We are excited to be implementing the True Demand Business Intelligence tool at our properties in the next 30-45 days. True Demand will give us an in-depth look at revenues, peak time's vs underutilized times, as well as what our competitors in the local market are doing.
- We will continue to provide updates on the Shackelford Project in and around the facility when available.
- Vince and I have begun an additional monthly marketing call with our KemperSports Home Office marketing team specifically targeting social media content for the upcoming month. KemperSports has added another resource to our team, as Kevin Fitzsimons has joined the Home Office team as a Regional Marketing Manager, he works closely with Vince and I, and our Regional Sales and Marketing Director Kylene Trevor.





## **GAC Report**

Weds, March 15th, 2023

1. Dryden Park Project - Phase I update - Water well connection, irrigations and phase I golf area to be installed/constructed by Mick Evans and his crew by end of March. Awaiting authorization by Brightview/City. Lighting and fencing are next priority as well as a bid from Bright view to provide maintenance for the golf practice area.
2. Spring Session begins this Saturday, March 11th at Dryden Park. A parent orientation was held last week for all new and returning parents.
3. Aspire/UCS charter school has specific spring classes assigned for students to experience First Tee at Dryden Park during the week.
4. Modesto City Schools are looking to schedule First Tee summer camps at Dryden Park. Once scheduled, the transportation will be secured by the Modesto City school district.
5. Corporate Challenge Fundraiser on May 5th at Del Rio C.C. to support First Tee. Fiesta themed after party will take place after the golf horse race format event. Chance to win \$10,000 putting contest. For more info, contact [johngriston@gmail.com](mailto:johngriston@gmail.com).

**ATTACHMENT 1 – GCAC MINUTES – MARCH 15, 2023**

**Golf Fund Budget vs. Actual thru December 31, 2022**

<b>REVENUES</b>	<b>FY 22/23 Budget</b>	<b>As of 31-Dec-22</b>	<b>% of budget</b>
Fund 4600 (Muni & Admin)			
NCGA-YOC Green Fees	1,000	42	
Lease of Land (Water Dept)	61,315	35,154	
Misc Lease - Cell Tower	42,880	18,242	
Building/Room Rental - Other (Muni Car Show)	0	0	
Refunds, Damages, and Cost Recovery	0	0	
Interest Trustee/Investment Earnings	0	4,775	
	\$105,195	\$58,213	55.3%
Fund 4605 (KemperSports)			
Total Creekside Green Fees	1,025,000	512,807	
Creekside Cart Fees	325,000	158,559	
Creekside Range Fees	70,000	39,148	
Creekside Food & Beverage	160,000	104,196	
Creekside Merchandise	73,000	40,604	
Refunds, Damages, and Cost Recovery	0	0	
	\$1,653,000	\$855,313	51.7%
Total Dryden Green Fees	612,000	317,811	
Dryden Cart Fees	252,000	134,590	
Dryden Range Fees	24,000	14,228	
Dryden Food & Beverage	60,000	30,378	
Dryden Merchandise	22,500	17,893	
Refunds, Damages, and Cost Recovery	0	0	
	\$970,500	\$514,900	53.1%
<b>TOTAL REVENUES:</b>	<b>\$2,728,695</b>	<b>\$1,428,426</b>	<b>52.3%</b>

