



**CITY OF MODESTO
GOLF COURSES ADVISORY COMMITTEE
City Of Modesto 1010 Tenth Street, Room 3001, Modesto, CA
Wednesday, August 2, 2017, 8:00 a.m.**

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

II. APPROVAL OF MINUTES – May 17, 2017

III. WRITTEN COMMUNICATIONS

IV. OLD BUSINESS

V. NEW BUSINESS (Oral Reports)

- A. BrightView Report
- B. KemperSports Report
- C. The First Tee Report
- D. City Staff Report

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
(Date)
_____ by _____ on the bulletin board at Tenth Street Place.

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.

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