



**CITY OF MODESTO
GOLF COURSE ADVISORY COMMITTEE AGENDA
Wednesday, May 20, 2026 at 8:00 AM
Tenth Street Place, 1010 Tenth Street – MODESTO, CA
Suite 2005**

THIS MEETING WILL BE PHYSICALLY OPEN TO THE PUBLIC

CALL TO ORDER - ROLL CALL

Jeffrey Lambaren, Chair
Ricardo Semeria, Vice-Chair
Arnold Fidalgo
Bob Quintella
Evan Yoshino
Jim Spelman
Karen Burch
Priscilla Castillo- Amador
Ricardo Navarro

CONFLICT OF INTEREST DECLARATION

Committee Members and staff may now declare conflicts of interest related to any item on the agenda.

PUBLIC COMMENT PERIOD

Three-minute time limit per speaker.

Only interested persons in the audience may present these matters. Under State law, the **Golf Course Advisory Committee** may respond to matters being presented under the item only as follows:

- a. Briefly respond to statements made or questions raised.
- 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.

CONSENT

An item may be removed from consent and discussed at the request of an audience member or Committee Member. Unless withdrawn from consent, items are approved at one time.

1. Consider approving the minutes of the March 18, 2026 Regular Meeting.

Staff Recommendation:

- Motion approving the minutes of the March 18, 2026 meeting.

WRITTEN COMMUNICATIONS

NONE

UNFINISHED BUSINESS (OLD BUSINESS)

NONE

NEW BUSINESS

2. **Golf Course Maintenance Subcommittee Report**

A) Informational Item – Report attached

Staff Recommendation:

- Informational only. No action required.

3. **BrightView Report**

A) Informational Item - Verbal

- I) Prince Rehal, Senior Branch Manager: Introduction of new Golf Superintendent
- II) Joey Torres, Assistant Golf Superintendent: Creekside Golf Course update
- III) Joel Juarez, Assistant Golf Superintendent: Dryden Golf Course update

Staff Recommendation:

- Informational only. No action required.

4. **KemperSports_Report (Prepared by Kelly Smith, General Manager) - attached**

A) Financial performance (YTD through March)

B) PGA HOPE Program update

C) Beer Sales at Dryden Park

D) Free Golf for 90+ Program updates

E) Marketing campaign performance metrics

Staff Recommendation:

- Informational only. No action required.

5. First Tee Report

A) Presenters:

- I) Kayla Grey, Program Director
- II) Stephanie Foster, Executive Director
- III) Guest: Kyle Crawford, Board President

B) Topic: Updates on First Tee – Central Valley and Dryden Park project
(Programming & Executive Departments)

C) **Discussion Item:** Facility use discussion requested as follow-up from prior meeting.

Staff Recommendation:

- Informational only. No action required.

6. City Staff Report

A) Dryden GC Clubhouse update

B) Golf Financials

C) Review of newly proposed Golf Fund financial presentation format

Staff Recommendation:

- Motion approving the new Golf Fund financial presentation format.

COMMITTEE COMMENTS AND REPORTS (ORAL COMMUNICATIONS)

MATTERS TOO LATE FOR THE AGENDA

These may be presented by members of the Golf Course Advisory 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 Golf Course Advisory Committee's attention after the agenda was posted.

ADJOURNMENT

Adjourn to the next regularly scheduled meeting on: July 15, 2026

Notice: This Agenda is on file in the Parks, Recreation & Neighborhoods Department, 10th Street Place, and the Posting Board at entry of 10th Street Place, and is available on the City's Web site at www.modestogov.com

Materials related to an item on this Agenda submitted to the Committee after distribution of the Agenda packet are available for public inspection in the Parks, Recreation & Neighborhoods office during normal business hours. Such documents are also available online, subject to staff's ability to post the documents before the meeting, at the following website: <https://www.modestogov.com/1149/Golf-Courses-Advisory-Committee>

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AFFIDAVIT OF POSTING

Posted pursuant to Government Code Section 54954.2 on the bulletin board at Tenth Street Place on

_____ at _____ by _____
date time signature



MINUTES

**CITY OF MODESTO
GOLF COURSE ADVISORY COMMITTEE
Wednesday, March 18, 2026, at 8:00 AM
Tenth Street Place, 1010 Tenth Street – MODESTO, CA
Suite 2005**

I. CALL TO ORDER - ROLL CALL

Present –

Jeffrey Lambaren, Chair;
Ricardo Semeria, Vice-Chair;
Bob Quintella;
Ricardo Navarro;
Evan Yoshino;
Karen Burch;

Absent -- Priscilla Castillo Amador (*Unexcused*); Arnold Fidalgo (*Unexcused*); Jim Spelman

II. CONFLICT OF INTEREST DECLARATION

A. NONE

III. PUBLIC COMMENT PERIOD

Public comments were received from the following speakers (if any):

- A. Tyler Wagner – spoke regarding driving range conditions and improvements
- B. Dan Gong – spoke regarding course maintenance and tree replacement

No action was taken.

IV. APPROVAL OF MINUTES

A. January 21, 2026

Motion: Bob Quintella

Second: Ricardo Semeria

ACTION: (Quintella/Semeria;6/0/3) motion approving the minutes from the Meeting held January 21, 2026.

V. WRITTEN COMMUNICATIONS

A. NONE

VI. UNFINISHED BUSINESS (OLD BUSINESS)

A. NONE

VII. NEW BUSINESS

A. Golf Course Maintenance Subcommittee Report

ACTION: - A report was provided regarding course conditions and maintenance needs, including turf conditions, tree removal, bunker conditions, irrigation issues, and driving range improvements. Information received. No action taken.

B. BrightView Report

ACTION: - A report was provided regarding staffing changes, course maintenance activities, irrigation repairs, and upcoming aeration. Information received. No action taken.

C. KemperSports Report

ACTION: - A report was provided regarding financial performance, operational updates, and program activity. Information received, see attached report.

D. First Tee Report

ACTION: - A report was provided regarding program participation, facility use, and future improvements. Direction was provided to bring back a future agenda item regarding facility use. Information received. No action taken.

E. City Staff Report

1. Dryden GC Clubhouse update.

ACTION: - A report was provided regarding construction progress, parking impacts, capital improvement funding, and future course improvements. Information received. No action taken.

2. Golf Financials

ACTION: A report was provided explaining revenue clearing accounts and reconciliation process. Information received. No action taken.

VIII. COMMITTEE COMMENTS AND REPORTS (ORAL COMMUNICATIONS)

ACTION: Direction was provided to agendaize discussion regarding First Tee facility use at a future meeting.

IX. MATTERS TOO LATE FOR THE AGENDA

A. NONE

X. ADJOURNMENT

The meeting was adjourned at 9:08 a.m.


KemperSports – Golf Course Advisory Committee Report

Date: March 18, 2026

Prepared by: Kelly Smith, General Manager

Contact Information

If you have any questions or would like additional information, please feel free to reach out:

 (209) 571-5123

 kellysmith@kempersports.com

Financial Performance (YTD Through February)

- **Rounds:**
Rounds are ahead of budget by **3,728** and exceed prior year performance by **1,950**.
 - **Revenue:**
Revenue is **\$316,000 ahead of budget** and **\$176,000 ahead of prior year**.
 - **EBITDA:**
Currently **\$459,000 ahead of budget** and **\$119,000 ahead of prior year**, maintaining strong positive momentum through the first two-thirds of the fiscal year.
-

TrueDemand – Update

- **Customer Feedback:**
While there have been comments regarding dynamic pricing, most feedback has come from senior players. Once staff explains that pricing adjustments only apply to seniors if they play on weekends and holidays, concerns are alleviated. Staff continues to educate customers on the program and highlight that additional revenue supports ongoing course improvements—an approach many customers find reasonable.
 - **Financial Impact (January–February):**
 - **2,191 guest rounds** adjusted upward through TrueDemand
 - Represents **67% of all checked-in guest rounds**
 - Guest rounds accounted for **28% of total rounds**
 - **Total revenue lift: \$15,666** vs. static pricing (combined properties)
-

PGA HOPE Program

We successfully launched the first **2026 session** with **10 participants**.

- Program duration: **6 weeks**
- Schedule: **Tuesdays at 10:30 AM**
- Location: **Creekside Golf Course**

This program continues to be a meaningful way to support and engage our veteran community.

Beer Sales – Dryden Park

Beer Sales at Dryden has ceased until we receive approval from ABC on the new location of the trailer and “beer garden”. At this time, I have no update on timeframe, our attorney who specializes in licensing is working with ABC to expedite the process. It is important to note that there is no guarantee that we will receive their approval and be able to restart sales prior to the opening of the new clubhouse.

Marketing Performance

Amplified Digital Marketing – February Campaign

Pay-Per-Click (PPC) Campaign

- **Impressions:** 7,722
- **Clicks:** 2,029
- **Calls Generated:** 32
- **CTR: 26.28%** (*Industry Benchmark: 4.68%*)

➔ *Exceptional performance significantly exceeding industry benchmarks, indicating strong targeting and ad relevance.*

Targeted Display Campaign

- **Impressions:** 20,704
- **Clicks:** 17
- **View-Throughs:** 58
- **CTR: 0.08%** (*Industry Benchmark: 0.06%*)

➔ *Performance above benchmark, contributing to brand awareness and assisted conversions.*

E. City Staff Report

a) Revenue Clearing Accounts Explanation

We didn't initially budget for any money to be deposited into these two particular accounts. But money has been received and was put there temporarily. The system displays the budget as "negative" because no revenue was projected for those accounts; this is not because we lost money, but rather because revenue appeared when none was anticipated. These accounts, often known as clearing accounts, are simply short-term storage centers. Every month, Finance transfers the funds from those temporary accounts to their proper places, which in this example are the Creekside and Dryden cost centers. A regular monthly procedure is used to make that change. At the moment, Finance is backed up and was behind a couple of months which explains the high amount.

Golf Maintenance Committee Report

Subject: Dryden Golf Course

Date: April 13, 2026

Participants: Jim Spellman, Ricardo Semeria, Bob Quintella

Committee Recommendations:

1. Repair all damaged bunkers.
2. Upgrade damaged turf adjacent to greens. Suggest bark drive paths.
3. Repair surrounds on south side of #9 green.
4. Timeline for dead tree removal.
5. Correct disease issues on #5 green.
6. Repair north side of #5 tee box.
7. Try to make drinking fountain on tee box #5 operable.
8. Repair driving range hitting area:
 - a. Resod
 - b. Fix lighting
 - c. Replace driving range netting
 - d. Prune back large trees near lights
9. Remove electrical building near the well pump.


KemperSports – Golf Course Advisory Committee Report

Date: May 20th, 2026

Prepared by: Kelly Smith, General Manager

Contact Information

If you have any questions or would like additional information, please feel free to reach out:

 (209) 571-5123

 kellysmith@kempersports.com

Financial Performance (YTD Through March)

- **Rounds:**
Rounds are ahead of budget by **5,342** and exceed prior year performance by **2,724**.
- **Revenue:**
Revenue is **\$410,612 ahead of budget** and **\$241,124 ahead of prior year**.
- **EBITDA:**
Currently **\$449,172 ahead of budget** and **\$177,952 ahead of prior year**, maintaining strong positive momentum through the first three-quarters of the fiscal year.

TrueDemand – Update



CREEKSIDE GC RESULTS FOR JAN - APR



Total Public Rounds Adjusted by TrueDemand:	3,375
Total Public Rounds Checked-In:	4,408
% of Public Rounds Adjusted:	77%
Total Rounds Checked-In (All Player Types)	16,487
% of Public Rounds Played (of Total Rounds)	27%
Total Pick-Up for Creekside Golf Course	\$23,115

DRYDEN PARK GC RESULTS FOR JAN - APR



Total Public Rounds Adjusted by TrueDemand:	2,044
Total Public Rounds Checked-In:	3,057
% of Public Rounds Adjusted:	67%
Total Rounds Checked-In (All Player Types)	11,372
% of Public Rounds Played (of Total Rounds)	27%
Total Pick-Up for Creekside Golf Course	\$13,461

PGA HOPE Program

We successfully completed our first session of 2026 with 8 graduates. Graduates completed 6 weeks of instruction, followed by a team scramble, lunch and awards ceremony.

This program continues to be a meaningful way to support and engage our veteran community.



Beer Sales – Dryden Park UPDATE

We have received approval from ABC and as of Saturday, April 18th we are once again selling beer onsite.

Free Golf for 90+ year olds

At the request of Mr. Guzman, I ran the utilization for the last 12 months and the first four months of 2026. After reviewing the utilization data there is a slight change in our recommendation on availability at both courses.

Eligibility:

- Must be **90 years of age or older**
- Must be a **Modesto resident** (Valid ID required showing age & residence)

Availability:

- **Tuesdays after 12:00 PM at Dryden Park Golf Course** *(previously Thursdays)*
- **Wednesdays after 12:00 PM at Creekside Golf Course** *(previously Tuesdays)*
- *Days / Times are based on utilization at each individual course*

Details:


- Complimentary **Green Fees only**
- Cart fees, range balls, and all other purchases are at **regular price**
- **Not valid on holidays**
- Offer not valid on days when the course is hosting an event, closed for aerification, or otherwise unavailable due to operational factors.

Marketing Performance

Amplified Digital Marketing – April Campaign


Pay-Per-Click (PPC) Campaign

- **Impressions:** 9,830
- **Clicks:** 2,784
- **CTR: 28.32%** *(Industry Benchmark: 4.68%)*

 *Exceptional performance over prior month and significantly exceeding industry benchmarks, indicating strong targeting and ad relevance.*

Targeted Display Campaign

- **Impressions:** 21,496
- **View-Throughs:** 81
- **CTR: 0.10%** *(Industry Benchmark: 0.06%)*

 *Performance continues above benchmark, contributing to brand awareness and assisted conversions.*

Golf Fund Budget vs. Actual thru April 30, 2026

REVENUES	FY 25/26 Budget	As of 30-Apr-26	% of budget
Fund 4600 (Muni & Admin)			
NCGA-YOC Green Fees	1,000	5279	
Lease of Land (Water Dept)	80,000	69360	
Misc Lease - Cell Tower	44,000	38,371	
Interest Trustee/Investment Earnings	0	0	
Revenue Clearing - Creekside GC	0	245,026	
Revenue Clearing - Dryden GC	0	129,049	
Golf General TOTAL	\$125,000	\$487,085	389.7%
Fund 4605 (KemperSports)			
Creekside Green Fees	1,187,978	814,462	
Creekside Cart Fees	448,043	281,445	
Creekside Range Fees	88,750	68,858	
Creekside Food & Beverage	238,820	142,058	
Creekside Merchandise	92,875	61,013	
Refunds, Damages, and Cost Recovery	0	(34)	
Creekside Golf Course TOTAL	\$2,056,466	\$1,367,803	66.5%
Dryden Green Fees	784,172	598,345	
Dryden Cart Fees	397,364	273,333	
Dryden Range Fees	31,050	27,399	
Dryden Food & Beverage	68,850	52,876	
Dryden Merchandise	35,750	25,870	
Refunds, Damages, and Cost Recovery	0	(18)	
Dryden Golf Course TOTAL	\$1,317,186	\$977,803	74.2%
TOTAL REVENUES:	\$3,498,652	\$2,832,691	81.0%

EXPENDITURES	FY 25/26 Budget	As of 30-Apr-26	% of budget
Fund 4600 (Muni & Admin)			
ISF - Mail Services	0	0	
ISF - Building Services	83,618	69,682	
ISF - Cost Allocation	48,625	40,521	
ISF - Property Insurance	49,326	41,105	
Printing and Binding	200	0	
Marketing Services	15,000	0	
Business Expenses	200	220	
Utility Expense - Electric	35,000	25,246	
Utility Expense - Gas	7,000	6,857	
Utility Expense - Water	25,000	0	
Utility Expense - Cable/Internet	1,500	1,314	
Rental of Equipment - Dryden Trailer	0	61,468	
Pest Control Services	2,000	0	
Misc Repair & Maintenance	9,000	745	
Misc Repair & Maintenance - Equipment	10,000	5,010	
Misc Repair & Maintenance - Vandalism	28,000	0	
Misc Repair & Maintenance - Real Property	8,000	4,096	
Professional Services (BrightView, Loomis, PNC, Rank)	1,804,669	1,627,329	
Staff Administration of Golf Contract	98,970	86,183	
City Fleet Operation & Maintenance	0	0	
Golf General TOTAL	\$2,226,108	\$1,969,777	88.5%
Fund 4605 (KemperSports)			
Office Supplies	3,750	803	
Cost of Sales - Creekside Merchandise	61,070	49,505	
Cost of Sales - Creekside Food & Beverage	100,304	76,076	
Food & Beverage Expense - Creekside	8,000	4,954	
Tools & Field Supplies - Creekside	8,500	8,491	
Marketing - Creekside	9,000	8,324	
Cart Lease - Creekside	85,000	84,420	
Payroll - Creekside	479,000	354,147	
General & Admin - Creekside	92,250	74,471	
Creekside Golf Course TOTAL	\$846,874	\$661,190	78.1%
Office Supplies	2,000	713	
Cost of Sales - Dryden Merchandise	26,097	20,265	
Cost of Sales - Dryden Food & Beverage	34,425	31,745	
Food & Beverage Expense - Dryden	2,250	315	
Tools & Field Supplies - Dryden	8,500	5,947	
Marketing - Dryden	9,000	7,534	
Cart Lease - Dryden	85,000	82,960	
Payroll - Dryden	405,000	330,121	
General & Admin - Dryden	72,000	56,609	
Dryden Golf Course TOTAL	\$644,272	\$536,208	83.2%
TOTAL EXPENDITURES:	\$3,717,254	\$3,167,175	85.2%
		Revenues over/under Expenditures:	(\$334,485)
		Cost Recovery:	89%

Golf Fund Executive Snapshot

Metric	Budget	Year-to-Date	% of Budget
Total Revenue	\$ 3,498,652	\$ 2,832,691	80.97%
Total Expenses	\$ 2,226,108	\$ 1,908,310	85.72%
Net Position	\$ 1,272,544	\$ 924,381	72.64%

What it is:

A high-level snapshot of the overall golf fund's financial health.

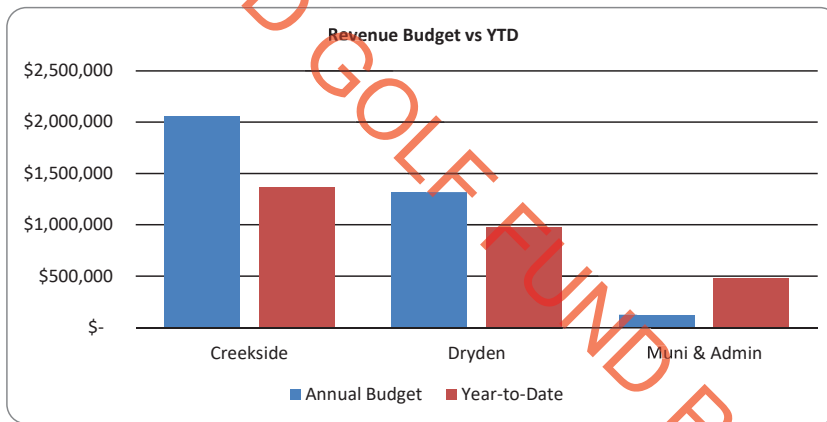
What it means for the Golf Committee:

Shows **total revenue**, **total expenses**, and the **net position** compared to budget.

Helps the committee quickly see whether the golf program is **on track**, **overspending**, or **exceeding revenue expectations**.

Useful for decision-making at meetings when assessing overall financial performance.

Revenue Source	Annual Budget	Year-to-Date	% of Budget
Creekside	\$ 2,056,466	\$ 1,367,803	66.51%
Dryden	\$ 1,317,186	\$ 977,803	74.23%
Muni & Admin	\$ 125,000	\$ 487,085	389.67%
TOTAL	\$ 3,498,652	\$ 2,832,691	80.97%



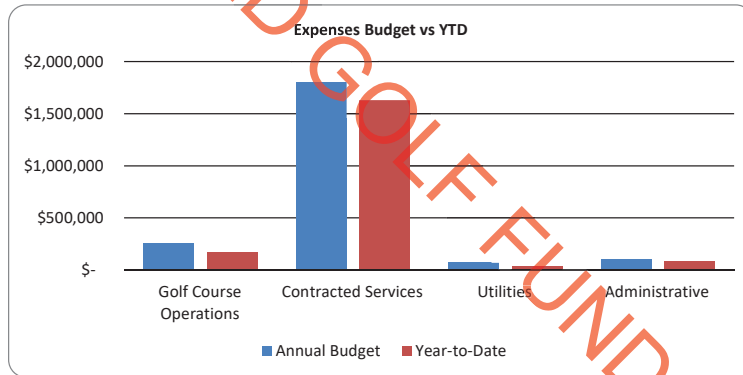
What it is:

Breakdown of revenue by course: **Creekside, Dryden, and Muni & Administration.**

What it means for the Golf Committee:

- Provides insight into which locations are performing strongest.
- Shows progress toward annual revenue goals (% of budget).
- Helps identify trends, strengths, or revenue concerns at individual course levels.

Expense Category	Annual Budget	Year-to-Date	% Used
Golf Course Operations	\$ 253,969	\$ 161,379	63.54%
Contracted Services	\$ 1,804,669	\$ 1,627,329	90.17%
Utilities	\$ 68,500	\$ 33,418	48.79%
Administrative	\$ 98,970	\$ 86,183	87.08%
TOTAL	\$ 2,226,108	\$ 1,908,310	85.72%



What it is:

Shows expenses by major categories: **Operations, Contracted Services, Utilities, and Administrative.**

What it means for the Golf Committee:

- Indicates where the money is being spent and whether each category is staying within budget.
- Helps evaluate cost-control efforts and spot areas that may require review or corrective action.
- Useful for understanding operational cost pressures.

Course	Revenue YTD	Expenses YTD	Net
Creekside	\$ 1,367,803	\$ 661,190	\$ 706,613
Dryden	\$ 977,803	\$ 536,208	\$ 441,595
Muni & Admin	\$ 487,085	\$ 1,969,777	\$ (1,482,692)
TOTAL	\$ 2,832,691	\$ 3,167,175	\$ (334,484)

What it is:

Course-by-course comparison of **Year-to-Date revenue**, **expenses**, and **net financial position**.

What it means for the Golf Committee:

Shows which courses are financially self-sustaining versus those operating at a deficit.

Highlights operational balance between revenue generation and spending.

Useful for planning discussions related to staffing, fees, programming, or maintenance needs.