



CITY OF MODESTO
GOLF COURSES ADVISORY COMMITTEE
City Of Modesto 1010 Tenth Street, Room 2005, Modesto, CA
Wednesday, January 18, 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 – November 16, 2016
- III. WRITTEN COMMUNICATIONS
- IV. OLD BUSINESS
 - A. Appointments & Reappointments
- 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 January 13, 2017, at
(Date)
1:15pm by Diane Sheatsley on the bulletin board at Tenth Street Place.

Golf Courses Advisory Committee

January 18, 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 type="checkbox"/>	<input checked="" 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 checked="" type="checkbox"/>	<input type="checkbox"/>
Scott Dickson – BrightView	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Kelly Smith- KemperSports	<input checked="" type="checkbox"/>	<input type="checkbox"/>
John Griston – The First Tee	<input checked="" type="checkbox"/>	<input 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"/>

Other

Name	Address	Email	Phone
Ron Jackson			
Sandy Decker			

MINUTES

City of Modesto
Golf Courses Advisory Committee
Tenth Street Place
1010 10th Street, Room 2005
Modesto, California
January 18, 2017
8:00 a.m.

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

ABSENT: Nancy Norton

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

GUESTS: Scott Dickson (BrightView), Kelly Smith (KemperSports), Kevin Neal (BrightView), John Griston (The First Tee), Ron Jackson, and Sandy Dieker

I. CALL TO ORDER

Committee Chair Aycock called the meeting to order at 8:02 a.m. Laurie Smith reported that George Petrulakis and Ron Jackson, members of the 100-Day Committee, have been invited to this and future meetings. Ron Jackson is in attendance today.

II. APPROVAL OF MINUTES

ACTION: Motion (Salvi/Keyser 6/0) approving the minutes from the November 18, 2016 meeting.

III. WRITTEN COMMUNICATIONS

None.

IV. OLD BUSINESS

Appointments & Reappointments: Diane Sheatsley reported the reappointment of Tami Krauss is scheduled for City Council consideration on January 24, 2017. In addition, staff has not yet confirmed if Maria Arevalo can be designated as the representative for the Muni Niners without additional City Council action.

V. NEW BUSINESS

A. BrightView

Scott Dickson presented the report (attached). In response to questions, he reported the following: 1) the removal of an additional sixty (60) trees is pending and they are in discussions with the City; 2) more gopher traps have been purchased for Muni; and 3) there have been less frost delays this year as a result of more rain and cloud cover.

BrightView

City of Modesto
Golf Course Advisory Committee Report
January 18, 2017

Greens

- No issues at any of the courses. All are in good condition

Tees

- Tees are healthy and green at all 3 courses

Fairways and Roughs

- Dried out long enough to be mowed this week

Trees

- Over 30 dead trees were removed from Creekside last month. All trees were killed by the invasive parasite: Mistletoe.

Irrigation

- 32 Sprinklers were purchased to continue our irrigation system upgrades

Flooding

- Due to the recent rains, both Creekside and Dryden experienced brief flooding along the river. Water reached 7 fairway at Creekside and spilled into 2,3, and 4 at Dryden. The flooding lasted than 24 hours and caused no damage other than one tree fell from the river bank into the rough at Dryden

Safety

- 2016 was an accident free year for BrightView Golf in Modesto. Weekly safety meetings along with daily inspections continue to stress the importance of operating safely to our staff.

1/18/17

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 November 16th, 2016. 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

GolfRev – *GolfRev's are online only sales sent to members of our database and through our website.* We have held three GolfRev sales since our last Golf Advisory Committee Meeting

- Our Annual Black Friday / Cyber Monday sale resulted in \$2190 worth of GF/CF's
- Holiday 4 pack (a post-Holiday sale) resulted in \$2376 worth of GF/CF's
- Individual / Walking (in effort to offset the in climate weather) resulted in \$690 worth of GF's

Weather – The weather over the last two months has definitely had a negative effect on revenues. Ongoing Rain, No Carts / Range and Frost have severely hampered our ability to attract players to the facilities. GolfRev sales, reduced staffing, and reduced hours on in climate weather days have been put in place to offset the reduced revenues.

Golf Carts – Over the past several months we have experienced an increase in mechanically failing golf carts. The golf cart issue is negatively effecting revenues, as well as our ability to book future events. We have signed a short term lease agreement with EZ-GO that will provide new batteries / watering systems / cables in all 88 carts, at Creekside and Dryden Park. We are currently waiting on EZ-GO to receive the 528 batteries from Trojan Batteries. Expected delivery should be the first week of January, and installation should be with two weeks of delivery. With the age of the carts, we will still have some mechanical issues to address on some carts, and those issues will be addressed as they arise.

Service Rating – I am very proud of our staff at both facilities. Being faced with our on-going cart issue, and the negativity of many customers expressing their frustrations, they still strived to provide "Best in Class" service and have achieved a rating over 9.3 since our last Golf Advisory Committee meeting. The staff continues to be a great representation of our facility, our client, and KemperSports

Salvation Army Can Drive – Once again both facilities participated in the Salvation Army Can Drive over the Holidays. While the Can Drive is not a notable financial promotion for us. It does provide us the opportunity for community relations which is very important to our facilities.

CA Minimum Wage Increase – As of January 1st California Minimum Wage increased once again. This increase resulted in pay increases for 26 of our 28 employees. We (Department Heads and Myself) continue to work on scheduling the minimum staff while still being able to provide "Best in Class" service.



Golf Operations Report
 Weds, January 18th, 2017 8:00 am

1. Course Fees: (Golf & FootGolf)
 - a. Five Dollar Friday – Shows increased rounds in 2016.
 - b. Researched other golf course average cost per nine holes. (see below)
 - c. Spring rates (March 1st) back to \$12 weekday and \$14 weekend.

2. Marketing / Promoting:
 - a. 2 for 1 Golf Guide
 - b. Monday - Friday After 1 pm per adults \$7 green fee / \$6 cart fee)
 - c. Special Events – Open House, JGANC, & Graffiti Car Show

3. Maintenance.
 - a. Cart barn needs exterior wood fencing reinforced.
 - b. COMCAST is waiting permit to complete construction that would enable Modesto Municipal to receive better internet service.
 This construction is no cost to City of Modesto or The First Tee.

Footgolf:

- a. Footgolf season begins March 1st.
- b. Youth for Christ (72 players booked for May 20th)

Golf Course:

- a. Back to original layout with new scorecards. (see sample)
- b. Kids Course on driving range (3 holes). \$3 per round (Sat.)

9 Hole Course Rates Monday-Friday	
River Oaks	\$10
Jack Tone Golf course	\$12
Escalon Golf Course	\$9
Dryden Park	\$16
Creekside	\$17
St. Stan	\$12
Muni	\$12
<i>Average</i>	<i>\$13</i>
\$5 Friday Special	
12/15	\$1,255.00
12/16	\$1,220.00
January 1st-March 31st 2015	\$6,840.00
January 1st-March 31st 2016	\$6,793.75

Golf Fund Budget vs. Actual thru DEC 31, 2016

REVENUES	FY 16/17 Budget	As of 31-Dec-16	% of budget
Fund 4600 (Muni & Admin)			
Total Muni Green Fees	210,000	84,444	
First Tee Green Fees	2,500	0	
NCGA-YDC Green Fees	5,000	2,673	
FootGolf Fees	2,500	542	
Lease of Land (Water Dept)	889	0	
Misc Lease - Cell Tower	94,464	47,717	
Building/Room Rental - Other	0	0	
Misc Revenue	0	0	
Interest Revenue on Bank Accounts	0	(9,293)	
Misc Donations	150	0	
	\$315,503	\$126,083	40.0%
Fund 4605 (KemperSports)			
Total Creekside Green Fees	800,000	333,124	
Creekside Cart Fees	300,000	122,534	
Creekside Range Fees	40,000	17,514	
Creekside Food & Beverage	200,000	90,953	
Creekside Merchandise	90,000	38,078	
	\$1,430,000	\$602,203	42.1%
Total Dryden Green Fees	440,000	185,722	
Dryden Cart Fees	190,000	94,959	
Dryden Range Fees	18,000	8,904	
Dryden Food & Beverage	125,000	55,510	
Dryden Merchandise	37,000	21,930	
	\$810,000	\$367,025	45.3%
TOTAL REVENUES:	2,555,503.00	1,095,310.68	42.9%

Muni Golf Course Revenues YTD

	Budget FY 16/17	JUL	AUG	SEPT	OCT	NOV	DEC	YTD	% of budget
Green Fees	\$ 210,000.00	\$15,120	\$15,633	\$13,955	\$11,719	\$9,688	\$8,526	\$74,640	
Punch Card Allocation		\$3,479	\$3,468	\$2,565	\$2,477	\$3,015	\$1,949	\$16,953	
Annual Pass Allocation		\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Golf Revenues		\$18,599	\$19,101	\$16,520	\$14,196	\$12,703	\$10,475	\$91,593	44%
FootGolf Revenues	\$ 2,500.00	\$234	\$260	\$290	\$14	\$48	\$0	\$846	34%
	\$ 225,000.00	\$18,833	\$19,361	\$16,810	\$14,210	\$12,751	\$10,475	\$92,439	41%
Golf Rounds		2,127	2,158	1,952	1,509	1,489	1,312	10,547	
FootGolf Rounds		20	19	26	2	4	0	71	



December 20th, 2016

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 November 2016 at the City of Modesto Golf Courses:

November 2016	MTD	Budget	Variance	YTD	Budget	Variance
Total Revenue	\$154,586	\$155,317	\$731	\$969,366	\$1,033,592	\$64,226
F&B COGS	\$9,724	\$9,630	\$94	\$64,741	\$66,386	\$1,645
Merch. COGS	\$5,824	\$5,016	\$808	\$39,747	\$29,727	\$10,020
Total Cost of Sales	\$15,548	\$14,646	\$902	\$104,488	\$96,113	\$8,375
Gross Margin	\$139,038	\$140,671	\$1,633	\$864,878	\$937,479	\$72,601
Payroll Expense	\$40,759	\$41,295	\$536	\$221,865	\$214,668	\$7,197
Other Expense	\$18,846	\$17,426	\$1,420	\$101,577	\$95,671	\$5,906
EBITDA	\$79,433	\$81,950	\$2,517	\$541,436	\$627,140	\$85,704
Rounds	5,472	5,100	372	33,381	35,199	1,818
Average GF/CF	\$22	\$24	\$2	\$22	\$23	\$1

Overview:

November revenue numbers were just under budgeted numbers. Rain on Black Friday and throughout the Holiday weekend severely hampered rounds as well as Golf Shop and F&B sales. Once again it proved difficult to make revenue and expense numbers with the continuing cart issues that have severely hampered the ability to drive daily rounds and tournament events. Department Heads and Staff continue develop ideas and promotions to generate more rounds and revenue and overcome the cart issue. Creekside exceeded budgeted revenue goals in the Golf Shop, F&B and Range, while missing in all other categories. Dryden Park exceeded budgeted revenue goals in F&B, Range, Carts, and Golf Shop, while missing in C&G. Overall the Modesto properties missed budgeted revenue goals just under \$1k and budgeted NOI goals by \$2.5k. Year to date total revenues are \$64k behind budget and the NOI is \$85k behind plan.

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



Key Performance Highlights:

➤ General

- The staff's commitment in providing "Best in Class" service was once again proven by a 9.4 survey rating even in the midst of our current cart issue.
- Continue social media, email blasts and on-site specials to drive rounds / revenues.
- TrueReview promotions continue in effort to help increase number of returned surveys.
- We hosted local events for the Modesto Golf Club (2), Creekside Golf Club (1), and SIRS (1), the Final 2016 event of the internally created Modesto Cup, as well as outside events for the SOS Club, Alex Lee, and Jon Green
- Upcoming Events
 - Local club events – SIRS (2), CGC (1), MGC (2)
 - Local club weekly play days by the Dryden Park Women's Golf Club, and Creekside Ladybugs.
 - Outside events – The First Tee of Central Valley Play day, Par-Tee, and Jon Green
 - Holiday Can Drive

➤ Key property action steps by management to drive performance:

- Hosted Thanksgiving Day Shotguns at both facilities. Numbers increased at both courses over last year.
- Hosted online Black Friday, and Cyber Monday GolfRev sales, resulting in \$2190 worth of vouchers sold.
- Hosted in-store Black Friday Sales, unfortunately weather did not cooperate, and sales were as dismal as the weather.
- Continue to work on the '17-18 Marketing Plan with RSMD, Nadia Chapman
- Remarketed and implemented several new "Winter" specials at both facilities
- Holiday Can Drive – benefiting the Salvation Army
- Continued \$5 after 3pm at Creekside and Dryden Park, Monday through Thursday.
- Continue negotiating a lease agreement with EZ-GO on behalf of the City of Modesto for refurbished cart fleets at both facilities. Currently working with Adrian Meyer of EZ-GO on final paperwork as well as looking into other options, as PNC has backed out of negotiations.
- TrueReview survey results continue to be reviewed weekly at both facilities at department head meetings, as well as being provided to BrightView Golf Maintenance for golf course conditions feedback.
- Modesto properties continue their Social Media campaign with weekly posts on Facebook, and Instagram and have continued weekly promotions where weekly winners receive a round of golf as a prize.
- Website, Twitter, and Facebook posts continue to thrive with positive comments from many new and returning customers.
- Data collection – both courses continue to offer incentives and contests to get customers to sign-up up for our email list.
- Regular email blasts to our data base of 30,000+ unique email addresses. Our lease of 28,000+ email addresses ends this month.
- Aggressive cost containment programs continue in all departments, in effort to reduce overall expenses.
- TrueService training continues for ALL employees. TrueService is the KemperSports company wide service training program which teaches and supports all employees in providing "Best in Class" service in all aspects of our operation.

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➤ **KemperSports - National and Regional Support Activities**

- Monthly revenue calls conducted with Steve Argo, Regional Vice President of Operations, and Nadia Chapman Regional Sales and Marketing to review sales pace, revenue generating ideas and "Best Practices" with Kelly Smith and Vince Suarez.

 **KemperSports TrueReview**

Course	NPS	Overall Rating	Service Rating	Course Rating	Food Rating	Recommend Rating	# of Surveys
Creekside	96.2	9.3	9.3	8.9	9.1	9.7	26
Dryden Park	62.5	8.8	9.4	8.0	9.7	8.9	8

Please call me if you have any questions.

Sincerely,

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

*Northwest Regional Office
18119 Via Encantada, Monte Sereno, CA 95030
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