



## MINUTES

**CITY OF MODESTO  
GOLF COURSE ADVISORY COMMITTEE  
Wednesday, January 21, 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; - *arrived at 8:06am*
- Jim Spelman;
- Arnold Fidalgo;
- Bob Quintella;
- Ricardo Navarro;
- Evan Yoshino

Absent – Priscilla Castillo-Amador; Karen Burch;

II. CONFLICT OF INTEREST DECLARATION

A. NONE

III. PUBLIC COMMENT PERIOD

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

- A. Public comment was opened. Two members of the public addressed the Committee regarding a previously agendaized item.
- B. The requested information was included in the agenda.

**No action was taken.**

IV. APPROVAL OF MINUTES

A. November 19, 2025

Motion: Arnold Fidalgo

Second: Bob Quintella

**ACTION: (Fidalgo/Quintella; 6/0/3)** motion approving the minutes from the Meeting held November 19, 2025.

V. WRITTEN COMMUNICATIONS

A. NONE

VI. UNFINISHED BUSINESS (OLD BUSINESS)

A. NONE

VII. NEW BUSINESS

A. Greens Maintenance Subcommittee

**Action:** Information received. The Committee recognized a naming conflict and agreed to refer to the subcommittee as the **Golf Course Maintenance Subcommittee**.

B. BrightView Report

**ACTION:** Information received, see attached report. No action taken.

C. KemperSports Report

**ACTION:** Information received, see attached report. A request was made for a **Rounds and Revenues report** update.

D. First Tee Report

**ACTION:** Information received; no action taken.

E. City Staff Report

1. Dryden GC Clubhouse update

**ACTION:** Information received.

2. Golf Financials

**ACTION:** Information received.

VIII. COMMITTEE COMMENTS AND REPORTS (ORAL COMMUNICATIONS)

A. Committee members provided comments.

No action was taken.

IX. MATTERS TOO LATE FOR THE AGENDA

A. NONE

X. ADJOURNMENT

**MOTION:** (Semeria/Spelman) 8/0/2. The meeting was adjourned at 9:18 a.m. The next meeting is scheduled for March 18, 2026, at 8:00 a.m.



City of Modesto  
Golf Course Advisory Committee Report  
January 21, 2026

Dryden

- Snow mold at Dryden greens
- 6 Fwy tree being removed
  - Replacement on order
- Several dead trees removed
- Contract approved for gopher and squirrel abatement
- Awaiting schedule for sewer repair on #2

Creekside

- Tree behind 9 green removed
- Fairways to be extended: 1,2,4,7,13,16,18
- Leaves have been a big focus
- Several ballwashers have new spike cleaners
- Graffiti at entrance painted
- Cleaning sprinklers

2026 Aerification Dates

Dryden 3/30

Creekside 4/20-21

Creekside 9/28-9/29

Dryden 10/26

**1/21/26**

**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.

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## **Financial Performance** *(YTD Through December)*

- **Rounds:** Rounds are ahead of budget by 1,275 and we are exceeding prior year (PY) performance by 3,333.
- **Revenue:** Revenue is \$163K ahead of budget and \$167K ahead of PY.
- **EBITDA:** Currently **\$182K ahead of budget**, and \$120K ahead of PY keeping positive momentum going forward through the first half of the FY.
- **Record Performances:** The 2025 calendar year produced TEN record setting months in Revenue and EBITDA as well as FOUR months with record setting rounds. July '25 was the highest Revenue, EBITDA, and Rounds on record.

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## **Rate Increase / TrueDemand Pricing**

- **Customer Feedback:** As with all increases there are upset customers. For the most part they have been understanding with the communication of the Dryden park Clubhouse project beginning and the promised course improvements at both courses.
- **TrueDemand Pricing:** Demand continues to show max increase on most weekend and weekday mornings. Tee sheets, prior course data and forecasts are continually monitored and adjustments made with minimum pricing set at the Council imposed rack rates.
- **Financials:** Although we started off the month with SIX non-playable (No carts / No range) days, through 58% of the month we are currently at 81% of our rounds budget and 85% of our revenue budget.

## **Thanksgiving Shotgun**

## **Annual Toy Drive (Modesto Gospel Mission)**

**NCGA Ratings** – Updated ratings for Creekside Golf Course have been received. They will go into effect June 5<sup>th</sup>, 2026. We will request a temporary rating change for Dryden Park once the trailer move has been set.

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## **Marketing Performance**

### **Amplified Digital Marketing DECEMBER Campaign**

#### **Pay-Per-Click Campaign**

- 7,086 Impressions
- 1,931 Clicks
- 96 Calls

#### **Targeted Display Campaign**

- 20,958 Impressions
- 13 Clicks
- 49 View-Throughs