City of Portland Golf Advisory

Committee Meeting Minutes of

December 17, 2025

Eastmoreland Golf Course

Attending:

Members: Don Hanson, Kay Betton, Zari Santner, Bret Retallick, Robert Williams, Kristen Dozono, Michael Lowe, Jay Parasco, Jude Hanley, Garrett Morrison, Steven Williams, Kasey Shun, Laura Mitchell

Contractors: Kylen Trevor, Zack Sickler, Mark Mackie, Craig Zimmerman, JR Allen, Joe Crook, Jarred Gomez

Parks Staff: John Ball, Maximo David Behrens

Public Comment:
Meeting Called to Order Minutes & Agenda approved- Motion by Zari S. seconded by Bret Retallick.

Special Reports & Project Updates

Recreation Update*- Maximo reports:*

- Overview of the City Budget process for FY 2026–2027
- Announcement of a new City Councilor

Golf Program Updates- *John Ball reports:*

- Heron Lakes Levy Project – pursuing Robert Trent Jones Jr. as redesign lead
- Adjustments to the 2026 meeting calendar

Dashboard Summary Report for all 4 Eastside courses that includes total rounds, average daily rates and rounds per play. This report will be shared every month as a benchmark tool and the gathering of historical data from POS systems.

%/% = previous year

	Golf Program	Colwood	EMGC	Heron	Rose City
Total Revenue	$689,475	$103,826	$193,542	$297,575	$94,532
%	21.9%	26.5%	33.7%	19.9%	4.4%
YTD	$8,137,255	$972,431	$2,076,878	$3,723,976	$1,363,970
%	10.8%	20.8%	10.9%	6%	16.1%
Golf Shop Revenue	$37,010	$2796	$9,420	$18,086	$6708

%	6.7%	33.4%	21%	27.6%	52.4%
Food & Bev Revenue	$126,069	$20,736	$47,522	$43,408	$14,403
%	61.4%	37.6%	85.8%	89.6%	1.1%
Player Development	$21,148	$7,797	$5,015	$7,066	$1,270
%	15.3%	11.9%	10.6%	11.%	16.4%
Player Dev. Visits	252	70	87	95	0
Previous year +/-	39	14	77	28	4

- New Loyalty Members
  - 36 new
  - 2,424 total
- Points in Circulation
  - 511,174
- App Downloads
  - 77 new
  - 4,421 total

KEMPER SPORTS UPDATES- *Kylen Trevor reports:*

- Two more playable days in November compared to last year.
- Improved course conditions system-wide compared to previous winter.
- Revenue up 22% system wide.
- F&B up 61% year-over-year; Toptracer contributing significantly.
- YTD revenue up 11%.
- ADR down due to loyalty point redemption.
- NPR and service scores up.
- New range ball machine at Colwood; new mats for Heron Lakes, Eastmoreland, Colwood.
- Recruitment underway for Community Outreach position.
- New flooring planned for Rose City and Heron Lakes.

MARKETING UPDATES: *Jarred Gomez reports:*

- Black Friday sales flat system-wide; Colwood saw 30% increase.
- Hosted PGA HOPE Training at Colwood.
- Loyalty program growth slowed seasonally, December points rollover.
- Introduced new intern Thniah Riley (McDaniel HS) assisting through May

PORTLAND GOLF REPORTS/FINANCIAL REPORTS-

- All courses exceeding budget expectations.
- Revenue up over the past quarter.
- Winter projections remain conservative.
- RedTail has experienced significant increase in rounds.

FY 2025-2026 Q2

- Red Tail
  - Revenue- $327K
  - Expenditures- $191K
  - Net- $135K
  - Forecast- $1.2M
- Eastmoreland
  - Revenue- $474K
  - Expenditures- $398K
  - Net Gain $76K
  - Forecast- $415K
- Heron Lakes
  - Revenue- $826K
  - Expenditures- $570K
  - Net Gain- $256K
  - Forecast- $1.6M
- Colwood
  - Revenue- $230K
  - Expenditures- $269K
  - Net Loss- $ (38K)
  - Forecast- $(101)
- Rose City
  - Revenue- $276K
  - Expenditures- $313K
  - Net Loss- $ (37K)
  - Forecast- $(342K)
- Eastside
  - Revenue- $1.8M
  - Expenditures- $1.5M
  - Net Gain- $256K
  - Forecast - $1.5M
- Admin costs
  - Revenue- $73K
  - Expenditure- $389K
  - Net loss- $(315K)
  - Forecast - $(1.7M)
- Total budget
  - Revenue- $2M
  - Expenditures- $2M
- Maintenance Sub-fund
  - Beginning balance $7.6M
  - Net - $76K
  - Forecasted Net - $989K
- Red Tail Greens Fees- FY 26’ vs. FY 24-2025
  - 26% increase
  - $48K FY 25

        - $61K FY 26
    - Red Tail Rounds
        - 52% increase
        - 1,620 FY 25
        - 2,464 FY 26

Maintenance- *Mike Hansen reports:*

RedTail

- Blowing and mulching leaves.
- Clearing downed trees.
- Mowing and rolling greens when weather permits.

Eastmoreland

- Topdressing/sanding driving range.
- Cleaning plugged drains.

Heron Lakes

- Topdressing putting greens.
- Irrigation repair and raising sprinkler heads.
- Clearing beaver dams.
- GK3 Mechanic recruitment.

Rose City

- Leaf pick-up
- Fungicide applications
- Equipment repair
- Topdressing as possible
- Winterizing bathrooms and fountains

Colwood

- Topdressing greens
- Fungicide application
- Leaf and debris cleanup
- Parking lot cleaning

Subcommittees-

Long Range Planning-

Marketing-

NEW BUSINESS- GAC Rebranding and Engagement Discussion

- Shift focus from advisement to advocacy.
- Elect Chair (President) and Vice Chair (Vice President).
- Creation of subcommittees:
- PMLS Levy Committee
- Eagle Caddie Committee
- Community Engagement Committee
- Finance/Budget Committee
- Discussed providing additional historical background to support new members.

NEXT MEETING- ACTION ITEMS

- Elect Committee Chair.
- Elect Vice President.
- Finalize list of subcommittees.
- Outline expectations for each subcommittee.

PUBLIC ANNOUCEMENTS-.

To find out more on golf events or about the Portland Parks Golf Program, please visit the website at: https://www.portlandoregon.gov/parks/63560

INFORMATION FROM THE PUBLIC-

Meeting Adjourned