City of Portland Golf Advisory

Committee Meeting Minutes of

June 17, 2026

Eastmoreland Golf Course

Attending:

Members: Kay Betton, Garrett Morrison, Kasey Shun, Steven Williams, Robert Williams, Jude Hanley, Kristen Dozono, Don Hanson, Jay Parasco, Bret Retallick

Contractors: Zack Sickler, Mark Mackie, JR Allen, Kylen Trevor, Sarah Gåss, Joe Crook, Monica Davis, Jarred Gomez

Parks Staff: John Ball, Danielle Solomon

Public Comment:

Meeting Called to Order Minutes & Agenda approved-

Special Reports & Project Updates

Recreation Update*- John Ball reports:*

- $450k will be taken out of the golf enterprise funds to be used for the Small Donor Program at the end of next year.
- Art Pearce, from PBOT, will take over as Interim Parks Director 7/1
- Mr. Pearce will conduct meetings with senior management team leaders after he begins his appointment
- Mr. Pearce is stepping into the role as Interim until the recruitment is complete – he will have a standing invitation to attend but continuity of service will be the top priority
- City Council is performing the 2nd, and final, reading of the budget today (and possibly into tomorrow)
- Golf amendment still in place

Golf Program Updates- *John Ball reports:*

- GAC Recruitment Closed and GAC will assist in recruitment
- Assistant Superintendent recruitment at Heron Lakes has been requested for an exception for the hiring process

Dashboard Summary Report for all 4 Eastside courses that include 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	$2,114,225	$222,479	$552,361	$982,128	$357,257
%	9.4%	1%	13.7%	7.6%	15%
YTD	$14.11M	$1,730,422	$3,708,725	$6,358,087	$2,312,448
%	11.2%	124%	13.6%	7.9%	15.8%
Golf Shop Revenue	$425,286	$91,109	$340,733	$435,467	$179,941
%	299%	569%	68%	16%	76%
Food & Bev Revenue	$349,522	$43,631	$811,834	$1,007,061	$380,324
%	10%	6%	19%	13%	20%
Player Development	$45,114	$24,605	$116,136	$97,989	$31,886
%	14%	2%	35%	6%	78%
Player Dev. Visits	1,909	1138	3,081	1,718	514
Previous year +/-	75%	149%	35%	0%	11%

- New Loyalty Members
  - 416 new
  - 3,219 total
- Points in Circulation
  - 804,725
- App Downloads
  - 654 new
- 5,385 total
- Kemper Sports
  - Recruiting a teaching pro at Heron Lakes
  - Jarred Gomez is the new Regional Sales Marketing Manager, so recruiting a Marketing Coordinator to fill his position.
  - Signed a contract for internet
  - Top tracer will be installed mid to late August
  - Currently installing new ball machine
  - Long-term plan to get sun coverings at Colwood and Heron
- July 20-24th is golf week and Portland will host multiple events.
- Lightspeed is the new booking agent that will roll out next week and allows golfers to see tee times and add guests.

Sarah Gåss reports:

- **Portland Pickles Partnership:** As the season-long sponsor of the Portland Pickles, Portland Parks Golf will be featured during all 50 home games as the premier sponsor of their between-innings "Launch-A-Ball" activity. In addition, PPG will host 10 community activation booths during the season with outreach targeting both golf and non-golf audiences. The Pickles typically draw between 3-4k people to their games. With this traffic, we are aiming to capture a larger audience and inform the public about the dynamic offerings of PPG spaces for both golf and non-golf programming.

- **Music On the Green at Rose City Golf Club:** This summer, we are launching our inaugural concert series at RCGC. Every third Thursday of the month from 7-9pm through the season, we will feature a local artist for a two-hour set. This series seeks to highlight RC as a dimensional, family-friendly community space where people can gather to enjoy live music, food, and the outdoors.

- **Rose City Community Day, Sunday, September 13**: We are currently planning an end-of-summer community day at Rose City Golf Club. The day will be broken into golf activations in the first half, with programming tailored to youth. We will also have community booths of organizations that we work closely with (Youth On Course, First Tee, PP&R). The second half will feature a concert from a local artist. More to come on this as the summer progresses.

- **The Standard Portland Classic:** This year, PPG is partnering with The Standard Portland Classic. PPG will have a community activation booth during Saturday of the tournament (August 15). This partnership seeks to underscore the connection between our public golf courses and Oregon's only LPGA tournament.

PORTLAND GOLF REPORTS/FINANCIAL REPORTS-

- Red Tail
  - Revenue- $563K
  - Expenditures- $215K
  - Net- $348K
  - Forecast- $1.4M
- Eastmoreland
  - Revenue- $966K
  - Expenditures - $885K
  - Net Gain $ 80K
  - Forecast- $433K
- Heron Lakes
  - Revenue- $1.5M
  - Expenditures- $1M
  - Net Gain- $495K
  - Forecast- $1.7M
- Colwood
  - Revenue- $410K
  - Expenditures- $401K

        - Net Gain- $(8K)
        - Forecast- $(135K)
    - Rose City
        - Revenue- $603K
        - Expenditures- $522K
        - Net Gain- $80K
        - Forecast- $(281)
    - Eastside
        - Revenue- $3.5M
        - Expenditures- $2.9M
        - Net Gain- $348K
        - Forecast- $1.4M
    - Admin costs
        - Revenue- $52K
        - Expenditure- $538K
        - Net loss- $(486K)
        - Forecast - $1.8M
    - Total budget
        - Revenue- $4.2M
        - Expenditures- $3.6M
        - Net- $608K
        - Forecast- $1.4M

- FY 26' March Greens Fees- 19% increase vs 2024-25
    - FY 25 $194,043
    - FY 26 $230,104
- FY 26' March Golf Rounds
    - FY 25- 5,549
    - FY 26- 6,253

Maintenance- *John Ball reports:*

All courses have fertilized their driving ranges, fairways, green surrounds, approaches, and tees

RedTail Golf Course

- Verticut and topdressed greens
- Spot applied herbicide for targeted weed control

Eastmoreland Golf Course

- Verticut and topdressed greens
- Aerified and seeded high-traffic collars and surrounds

Heron Lakes

- Entry road repairs complete
- Installed new targets on the driving range
- Made herbicide application to Great Blue fairways to target broadleaf weeds such as broadleaf plantain.
- Added bunker sand to greenside bunkers on the Great Blue 1-9, 12, 15

- Deep-tine aerified greens on both courses to improve infiltration and percolation.

Rose City

- Rolling and limiting cleanup passes to eliminate 'triplex ring syndrome'
- Heavily topdressing par-3 tee boxes
- Topdressing greens
- Edging bunkers and adding sand where needed
- Repairing irrigation

Colwood

- Rolling and limiting cleanup passes to eliminate 'triplex ring syndrome'
- Irrigation repairs
- Weed control around greens
- Mowing down areas for improved playability and pace of play
- Cleanup up wedding venue area

Subcommittees-

- **Community Engagement:** (Kristen Dozono- Chair, Adam Jones, Michael Lowe, Laura Mitchell, Stephen Williams, Jay Parasco, Garrett Morrison)
- **Portland Metro Levee System:** (Don Hanson- Chair, Kristen Dozono, Bob Williams, Garrett Morrison)
- **City Council:** Bob Williams – Chair**,** Bret Retallick**,** Michael Lowe**,** Kay Betton
- **EAGLE Caddie:** Kay Betton – Chair**,** Adam Jones**,** Michael Lowe**,** Kasey Shun**,** Jude Hanley
- **Maintenance/Infrastructure:** Kasey Shun – Chair, Steven Williams, Kay Betton, Bret Retallick
- **Finance/Budget:** Laura Mitchell – Chair, Jude Hanley, Bret Retallick, Bob Williams, Steven Williams

NEW BUSINESS-
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