

**City of Portland Golf Advisory
Committee Meeting Minutes of
April 15, 2021 Zoom Meeting**

Attending:

Members: Chase Morinaka, Brad Simpson, Zari Santner, Julia Persons, Blake Fedderson, Alex Chitsazan,

Concessionaires:

Craig Zimmerman, Clark Cumpston, Hank Childs, Madison Perry, Kristina Yevsin, Randy Morrison

Staff: Jesse Goodling, Vincent Johnson, Danielle Solomon, Todd Melton, Kathy Hauff

Guests/Subcommittee Members: Morgan McDonald, Steven Williams

Meeting Called to Order

Agenda adopted

Special Reports & Project Updates:

- Bylaws are moving to approval and accepted.
 - One main bylaw was to increase the capacity of GAC members by 5, which will total 15 members. Recruitment for new members will be within the next couple of months so send referrals to Vincent.
- A meeting with GAC is on Commissioner Rubio's agenda.
- Vincent went before council on 4/14 for the Kemper at Heron and Colwood contracts to expire October 2022 and a comprehensive RFP for clubhouse operations. There was good reception from Council. This was the 1st reading and the 2nd reading will be on 4/21 and they will vote.
- Vincent met with golf consultants GGA Partners and provided program information to them. The consultants will send out dates for virtual interviews with GAC and others.
- Jesse Goodling will be retiring in May after 35 years

PORTLAND GOLF REPORTS/FINANCIAL REPORTS-

- Activity Report – Really positive month for the program, Rounds up 60% over both last March and the 5-year average; greens fees up 61% and 63% respectively over last March and the 5-year average

- Budget Report – Greens fees and driving range revenues continue to beat projections, increasing our projected net gain for the year up to \$1.8 million. Projected fund balance is just under \$3.6 million.
- Todd and Vincent are working on a way to convert the 9-hole equivalents to rounds for financial reporting and not compare them to the last 5 years.
- Todd will forecast in May.
- The activity report will be converted to Tableau.

Maintenance-

- Aerification has happened at all courses except for Colwood
- EMGC slowly coming out of sand and the grass is growing
- Mowing done at all courses
- Winter repairs are complete
- Irrigation system is up and going at Heron

Sub-Committees

Hank Childs will join Long Range Planning team with Brenda, Zari and Kathy

Henry Childs will join the Equity team

Vincent references to the fund balance and looking at the surplus and where does that go? Asset Development has looked at the \$40 million in deferred maintenance and it highlights a gap between funding currently and maintenance infrastructure. Identify priorities and find solutions or pathway to close the gap. Get a basis of where we are at so there are no issues as time goes on.

Zari comments: If current trend of net gains continues, then just use what we collect annually. It will take decades to catch-up so how can we ensure the continuation of a healthy fund balance? It can be used as leverage to come up with more monies; like revenue bonds or other fashions so we can make sure investments into our infrastructure are faster than on incremental basis. So, identify the difficulties to get there.

Chase suggest that GAC can get a policy in place to present to Council to protect the funds. And the golf consultants will give another perspective.

Blake inquires about the opportunity for non-profits to help with deferred maintenance. They could partner with us like the Golf Alliance. Vincent replies that this doesn't currently exist, nor has it been pursued with PP&R, but it could be looked at with an actual roadmap to get there. However, there are records of other municipalities doing so.

Equity Committee discussed plans for making courses more accessible. The DEIA portion of this wants to be involved with everything that is going on and be able to jump into other subcommittees and do assessments of the program. Operationalizing equity standpoint and communicating that to the consultants and see what the expectations are long-term. Perhaps, short, and long-term goals and training opportunities.

Randy Morrison will be joining the Long-Range Planning Committee.

Marketing-

- Ideas of creating a newsletter to speak to the audience we currently have. Maximo David Behrens has approved for Recreation to start an account for a newsletter to be made and hopefully launched in June or sometime this summer. Vincent will follow-up within the coming weeks.
- Improve data capture and metrics
- Rethinking websites of stories and lifestyles of people's journey
- Ya! Golf success and focusing prioritization understanding the resources and allocated budget we have for the programs that have been in place.
- Rose City improvements
- Grow online database and grow the data that is being collected.
- Zari reports that the issue with homeless shelters and providing temporary shelters for houseless population. Council agreed with public who raised their voices on the importance of golf courses. Almost 2000 people signed up and 66% agreed that the courses should be used what they were intended for open spaces, as a park and the open air. It is important to market the value of golf courses.

UNFINISHED BUSINESS-

Clark and Randy will continue to discuss how to get a platform for the PDX Play Card to be sold at different point in the year. Perhaps, pro-rating the rate monthly or quarterly so that it is available for purchase.

NEW BUSINESS/ANNOUNCEMENTS-

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- none

Meeting Adjourned