

**City of Portland Golf Advisory
Committee Meeting Minutes of
April 19, 2023 via Zoom**

Attending:

Members: Alex Chitsazan, Patsy Pitts, Tom Williams, Don Hanson, Chase Morinaka, Robert Williams, Zari Santner, Brad Simpson

Concessionaires:

Henry Childs, Craig Zimmerman, Jarred Gomez, JR Allen, Anna Holst,

Parks Staff: Todd Melton, Vincent Johnson, Maximo David Behrens, Jonathan Dean

Meeting Called to Order- March minutes and April agenda approved

Special Reports & Project Updates:

- Recreation Update- *Maximo David Behrens reports*
 - Expected to see Mayor's proposed budget outline and will then inform GAC of the next steps and process
 - Preparing for summer programming, summer camps, Summer Free For All (SFFA), Lunch & Play and various activities.
 - Bringing on 1000 seasonal positions for summer with a 15-week window for application process and review. Currently in week 8 and almost reached the goal. 500 aquatic positions (460 dry side positions which are for camps and programs in the parks).
 - Summer programs include swim lessons and summer camps. The registration process is opening soon. Continuing with the Access Pass that assists with cost being a barrier to help with participation program fees
 - Update: House Bill 3515 which allows for City Council to oversee Parks Districts did not have enough votes to move the bill past committee phase. It will not move forward in the current legislative session, but will continue to work on it for future legislative sessions
- Program Updates-*Vincent Johnson reports*
 - Kathy Hauff retirement party will be held on 5/22 @ noon at Colwood. She will continue to work as a retiree until the Golf Superintendent position is filled. The recruitment closed on 4/17. The recruitment team will get the eligible list and schedule interviews within the next couple of weeks.
 - Todd Melton will continue to work with PP&R until 6/30
 - 3 of the 10 caddies to receive Evans Scholarship to University of Oregon were EAGLE caddies. Daysi Narruhn, Kennedy Phillips and Tan Huynh now make 80

EAGLE caddies total that have received the scholarship.

- Received support from the Western Golf Association to increase the number of caddies as they try to grow their numbers. They currently have 1100 scholars, so they want to increase their total scholar numbers. Each EAGLE could have up to four caddies, which will now be six. In three years' time we'll have 18 caddies and will still provide the same level of subsidy for each caddie. Kemper plans to provide a greater awareness of the caddie program so golfers can support them getting rounds for the Evans Scholarship.
- Vincent is meeting with the graphics team on the afternoon of 4/19 to put a plan in place for the SFFA event at Rose City event in August for a concert. From a marketing perspective he will share information with the steering committee and Kemper for planning.
- PDX Player cards ordered and will go on sale the first 2 weeks in May; no exact date. Keeping the same form with a couple price adjustments and increases with the new POS system. It will allow for loyalty programs. More information to come
- Senior rates will be for golfers 65 years and older.
- Jarred Gomez shared the 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. It compares current year vs. prior year and comparable to FY 2018-19 year that was considered the last "normal" year.
 - Cold and wet weather in March
 - Measurable rainy days
 - 24 days in 2023
 - 15 days in 2022
 - 10 days in 2018-19
 - Total rounds down from year 2018-19
 - Greens fees rates flat from last year. Raised the fee by \$1 since last year, but most of the rounds played were by the 4 PDX card holders that played in not so ideal weather
 - Seasonal rate change from Winter shoulder a week later due to aerification schedule
 - Concession revenue, merchandise sales and player development down due to the lack of player development.
 - Player development at Eastmoreland is red flagged on the report because Junior camps are paid for in full ahead of time in March, so the funds will show up in June, July, or August once the camps begin.

- More player development analysis will be provided after this year so there is year-to year comparisons
- Operating updates-
 - POS system target date is set for a May launch
 - Working on credit card process with treasury and accounting integration
 - Building tee sheets for all properties
 - Merchandise inventories
 - Customer core policies being created
 - Working on seasonal hires for all properties
 - Golf shop staff, outside services and food and beverage
 - PDX Player cards will be raised from \$750 to \$775- will launch 2nd week of May.
 - Men's and Women's clubs will be notified of the increase, updates, and the possibility of this being the last season for the cards because the new POS system will provide a rewards system to the golfing public.
 - Current cardholders will be recognized for their loyalty
 - Greens fees per 9-hole is going up from \$1.50 to \$2.50, to help keep with rising costs
- Marketing update-
 - New website will be launched by the end of May or beginning of June. The old URL's will link users to the current site.
 - Forming a campaign for staff and golfers to educate them on the EAGLE Caddie program and the benefits of having a caddie which is free, but tips are welcomed. Booking a caddie will help them to obtain the hours needed for the Evans scholarship.

Will work on providing caddie schedules for golfers and staff while booking tee times. The idea is to get the information out early so the initial communication can be out there and forming relationships.
 - Kemper has created a new survey for customers to provide feedback in an easier way than before.

PORTLAND GOLF REPORTS/FINANCIAL REPORTS-

- All courses down by ¼ due to rainy days in March
 - 9-hole equivalent rounds are down 14k from last year which is 4.5 to 4.8% until Kemper begins reporting, then Todd will keep reporting on the 9-hole rounds
 - Budget Report-

- Spring bump budget is on 2nd reading at council. The budget includes forecasting for spending authority in the upcoming budget. The change was separating maintenance infrastructure sub-fund from operating fund. Approximately \$4.5M in maintenance sub-fund. Todd will amend the report once the Spring bump is approved.
- The current budget line item named, “contingency” is required for the city budget, but GAC members are suggesting renaming the line item to indicate “rainy day” funds so when council views it, they can see that these are restricted funds. Further discussions will be had on the approach for funds to be protected and a commitment to educating the region and golfers about the budget and how it is broken up. A public reference is important.
- Redtail- \$2M forecast for revenue, \$1.4M expenses with a net gain of \$668K at end of the year
- Eastside courses- \$11.7M revenue, forecast \$10.56M expenses, net gain of \$1.1M
- Last Colwood debt payment of \$342K
- Admin cost revenue estimated at \$85K in interest revenue
- Operating Budget-
 - Beginning fund balance is \$1.3M after March net gain down \$392K because of weather. A couple anomaly expenses that arose and will not be part of future budget. For example, Colwood loan payment, Cumpston and Childs buyout, double payment for startup costs of Kemper Sports taking on properties. Expecting increase due to bargaining agreements with City laborers and Seasonal worker’s retroactive pay.
 - Rough analysis on green fees by taking greens fees per round from last year to current year and are down \$1.4M
 - Projecting a gain of approximately \$400k and a \$1.7M ending fund balance

Maintenance-

Jonathan Dean reports:

Heron Lakes:

- Sent in soil sample for nutrient analysis before the season and will be making fertility adjustments this season
- Applied lime to the greens
- Post aerification to raise the soil PH
- Installed new sod on #12 green on both the Great Blue and Greenback due to poor quality turf and new sod on collars on Greenback- #'s 4, 5, 6, 9, 12, 13 and Great Blue #'s 4, 5, 12, and 15. Improving turf quality around greens, collar, approaches and surrounds.
- Increasing frequency of aerifying, fertility and increase hand watering
- Greenback is in better shape after aerify surrounds on tees.
- Overseeded high traffic areas and surroundings
- Top dressed the aerified tees
- Irrigation repair on main line leak on #15 on Great Blue and another blowout on #16

- Sprayed native grass areas targeting poison hemlock, and general weeds

RedTail:

- Aerified the greens rather than hollow core
- Installed new signage around chipping green and bunkers
- Repainting poles for visibility
- Replacing boards on the bridge on #11
- Slice seeing tine areas and the green surrounds

Eastmoreland:

- Aerified and greens have healed
- Light top dressing and deep tinning the greens program every other week
- Renovating the right-hand grid side bunker on #14 to reduce compaction between the green and the bunker. Removing accumulated bunker sand from the greens surround and improving playability from the bunker
- Mowing fairways
- Removing stumps from the course for playability

Rose City:

- Aerified
- Winter cleanup is almost complete
- Spring bunker maintenance
- City best ball next weekend

Colwood

- Hired seasonal maintenance worker. Trying to get the grass mowed with weather challenges

Long Range Planning- *No updates*

Equity Committee- *No updates*

Marketing- *Jarrad Gomez reports*

- Met to discuss POS system, new website implementation and marketing updates

UNFINISHED BUSINESS-

NEW BUSINESS/ANNOUNCEMENTS- Rose City trail was approved with Metro

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 Adjourn