

**City of Portland Golf Advisory  
Committee Meeting Minutes of  
April 17, 2024 at Colwood**

**Attending:**

Members: Donald Hanson, Tom Williams, Robert Williams, Patsy Pitts, Steven Williams, Zari Santner

**Contractors:**

Craig Zimmerman, Randy Morrison, Jarred Gomez, Mark Mackie, Gabrielle Thomas, Joe Crook, Fred Abell

Parks Staff: Vincent Johnson, Dale Stark, Danielle Solomon, Johnny Fain

Public Citizens: Sharron Fuchs and Ed Gorman (Rose City neighborhood), Chris Helmsworth (Save Redtail group)

Meeting Called to Order- March meeting minutes and April agenda approved

**Special Reports & Project Updates:** *Vincent Johnson reports*

- The Bureau/City are finalizing the Spring BMP (Budget Monitoring Process).
- We are currently in the Spring Program Session
- Summer Program (summer camps, swim lessons, Free Lunch + Play, movies and concerts in the park) are being finalized and prepared for a printed guide.
- Seasonal staff applications are now being accepted and reviewed (we have already received over 1,300 applications to date).
  
- The city is continuing to implement new city charter. Portland Parks & Recreation will join the Children's Levy and the City Arts program in a new service area called Vibrant Communities. Under this updated structure Sonia Schmanski will serve as the Deputy City Administrator overseeing the Vibrant Communities service area. Sonia Schmanski will be working with Director Adena Long and Commissioner Dan Ryan as transition continues.

**Program Updates:** *Vincent Johnson reports*

- Commissioner Briefing – will have additional room.
- Vincent will provide an update to GAC members about the new form of government taking place.
- Bylaws – going to second reading next week, April 24<sup>th</sup>. With city code changes, the city requires 30-days for new members Garrett, Sade, Casey and Michael Lowe to be in effect in June.
- Chase Morinaka resigned.
- Brenda C. will be off committee at end of the year so recruitment will be discussed.
- Greenskeeper III recruitment closes April 22.
- EAGLE Caddie Program application deadline is May 3.
- KPTV doing an update story on two EAGLE caddy students on April 18 that will be sent on e-blast, social and PP&R will post.

- Had planning meeting with PP&R PRMS on creating an enclosed meeting space in area adjacent to Rose City women’s restroom. Hallway will allow women patrons to access the restroom without walking through new meeting area.
- City attorney has reviewed the bylaws and should be approved by the next GAC meeting, then the voting members will be updated.
  - Vincent will email the draft to compare line by line with the final version.

**RedTail Update:** *reported by Tom Williams*

- Letter sent to Bobby Lee, Mayor Wheeler, Director Long, Dan Ryan and TJ McHugh describing the financial impact of selling the RedTail property.
- OPB aired a segment on the potential sell of RedTail and was picked up by Golf Week.
- Letter to the editor of the Oregonian on behalf of Tom Williams will be sent on April 21.
- The financial impact will also be shared with various groups such as the Parks Board, Eastmoreland golf communities, parks supporters and other environmental groups and community papers.

**Rose City Golf Update:** *reported by Parks Capital Project Manager, Johnny Fain*

- Slides and golf course outlines were shared and discussed. For further details and information contact Johnny at: [johnnyfain@portlandoregon.gov](mailto:johnnyfain@portlandoregon.gov)
- April 25, 2024 kickoff meeting with Parks
- April 28, 2024 Rose City community discussion
- Community Engagement inquiries email: [Jenna.Stathopoulos@portlandoregon.gov](mailto:Jenna.Stathopoulos@portlandoregon.gov)

**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.**

- Total revenue (March)
  - Current Year- \$794,974
  - Previous Year- \$544,908
  - Up 28.9% from 2018-19
- Total Rounds
  - Current Year-15,273
  - Previous Year- 11,126
  - Up 18.1% from 2018-19
- Average Daily Rate (ADR)
  - Current Year- \$26.06
  - Previous Year- \$23.84
  - Up 16.4% from 2018-19
- Rounds Per Playable Day

- Current Year- 726
- Previous Year- 653
- Up 12.2 % from 2018-19
- Golf Shop Revenue
  - Current Year \$56,581
  - Previous Year \$43,199
  - Up 13.4% from 2018-19
- Food & Beverage Revenue
  - Current Year \$158,966
  - Previous Year \$93,174
  - Up 4.4% from 2018-19
- Player Development
  - Current Year \$23,047
  - Previous Year \$24,826
  - Up 114.1% from 2018-19
- Player Development Visit
  - Current Year 449
  - Previous Year 384
- Jarrad G. reports:
  - Edits have been made to the Rose City Women's page with all 3 clubs listed: tee times, player development- *most popular, most viewed, most clicked.*
  - Portland Parks Golf App - easier access to book tee times, loyalty program linked. Will be available soon.
  - Final reminder being sent to PDX play card holders about new loyalty program.
  - Ecomm online store will open soon where customers can buy items such as gift cards and lesson packages.
  - Eastmoreland will launch a new logo on April 19. An e-blast will be sent out. A retro series may be offered at a later date.
  - Ad in Travel Oregon 2024 to run a Rose City beverage push to see the historic clubhouse. Scan the QR code for a 2 for 1 deal.

- Red Tail
  - Revenue- \$121k
  - Expenditures- \$80k
  - Net Gain- \$(-20k)
  - Projecting- \$601k
- Eastside Courses
  - Revenue- \$126k
  - Expenditures- \$850k
  - Net - \$24k
  - Total net \$1.1M
  - Will begin to breakout eastside budget quarterly.
- Admin costs
  - Revenue- \$15k
  - Expenditure- \$72k
  - Net- \$(-57k)
- Total budget
  - Projecting \$572.5k
- RedTail stats
  - Green fees up 33%
  - Rounds up 4%

**Maintenance- Vincent Johnson reports:**

**RedTail Golf Course:**

- Aerification complete, greens turned out great.
- Mowing and enlarging fairways where able
- Clearing out an overgrown area between #12 and #15 to improve lies
- Spraying English lawn daisy on #17 fairway
- Urban Forestry assisting in the removal of two fallen trees on the golf course

**Eastmoreland:**

- Aerification complete last week, greens are coming along as expected and look great
- Weed abatement along the boundary fence – specifically targeting clematis, English ivy, and blackberry
- Greenskeeper III recruitment closes next week, April 22
- Repairing boundary fencing to improve visibility
- Brushing up detail items for the season – drinking fountains working, ball washers installed, cleaning up landscaping beds on #10 and Bybee Blvd

**Rose City Golf**

- New greens roller: increase playability of greens (TruTurf RB-48)
- Widened and shaped fairways
- Working on improving #15 green - introducing poa plugs into the bentgrass green.
- Aerification complete- greens are filling in great

**Colwood Golf**

- Interviewing for GKII position
- Working on event area flower beds and parking lot

- Aerification completed on April 8
- Replacing windows on ProShop that were vandalized
- Preparing for June 1 Event with Roger Steele (Golf Influencer)

**Subcommittees:**

**Long Range Planning-** working on RedTail publications and discussions to the public.

**Equity Committee-** no updates

**Marketing-** no updates

**NEW BUSINESS-** Roger Steele golf event to be held at Colwood on June 1<sup>st</sup> from 1:30pm to 3:30pm. All are welcome.

**Public 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-**

Ed Gorman is a 40-year community member of Rose City Golf expressed concerns of the natural habitat being affected by the 72<sup>nd</sup> Ave. project. There are benefits to underserved communities in the area that have not been contacted about the project. The apartment communities should be contacted. He has met with parks staff and PBOT to discuss the safety concerns of the trail and right of way.

Sharron Fuchs spoke with the resource staff at The Ellington Apartments which the population will triple, and they need space to go on the trails. She would like to work with Rose City and apartment resource staff to get kids to golf.

**Meeting Adjourned**