

**City of Portland Golf Advisory
Committee Meeting Minutes of
August 16, 2023 via Zoom**

Attending:

Members: Alex Chitsazan, Brenda Carpenter, Chase Morinaka, Zari Santner, Donald Hanson, Tom Williams, Robert Williams, Larry Martinez, Madison Perry, Patsy Pitts, Steven Williams

Concessionaires:

Craig Zimmerman, JR Allen, Anna Holst, Gabrielle Thomas, Randy Morrison, Henry Childs (HJ), Joe Crook, Fred Abell, Jarred Gomez

Parks Staff: Vincent Johnson, Danielle Solomon, Dale Stark, John Ball, Maximo Behrens

Meeting Called to Order- June & July minutes approved. August agenda approved.

Special Reports & Project Updates:

- Recreation Update- *Maximo Behrens reports*
 - PP&R is operating at stage 4 heat response and supplying staff with water, a/c, shade, etc. Monitoring potential cooling shelters but have not been activated. Will keep in contact with the emergency team.
 - Summer Camps will end on August 25th, and Sept. 2nd is the last of summer programs.
 - Sign-up for fall programs on Sept. 6th. Programs will run from Oct. 2nd through Dec. 29th.
 - Annual maintenance for the large 5 regional center closures will start next week, with Matt Dishman being the 1st.
 - FY 24' budget begins later in Fall and updates will be provided.
 - PIR hosting the 4th and final variance event of Indy Car on Aug. 31 to Sept. 3rd. Setup will begin on Aug.28th.
- Program Updates-*Vincent Johnson reports:*
 - Employee Appreciation event will be held on 10/17 at Rose City. Shotgun will begin @ 10am and food will be served at the maintenance facility at approximately noon.
 - Allison Chown's term ends in December but will not continue for a 2nd term.
 - Brenda will head tabling at Rose City Day event for GAC recruitment (need 3 positions to be filled).

- GAC members provided feedback of Tom Williams letter drafted on behalf of the committee to city officials about the discussion of MLB at Redtail Golf Course.
 - Reminder that Redtail is in Washington County, so decision is based on good of the city and it is zoned differently.
 - Include more specifics about the course. For example, rounds and revenue data. Craig Zimmerman will provide data to Tom.
 - Tom will give letter to Alex on behalf of GAC as Chair. Zari or Vincent will advise on how this should be addressed to the mayor or commissioner.
- Office of Civic Life has received two applications for the GAC recruitment. Recruitment posters will be at Rose City Community Day event.
- Rose City Community Day-
 - Asking for volunteers on social media
 - Events/Activities will include, futsal, Stumptown Disc, First Tee, environmental education.
 - Vincent will confirm Commissioner Ryan's speaking time.
 - Bridge City Soul will perform @ 6:00pm
- Tom Williams has 3 priorities as chair for GAC-
 - Bring the group together for more in-person meetings for organized golf outings and the ability to collaborate more on getting to know each other and knowledge of facilities equally well.
 - Ability to interact with elected leaders and partners. Make recommendations and communicate more broadly.
 - Create and updated/revised strategic plan with Vincent to include values and priorities for the golf program.
 - Zari approved to move Tom W. as chair at end of the year. Brenda and Patsy 2nd followed by Don, Madison, Steven W., Chase, Robert W.
- 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
 - Current Year- \$2M
 - Previous Year- \$1.8M
 - Up 42% from 2018-19

- Total Rounds
 - Current Year-38,862
 - Previous Year- 34,120
 - Up 33.2% from 2018-19
- Average Daily Rate (ADR)
 - Current Year- \$31.48
 - Previous Year- \$30.35
 - Up 15.2% from 2018-19
- Rounds Per Playable Day
 - Current Year- 1,189
 - Previous Year- 1,197
 - Up 29% from 2018-19
- Golf Shop Revenue
 - Current Year \$119,002
 - Previous Year \$130,847
 - Up 24.5% from 2018-19
- Food & Beverage Revenue
 - Current Year \$360,922
 - Previous Year \$305,799
 - Up 9.8% from 2018-19
- Player Development
 - Current Year 58,402
 - Previous Year 52,260
 - Up 321.9% from 2018-19
- Player Development Visit
 - Current Year 1,613
 - Will continue to take successful programming and bring to other courses.
 - Uses teaching aids and video analysis with students, sky tracking and full swing for golfers.

- Red Tail- Monthly invoicing causes a lag on revenue records. Since there is catch up in June, which is the last month of the FY, the report does not reflect the actuals. Dale will work with accounts payable to see if there is a way to correct this matter.
 - Revenue- July will be reported in Aug.
 - Net Gain- \$117,807
- Eastside Courses
 - Revenue- \$2M
 - Net Gain- \$773,503
- Admin costs
 - Net Loss- \$86,430
- Total budget
 - Net Gain- \$804,880

Maintenance- John Ball reports:

RedTail:

- Removed fallen stump #18 tee from December and preparing to backfill.
- New chain-link fence on #18 completed at end of July.
- Lots of weed control (blackberries)
- Yellowjacket control

Eastmoreland:

- Irrigation repair - #6 fairway
- Continuing to control weeds near the perimeter and working our way in
- Continuing to topdress and deep-tine greens every other week.
- Women's championship this weekend – prepping for conditions.

Heron Lakes

- Added and distributed sand to fairway bunkers on Great Blue, greenside bunkers completed.
- Prepared both golf courses for the women's and men's annual club championship events - focusing on monitoring water inputs and drying out the golf course for playability, mowing and painting hazard lines, and increasing green speed with additional mowing and rolling.
- Deep-tinning greens and aerifying high traffic collars and surrounds after the club events to improve water percolation through the soil.

Rose City

- Bench refurbishment is nearly complete.
- Preparing for community day by freshening up landscaping beds
- Seeding and topdressing

Colwood

- Landscaping around clubhouse
- Detail work on tees and tee complexes

Subcommittees:

Long Range Planning-

- Hire level vision discussion of the future of GAC.

- Meetings held 2nd Thursday @ 4pm

Equity Committee- Gabby working with different diversity groups and outreach. GAC recruitment is underway and meeting again soon.

Marketing-

- Working on Rose City Community Day efforts
- Vincent will send link of Hollywood Star article on Rose City Community Day. Flier also will be published in Hollywood Star.
- Signage will include fliers, posters, and A-frames.
- Colwood hosting 1st annual glow golf event on 9/8.
- Heron Lake will host N. Portland Open in mid-September.
- Will be meeting more often beginning next month.

UNFINISHED BUSINESS-

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-

Meeting Adjourned