

**City of Portland Golf Advisory
Committee Meeting Minutes of
December 20, 2023 via Zoom**

Attending:

Members: Donald Hanson, Tom Williams, Robert Williams, Madison Perry, Patsy Pitts, Alex Chitizan, Chase Morinaka,

Contractors:

Craig Zimmerman, JR Allen, Randy Morrison, Joe Crook, Jarred Gomez, Kylan Trevor, Monica Davis, Mark Mackie, HJ Childs, John Raffaele, Gabrielle Thomas

Parks Staff: Vincent Johnson, Dale Stark, John Ball

Meeting Called to Order- November meeting minutes moved to approved.

Special Reports & Project Updates:

- Recreation Update- *Vincent Johnson reports:*
 - Due to the Portland Public School teacher strike, PPS has adjusted their school calendar with additional school days. Winter break was scheduled to start this week but those are now school days (December 18-22). PP&R had Kid's Day Off Winter Break Camps scheduled for those days which we have cancelled so those will not start until Tuesday, December 26 to provide programming opportunity and parent support during the days there are no school.
 - Bureau finance analysts are working with budget managers across all departments to begin building their budgets for the Fiscal Year 2024/2025.
 - Programmers are currently working on programming for the Spring 2024 Session which will also include a preview of our Summer 2024 camp offerings. This programming will be due January 16th, 2024 to allow opportunity time to audit and review in time to place into our printed guides and other marketing materials.
 - Our Goldenball basketball program began November 27th. This year there are 188 teams which consists of 2,600 3-6 grade athletes, 320 volunteer coaches and they will be participating at 22 locations across the city which includes PP&R and PPS sites. This year is an increase over last year which had 150 teams. This is a result of increased staffing this year which has allowed us to bring on more gym staff and game officials that support the program.

- Program Updates-*Vincent Johnson reports:*
 - 72nd Sidewalk Improvement Project- sidewalks have been paved by the clubhouse and #10 tee. The westside has been asphalted. Barricades the same

and routing altered currently because they need to connect overhead streetlights and a small section between the sidewalk and #10 tee need additional work.

- Vincent J. working with Randy M. to produce a card for GAC members complimentary rounds.
- Bylaws need updates- there is a discrepancy between what bylaws said the total number of memberships are and what approved membership is. Need to address this and be at what it is approved for which is 10 people. These updates can go to council for approval and then bring on new members that were vetted.

Additional changes for bylaws proposed are:

- Change language that explains what we are with the addition to explain the necessity and ability to weigh in on golf system and core values for equity and inclusion of the golf program. Language has been pulled from the Parks Advisory committee.
 - Remove the time of GAC meetings. Currently listed as 3rd Wednesday of the month which doesn't need to be included.
 - Revert total membership to 10 before going back to council to have up to 15 persons.
 - Replace formalizing process of members nominating committee.
 - Replace verbiage for members missing meetings. It currently reads that members cannot miss 3 consecutive meetings, but it will be changed to non-consecutive.
 - Clarify and change verbiage to allow for decisions to be made by members via email. Tom W. will clarify with city attorney that this is acceptable.
- Tom W. will send bylaw updates to members and asks for comments to be submitted to him by December 26th so it can be presented to city attorney for review prior then GAC members can vote to adopt (any two members can propose change) before submitting to council. Brenda C. has reviewed and approved. The membership increase is what needs to be approved by council. The other updates are bureau matters.
- 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 (Nov)
 - Current Year- \$531,347
 - Previous Year- \$424,804

- Up 37.4% from 2018-19
- Total Rounds
 - Current Year-11,571
 - Previous Year- 9203
 - Up 33.3% from 2018-19
- Average Daily Rate (ADR)
 - Current Year- \$24.24
 - Previous Year- \$24.39
 - Up 14.8% from 2018-19
- Rounds Per Playable Day
 - Current Year- 643
 - Previous Year- 611
 - Up 55.7% from 2018-19
- Golf Shop Revenue
 - Current Year \$36,622
 - Previous Year \$30,844
 - Up 13.8% from 2018-19
- Food & Beverage Revenue
 - Current Year \$89,782
 - Previous Year \$66,130
 - Down 4.5% from 2018-19
- Player Development
 - Current Year \$10,673
 - Previous Year \$12,561
 - Up 41.6% from 2018-19
- Player Development Visit
 - Current Year 197
 - Previous Year 207
- Jarrad Gomez Reports on email comparison/website subscribers
 - Total subscribers- 38,238

- Delivery success 99.7%
- Open rate 42.37%
- Click rate 3.1%

Three emails minimum are sent per month- 1st week are systemwide updates, 2nd week are about player development offerings and 3rd week are with course maintenance updates. The maintenance update emails are the most popular and positive feedback is received.

- Gabby T. has visited both Jefferson high school and David Douglas to talk about EAGLE Caddie Program.
- Winter golf lessons being held at East Portland community center. Participants will pay what is most affordable.
 - Youth under 18 class will run from 6:15 to 7:15
 - Adults 18 and over class will run from 7:30 – 8:30
 - Each class has two, five-week series. The first series will run from January 10 – February 7; the second series will run from February 14 – March 13
 - 4 youth and 1 adult have signed up for first series classes.
- 2024 GAC meetings will be virtual and in-person meetings held quarterly.
 - January 17th meeting will be held at Colwood from 4pm-5:30pm
 - Vincent J. will report maintenance updates at quarterly in-person meetings because superintendents will not be working during those evening hours.

PORTLAND GOLF REPORTS/FINANCIAL REPORTS- Dale Stark reports – 1st month of 2nd qtr. of the year

- Red Tail-
 - Revenue- \$98k
 - Expenditures- \$324k
 - Net Gain- \$225,843
 - Greens Fees- up 17% from FY 2019
 - Rounds- up 26% from FY 2019
 - Forecast increased by approximately \$100k. Double entry for line item was identified and removed the forecast.
- Eastside Courses
 - Revenue- \$558k
 - Expenditures- \$846k
 - Net - \$287k
 - Forecast included 1 year of incentive bonus for Kemper.
- Admin costs
 - Revenue- \$17k
 - Expenditure- \$97k
 - Net- \$80k

- Total budget
 - Revenue- \$674k
 - Expenditures- \$1,2M
 - Net Loss \$(594k)
 - Forecast- \$822,380

Maintenance- John Ball reports:

- All golf courses – finishing seasonal leaf and tree cleanup
- **Rose City:**
 - Topdressing greens and tees
 - Improving cart paths & extending gravel
- **Colwood:**
 - Cut down grasses and plants for winter – clubhouse landscaping
 - Topressed greens
- **Eastmoreland:**
 - Repaired vandalism damage to #2 green from after Thanksgiving
 - Maintenance shop cleanup and organization
 - Cleaning and prettying up the fence/sidewalk along SE 27th and SE 28th Avenues
 - Preparing for a drainage project on #5 green – some drainage has failed and needs to be repaired
- **RedTail:**
 - Bunker edging
 - Pruning trees up on #9 and #1
 - Painting out and preparing for drainage projects on the course this winter (4, 5, 9, 10)
 - Grinding some in-play stumps
- **Heron Lakes:**
 - Deep tine aerified greens on both golf courses.
 - Continuing sand topdressing on fairways. Front 9 of Greenback most recently completed.
 - Removal of blackberries along water bank of #14 & #15 greenback. Can now see all landing areas and all portions of both greens from the tee

Subcommittees:

Long Range Planning- met to discuss bylaws.

Equity Committee- no updates

Marketing- met to discuss Kemper updates and the new e-commerce store for 2024. YA! Golf has over 3200 users and will expire 250 of them by end of the year. Gabby's role includes assisting with activity of users and tracking using lightspeed; analyze rounds, whose playing and why they are playing.

NEW BUSINESS- Alex C. will step down from chair and Tom W. will now be acting chair.

Alex has suggested GAC meet with Sacramento advisory to discuss opportunities of similar city

courses.

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-

Meeting Adjourned