City of Portland Golf Advisory

Committee Meeting Minutes

December 18, 2024 via Zoom

Attending:

Members: Donald Hanson, Robert Williams, Patsy Pitts, Steven Williams, Zari Santner, Michael Lowe, Brenda Carpenter, Jude Hanley

Contractors:
Jarred Gomez, Kylen Trevor, HJ Childs, Gabrielle Thomas, Anna Holst, Joe Crook, JR Allen, Craig Zimmerman, Monica Davis, Fred Abell, Skyler Nichols

Parks Staff: Vincent Johnson, John Dean, Stephen Bright, Dale Stark

Public Comment:

Meeting Called to Order- November meeting minutes and agenda approved.

Special Reports & Project Updates

Recreation Update*- Vincent J. reports*

- New Mayor elect, Keith Wilson
- 12 council members from 4 geographic zones confirmed on 12/12/24 and will be seated on 1/20/25.
- Vibrant Communities service area will participate in the new council member onboarding process which will take place on 1/16/25 and 1/17/25. This will include an overview of service area departments with worksite visits and information sharing with opportunities for discussions and questions. Onboarding will continue through the calendar year and will be part of introductions.
- At the beginning of the budget process for FY 25-26 that will continue through the calendar year as new council steps in and takes ownership of process.
- Continuing with Fall term programming session.
- Print guides for winter 2025 have been completed and should be available soon.
- Registration for winter term began on 12/12/24 @ 9:30am.

Program Updates- *Vincent J. reports*

- Kemper will present budget in January which they will outline 2025-26 budget plans for each course. This will get folded into the golf budget and marketing updates will be shared.
- Dale Stark will share budget for the requested budget and report to the golf team which will also include Vincent J. and the golf supervisor which will be submitted at the beginning of February.
- Vincent J. has been directed by outgoing Mayor to check back with our Deputy City Administrator and elected leadership for next steps for new GAC member appointments.

- Discussed with PRMS Heavy Equipment on light grading to support seating behind the clubhouse at Rose City. There have been missed opportunities to stage golfers at events. This area will get topped off with decomposed granite and will be ready by spring.
- Brad Peters' last day will be on 12/31/24 and will temporarily be filled until the Greenskeeper I recruitment has been completed.
- Zari S. inquired about the Clean Energy Funds (PCEF) and if any will be used towards the golf program.
    - Vincent J. replied PCEF will be used to cover the gap of premium costs associated with the EV vehicles, and knows that golf will still be in need of continued funding and additional funds for infrastructure needs.
- Brenda Carpenter and Patsy Pitts are exiting GAC at end of December. Both were acknowledged for their contributions to the committee

- ***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***.

	Current Year	**Previous Year**	**%**	**Total**
Total Revenue	$565,492	$531,347	6.4%	
Total Rounds	$10,406	$11,571	Down 10.1%	
ADR	$29.30	$24,24	20.9%	
Total Rounds	650	643	1.1%	
Golf Shop Revenue	$34,691	$36,622	Down 5.3%	
Food & Bev Revenue	$78,110	$89,782	Down 13%	
Player Development	$18,349	$10,673	71.9%	
Player Dev. Visits	291	197	47.7%	
App Download			3.9%	2110
Loyalty Program			4.1%	1039
Points in Circulation			9.8%	252,855
Points Redeemed			Down 12.3%	27,200
Points Earned			4.7%	49,713

- Big spike in revenue by approximately $80k due to all sites having ecommerce online sales.

- EMGC revenue grew by 34% at driving range because of heaters being installed.
    - Zari inquired if Heron can also have heaters installed.
        - Kylen reports that both Heron and Colwood need more permanent structures from a code standpoint to do so.
    - Robert W. inquired about #15 at Rose City.
        - Vincent reports that they are doing everything during the off season with cultural practices on courses for the 2025 season. Shading has made conditioning of 15 green challenging. This is the only permanent temp green in the system. They will look to open when the weather is warmer.
- Marketing- *Jarrad G and Gabbi T report:*
    - Black Friday sales were successful.
    - Jake Bader hosted Player Development summit on Friday and will be adding PGA Family League at facilities this year and continuing clinics on courses will be added at Colwood, Eastmoreland and Rose City.
    - Indoor golf lessons at East Portland Community Center are in the winter Parks program guide and being taught by Tom Mueller.
    - Golf calendars are now on sale for $20 which can be purchased in the pro shop or online, then pick-up at Colwood. All proceeds go to a junior golf fund that can be used at all courses.

PORTLAND GOLF REPORTS/FINANCIAL REPORTS- *Dale Stark reports- overall expenses look high because the tax bill was paid at Red Tail and the Kemper incentive bonus was also paid in Nov.*

November Financials

- Red Tail
    - Revenue- $102K
    - Expenditures- $354K
    - Net loss- $252K
- Eastmoreland
    - Revenue- $155K
    - Expenditures- $338K
    - Net loss - $182K
- Heron Lakes
    - Revenue- $252K
    - Expenditures- $404K
    - Net loss- $152K
- Colwood
    - Revenue- $83K
    - Expenditures- $166K
    - Net loss- $83K

- Rose City
  - Revenue- $88K
  - Expenditures- $270K
  - Net Gain- $ (-) 181KK
- Eastside
  - Revenue- $580K
  - Expenditures- $1.1M
  - Net Gain- $ (-) 599K
- Admin costs
  - Revenue- $25K
  - Expenditure- $87K
  - Net- $ (-) 61K
- Total budget
  - Revenue- $707K
  - Expenditures- $1.6M
  - Net- $ (-) 913K
- Red Tail
  - Greens fees were down 24% from Oct. of last year
  - Rounds down 3% from Oct. of last year.

Maintenance- *Johnathan Dean reports*:

Colwood

- Topdressing driving range
- Leaf pick-up completed
- Landscape maintenance on event area and front of clubhouse
- Winter maintenance of equipment
- Fungicide applications on greens

Eastmoreland

- Topdressing driving range
- Repairing bare and weak spots on greens
- Cleanup of debris along 27th and 28th Avenues – being good neighbors
- Cart path grading/re-rocking where necessary
- Added pavers and boulder near #10 tee so vehicles cannot access the course via this route

Heron Lakes

- Sand Topdressing of fairways continued on Great Blue
- Winter tasks continued: Tree work / tee markers, bench repair, leaf/debris cleanup
- Newly purchased Grinder scheduled to be delivered tomorrow for sharpening mower reels
- Repaired broken cart path #10 great blue (safety hazard)
- Bio swale repaired near clubhouse, reshaped berm to allow mowing / Blackberry management around the lake just South of the clubhouse for aesthetics.

Rose City

- Continuing leaf pick up
- Topdressing greens
- Rolling greens due wet conditions
- Winter maintenance on equipment
- Replacing fence posts that have rotted out on cable fencing
- Fungicide applications on greens

RedTail

- Wrapping up some 2024 projects:
    - Minor irrigation repairs on #12
    - Tree pruning and cleanup #11/13
    - Limbing up branches hanging over cart paths
- Finishing leaf cleanup season
- Planning for adding yardage stones to yellow tees–none were placed upon implementation
- Filling sink hole #13 fairway with rock–heavy equipment assisted assessing last month
- Installing new aiming post in #7 fairway

Subcommittees-

Long Range Planning- Met with Dale Stark and supervisor Bob Del Gizzi to discuss financial planning for major maintenance and viability of golf. Discussed impacts of golf being weather dependent and the costs of doing business at the City are going up—many of these costs Golf doesn't have much flexibility to reduce. City is also negotiating with bargaining units.

Dale and Bob will come back to the committee in spring with 5-year projections so the committee will know what to do and can discuss options. This could be consideration for a revenue bond or specific surcharges to fund major maintenance projects. It has been asked that Vincent J. include parallel efforts to sharpen estimates for improvements to courses.

Equity Committee- no report out

Marketing- Draft has been made to the annual report that will be presented to council, but the committee is asking for members to send additional details they would also like included in the report. Kemper will provide additional demographic data for the report.

NEW BUSINESS-

PUBLIC ANNOUCEMENTS- No public comments

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