

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

Attending:

Members: Alex Chitsazan, Brenda Carpenter, Chase Morinaka, Zari Santner, Donald Hanson, Tom Williams, Robert Williams

Concessionaires:

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

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

Meeting Called to Order- June & July minutes to be approved in Aug. meeting. July agenda approved.

Special Reports & Project Updates:

- Recreation Update- *Maximo Behrens reports*
 - Ongoing summer programs: day camps, Lunch & Play, Summer Free For All (SFFA) movies and concerts in parks, fitness in the parks and outdoor pools.
 - Will begin marketing for Fall programming which runs from October 2nd to the end of December.
 - New charter form of city government transitioning from commissioner form to a city manager form and updates will be provided as the transition happens. Watch the council work session from 7/18 on You Tube which discusses the scope and power the mayor will have and the election process for commissioners in the new charter.

The new form of government will not affect recreation programming or service delivery.
 - Sustainable future projects are still in discussion and may result in renewal of the Parks Levy, addition to the levy, a different type of levy, or a bond. Updates will be provided as discussions continue.
- Program Updates-*Vincent Johnson reports*
 - Media release: PP&R was unaware of Redtail being potential site for major league baseball stadium, and the mayor's office will coordinate any such efforts. If you have further questions, please contact the mayor's office directly.

Tom Williams will draft a memo; with the help of other committee members, addressed to city officials and copy the parks bureau director to endorse Redtail as a golf resource to the public.

- GAC recruitment will run from 7/2 until 9/22 if there are not enough applicants. Recruitment materials will also be at Rose City Community Day event on 8/27.
- Hollywood Star interviewed Vincent J. and Hank Childs for a published article on the Rose City Community Day event.
- 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- \$1.9M
 - Previous Year- \$1.5M
 - Up 24.8% from 2018-19
 - Total Rounds
 - Current Year-34,663
 - Previous Year- 28,394
 - Up 25.2% from 2018-19
 - Average Daily Rate (ADR)
 - Current Year- \$31.49
 - Previous Year- \$29.47
 - Up 5.1% from 2018-19
 - Rounds Per Playable Day
 - Current Year- 1,238
 - Previous Year- 1,183
 - Up 16.2% from 2018-19
 - Golf Shop Revenue
 - Current Year \$118,803
 - Previous Year \$110,254
 - Up 6% from 2018-19
 - Food & Beverage Revenue
 - Current Year \$326,384
 - Previous Year \$255,080

- Up 8% from 2018-19
 - Player Development
 - Current Year 52,400
 - Previous Year 44,188
 - Up 93.2% from 2018-19
 - Player Development Visit
 - Current Year 1,462
- A “call to action” email was sent to golfers announcing the EAGLE program reservation service now being available to reserve a caddie in advance.
- Anna Holst and Randy Morrison to meet with EAGLE caddies on 7/20 to check-in.
- Gabrielle Thomas reports-
 - Rose City Community Day 8/27
 - Stumptown Disc Golf confirmed attendance. They will host an info booth offering prizes and an activity with instructional lessons.
 - Samoa Paradise dancers will perform.
 - Banners placed around the facility and extras will be at Rose City for committee members to disburse at other sites. Yard signs are being made.
 - Volunteers still needed.
 - Vincent J. sent invitation to the commissioner and bureau director.
 - Working with the Latino Golf Assoc. in LA along with the Latino network in Portland to create a golf clinic and an ongoing series. The first clinic will be held on 8/15.

Continued conversations with Latino Golf Assoc. to create a local chapter.
 - Working with Multnomah County DEI engagement manager to add BIPOC programming information to their annual resource guide for the upcoming year.
 - New social account on Facebook and Instagram for all 4 golf sites called, Portland Parks Golf.

PORTLAND GOLF REPORTS/FINANCIAL REPORTS-

- Red Tail
 - Revenue- \$382,663
 - Expenditures- \$131,704
 - Net Gain- \$250,958
 - YTD- \$700,871
- Eastside Courses
 - Revenue- \$1,981,479
 - Expenditures- \$791,682
 - Net Gain- \$1,190,067
 - YTD- \$1,722,114
- Admin costs
 - Revenue- \$39,359
 - Expenditures- \$80,900
 - Net Loss- \$41,541
 - YTD- \$1,188,740
- Total budget
 - Revenue- \$2,403,770
 - Expenditures- \$1,004,286
 - Net Gain- \$1,399,485
 - YTD- \$1,310,152

Maintenance- John Ball reports:

RedTail:

- Urban forestry removed tree hazard and repairing penalty stakes.
- Contractor will install new chain link fence to avoid casual trespassing.

Eastmoreland:

- Load shrubs and blackberries in gully on #13
- Weeding around perimeter
- Urban forestry removing hazards on 3 spots on the driving range
- Westside netting next to the train tracks repaired.
- EAGLE caddy to begin bench project in Sept. or early Oct.

Heron Lakes

- Using GPS service for USGA to log where golfers are at and hitting their balls. Could allow for maintenance of new golfing areas.
- Greenback complete and will begin Great Blue
- Columbia Slough Watershed Council has installed Habitat Restoration signs in certain areas with a QR code to inform customers about the pollination patches.
- Aerializing high traffic areas around collars and surrounds
- Fertilizing tees
- Added and distributed fairway bunkers on Greenback

Rose City

- Spike and top dress greens
- Irrigation repair and adjustments on sprinkler heads
- Bench repair project

- Hand watering

Colwood

- Hand watering
- Sand and seeding tees on regular basis.

Subcommittees:

Long Range Planning- No updates

Equity Committee- No updates

Marketing- Jarred Gomez reports

- EAGLE Program marketing materials have been created. A-frames have been made, posters, and fliers with caddy information (picture, school, graduation class) are being posted on sites. This will help with front facing efforts for golfers.
- New website is live.
- Launching new email system that will send emails to customers from Portland Parks Golf. Emails to include:
 - Week 1-monthly newsletter
 - Week 2-player development
 - Week 3- golf maintenance
 - Week 4- YA! Golf
 - Unique events and activities will be sent in separate emails.
- EMGC celebrated 106th city championship.

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- Time certain @ 1:15pm

Meeting Adjourned