

**City of Portland Golf Advisory  
Committee Meeting Minutes of  
June 21, 2023 via Zoom**

**Attending:**

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

Concessionaires:

Craig Zimmerman, JR Allen, Anna Holst, Gabrielle Thomas, Mark Mackie, Randy Morrison, Henry Childs, Fred Abell, Don Henderson, Joe Crook, Kylene Trevor

Parks Staff: Vincent Johnson, Danielle Solomon, Dale Stark, Stephen Bright, Jonathan Dean

Meeting Called to Order- April, May minutes approved, and June agenda.

***Special Reports & Project Updates:***

- Recreation Update- *Vincent Johnson reports*
  - Outdoor pools open today
  - Staff training for summer camps are week of 6/19 for camps beginning the week of 6/26.
  - Hiring for summer programs was successful and moving forward with all planned programs.
  - General registration for summer programs session B opens today at 12:30pm which will include summer camps, swim lessons and other programs that run from 7/8 to 9/2.
  - Visit the SFFA event webpage for the list of outdoor cultural events this summer.
  - PIR is hosting the only US stop for the ABB FIA Formula single-seater motorsport for electrical cars on 6/24.
- Program Updates-*Vincent Johnson reports*
  - Stephen Bright is the new Superintendent for Rose City and Colwood. Kathy Hauff will continue to work as a retiree until Stephen's GSIII position is filled.
  - Vincent J. has found a local resident to Rose City that will volunteer for the bee program that was overseen by Jessie Goodling. The hives have been moved to Rose City and training is being provided and continue an educational focus of the hives.
  - Superintendents have started a new SMW training program for 2<sup>nd</sup> year seasonals and beyond to prepare them for FT positions that come up.

Participants will receive a certificate of completion of 9 modules.

- On June 12<sup>th</sup> golf staff attended the Foundation to Equity and Inclusion training at Eastmoreland. This training was facilitated by Parks DEI Training Analyst, Nathalys Puerta. Staff is now up-to date with equity related training and DEI concepts. Time will be set aside in the summer for team bonding on city values of anti-racism and equity.
- 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- \$1.8M
    - Previous Year- \$1.4M
    - Up 41% from 2018-19
  - Total Rounds
    - Current Year-29,685
    - Previous Year- 22,679
    - Up 29.3% from 2018-19
  - Average Daily Rate (ADR)
    - Current Year- \$38.66
    - Previous Year- \$42.13
    - Up 21/3% from 2018-19
  - Rounds Per Playable Day
    - Current Year- 1,024
    - Previous Year- 1,031
    - Up 24.7% from 2018-19
  - Golf Shop Revenue
    - Current Year \$96,861
    - Previous Year \$83,381
    - Up 11.4% from 2018-19
  - Food & Beverage Revenue
    - Current Year \$275,226

- Previous Year \$193,849
  - Down 2.3% from 2018-19
- Player Development
  - Current Year 46,338
  - Previous Year 34,200
  - Up 98.6% from 2018-19
- Player Development Visit
  - Current Year 1,396
- The new POS system has launched at all 4 facilities and a point-based loyalty program will be developed to replace the PDX Player card.
- Senior golf players can now show their identification card for the senior rate.
- Website going through edits and anticipating on official launch early July. The URL's will direct people to the new site.
- EAGLE Caddies
  - Trained at Eastmoreland last week.
  - Discussing a system for golfers to reserve caddies in advance. As per City policy for golf operations you cannot reserve more than a week in advance, but they can be flexible with the policy if need more than 7 days.
  - Picture of caddies will be posted at each course so golfers can know who they are.
- Rose City Day on 8/27
  - Environmental Education will host a table.
  - Event will be posted in the Hollywood Star
  - Banners placed around the facility

#### **PORTLAND GOLF REPORTS/FINANCIAL REPORTS-**

- Red Tail
  - Net gain of \$178, 179
  - Revenue up \$147K in April and \$282K in May
- Eastside Courses
  - Net gain of \$818,379
  - Last debt payment for Colwood in May
- Admin costs
  - \$327, 915 losses due to debt retirement which is a budgeted annual expenditure for pension bond.
- Total budget

- Net gain of \$255,806
- Projecting annual total net gain of \$669,181

**Maintenance- Jonathan Dean reports:**

**RedTail:**

- Topdressing 9-holes of greens every other week
- Spiking 9-holes of greens every other week
- Irrigation system on 10 & 18 repaired and holes backfilled & completed.
- Mowing fire lines around perimeter of property
- Netting repair #17 is complete – neighboring businesses should be happy for a period.

**Eastmoreland:**

- Topdressing 9-holes of greens every other week
- Deep-tine venting 9-holes every other week.
- Assessing and repairing irrigation deficiencies
- Clearing brush from area around #14 and #17 tees
- Netting repair on the northwest side of the driving range netting is complete.

**Heron Lakes maintenance update:**

- Fertilized fairways
- Sprayed herbicide on fairways / rough targeting clover, plantain
- Verticut mowed and sand topdressed greens on both courses
- Added and distributed sand in bunkers on great blue golf course, targeting greenside and high traffic fairway bunkers.
- Irrigation repair projects completed on both golf courses.

**Rose City**

- Light topdressing every 2 to 3 weeks
- Daily hand watering
- Fertilized fairways
- All the rough mowers are repaired so we are getting everything trimmed up for the tournament this weekend.
- Continuing weed management around trees.

**Colwood**

- Daily hand watering which has really helped the dry spots on the greens.
- We transferred our large rough mower from Rose City to Colwood and are getting the tractor set up to use it
  - This should decrease the time it takes to mow and give a better quality of cut

**Subcommittees:** Vincent will email list of subcommittees to members

**Long Range Planning-** Vincent will send meeting invite to committee members to occur 1x/month. Cancel meetings if no updates to discuss.

Dale Stark and supervisor will be invited to the July and Aug. meeting for financial information and other financial approaches to handle major maintenance and visions.

Suggestions to invite the new commissioner to Rose City Day event.

**Equity Committee-** No updates

**Marketing-** *Gabby reports*

- Lightspeed launch will be integrated at all 4 courses
- EAGLE orientation and signage

**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**