

**City of Portland Golf Advisory
Committee Meeting Minutes of
March 15, 2023 via Zoom**

Attending:

Members: Alex Chitsazan, Patsy Pitts, Tom Williams, Don Hanson, Allison Chown, Chase Morinaka, Larry Martinez, Madison Perry, Brenda Carpenter

Concessionaires:

Henry Childs, Randy Morrison, Craig Zimmerman, Jarred Gomez, JR Allen, Kylene Trevor, Gabrielle Thomas, Joe Crook

Parks Staff: Todd Melton, Danielle Solomon, Vincent Johnson, Maximo David Behrens, John Ball

Meeting Called to Order- February minutes & March agenda approved (Don Hanson motion to approve)

Special Reports & Project Updates:

- Recreation Update- *Maximo David Behrens reports*
 - Going through budget process for FY 2023-2024 until it is finalized through council in June. There will be a budget work session with council on 3/20 to discuss budget items, discussion questions for budget proposal.
 - Spring bump budget monitoring in process for adjustments that might need to be made for established budgets. Looking at maintenance budget process through the year.
 - Spring program registration went online last week for general registration and can be done online, in-person or over the phone. As part of the commitment and application to the Levy funds there is an early registration process that took place a week before.
 - The bureau is working with Salem on Legislative Bill 3515 that would allow for a city council to be a governing body for the Parks district so that they can serve as legislative body. Under current law they cannot be synonymous for a city council form.

This has been done in other areas such as Seattle and Olympia, WA. The process is currently in place and if it passes it will outline opportunities that can be in place for a sustainable future.

- If city council cannot do that now, then who currently does? (Tom W.)
 - The city council currently does because parks it is part of the other bureaus and not a parks district. It will allow us to establish

parks district. Current law does not allow city council to serve in that function. (Maximo)

- Many parks' organizations nationwide are separate entities that for a district with their own budget and protects them from other priorities that city council may have. If approved, then that parks district will have dedicated source of funding which can not be used for any other funds.

Does this bill preclude the opportunity or option for this parks district to have its own separate governing body other than city council because of the city council transition? (Zari)

- Legislative bill 3515 is removing limitation that is currently in place. (Maximo)
- Will the GAC receive notice if there is discussion of privatization of the two Enterprise Funds (Golf & PIR)?
 - Yes. There is a sustainable futures project team that have a stakeholder list so that connect points are ensured during the process. (Maximo)
- Program Updates-*Vincent Johnson reports*
 - Last month the GAC was informed there were 3 EAGLE caddies that made it to the Evans selection meeting and have now received the Evans scholarship. Now working with PIO to connect with local media for publicity, discuss recruitment and there will be an interview with a caddie to share their accomplishments. This will now make 80 EAGLE caddies that have gone through the program.
 - Kathy Hauff is retiring on 5/31 and the former position will not be filled by June 1st so Kathy will return as a working retiree. A recruitment will be launched next week and will be working with Workforce Development to get the position filled.
 - Summer Free For All (SFFA) approved a concert for the Rose City Golf event to be held on 8/27. He has reached out to the steering committee who worked on the event last year and will meet again next week. Tom Williams is looking for members to be on the marketing team.
 - Vincent shared with the Long-Range committee that there will be a golf fee increase by 4% for upcoming season. This will help Golf Program keep up with rising costs, including a retroactive 5% for Cost of Living Adjustments (COLA) and 3% across the board increase in wages negotiated in new collective bargaining agreement. Another 5% COLA is scheduled for FY 24. As fees are increasing, golf is making every effort to keep rates affordable.
- Randy Morrison shared the 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.

- 7700 rounds this year which is 186% increase from 2019. This is not far from last years rounds per playable day.
- Will continue to look at charts for the spring and summer months. This will allow to see if golf is trending locally.
- Average rates are flat from last winter, but a slight increase with dollar per round; by way of the course time and play from 2019.
- Drop in golf shop revenues from rounds being down, merchandise sales, cart rentals are down from last year.
- Food and beverage ala carte down vs. last year but have improved total revenues with banquet business at EMGC and Colwood.
- Player development down from last year but will monitor the programming and expansion of YA! Golf, lesson clinics and other ideas. Will build historical data to see how many are being impacted with these programs including non-player development activities like First Tee and Leisure Hour.
- Getting merchandise in Rose City and EMGC
- Operations- the budget process normally runs through Dec. and Jan. but has been pushed back Feb. and is getting done.
- Working with Light Speed over the next 6-7 weeks on the POS system for accounting integration, online bookings, and websites.
- Outreach-
 - PCC class schedule has “Swing into Spring” on the back cover promoting Heron, EMGC and Colwood classes being offered.
 - Hired new Community Outreach Manager, Gabrielle Thomas with a background in public relations, marketing and social media, diversity, equity, and inclusion. She is passionate about bringing community together and providing inclusive spaces.
 - Can there be a system created that will be in the goodwill of customers that will allow for feedback and send a thank you after they play? (Zari)
 - Yes. The current POS system sends a thank you email if the customer has an email on file. A survey link is also sent for customer feedback and a report is ran weekly to review feedback and is flagged if a customer had a poor experience.

PORTLAND GOLF REPORTS/FINANCIAL REPORTS-

- Todd Melton’s position should be filled by next week or other discussions are being had if it is not filled by 4/12.
 - Golf rounds are lower than last year, but higher than the month prior to the pandemic

- Spring bump- establish a fund balance and a budget in maintenance infrastructure sub-fund. If approved, then the ending fund balance of \$5.85M will go down to \$1.3M and will need a separate report that shows finances for the sub-fund goal every year. The goal every year is to have 10% of expense budget of \$1.3M. Todd will try to have a separate report before he leaves.
- This month's forecast reduced to \$562k because of the projected maintenance spending on projects this year. If he had moved that balance it would be up \$800k showing \$240k projected maintenance repair spending.
- Redtail net gain of \$743k
- There are 2 projected bargaining agreements of seasonal maintenance workers and greenskeepers. The contract has not been ratified but he put an aggressive number in the forecast.
- Eastside courses projected to have \$1.26 million net gain for the year including the final debt payment of \$342k loan payment to Colwood.
- Admin budget forecast (part of Todd and Vincent's salary, Pen1 drainage, taxes, buyout of the Cumpstons and Hank Childs) is budgeted at \$141k but projected to be \$313k in the spring bump.
- General fund overhead obligation of \$402k and pension bond obligation. Projected to have \$14M in revenue. Overall fund balance of \$6.4M after June 30th.

Maintenance-

John Ball reports:

Heron Lakes:

- Edged all cart paths along the Great Blue
- Sprinklers and valve boxes for irrigation
- Edging cart paths on the Greenback
- Aerification 3/27 & 3/28

RedTail:

- Irrigation repaired on 1 fairway and driving range
- Repair netting on hole #17

Eastmoreland:

- Drain work
- Tree work for airflow and sight lines and tree health. Several stumps have been removed this season
- Aerification 3/27 & 3/28

Rose City:

- Storm cleanup
- Sump work by cart barn for drainage
- Aerification 4/3 & 4/4
- Worked with irrigation and heavy equipment teams to fix a large pipe that vandals were getting to. The pipe is now buried.

Colwood

- Storm cleanup- removed debris from behind maintenance shop

- Fixed a couple leaks on the driving range
- Aerification 4/10 & 4/11

Long Range Planning- *Don Hanson reports*

- Discussed fee increase, general improvements at clubhouses and overall visual improvements, fleet equipment modifications, methodology; how they are paid for, scheduling, etc.
- Requesting that each course provide the committee with the top 3 maintenance priorities at their site. Superintendents have operationally identified what needs to be done on courses- Vincent will share.

Equity Committee- *No updates*

Marketing- *Jarrad Gomez reports*

- Introduced Gabrielle to the team
- Discussed spring marketing, YA!Golf, EAGLE program, PDX and shared web design
- Jarrad and Gabrielle will join the marketing team for the Rose City event being held in Aug.

UNFINISHED BUSINESS- Chair, Alex Chitizan 2-year committee commitment is up in Dec. and is seeking those interested. Tom Williams has expressed interest and has sent Alex inquiries.

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- none

Meeting Adjourn