

City of Portland Golf Advisory

Committee Meeting Minutes

March 22, 2024 via Zoom

Attending:

Members: Donald Hanson, Tom Williams, Robert Williams, Madison Perry, Patsy Pitts, Steven Williams, Zari Santner, Brenda Carpenter, Alex Chitizan

Contractors:

Craig Zimmerman, JR Allen, Randy Morrison, Jarred Gomez, Kylene Trevor, HJ Childs, Gabrielle Thomas, Anna Holst, Fred Abell, Monica Davis

Parks Staff: Vincent Johnson, Dale Stark, Johnathan Dean

Meeting Called to Order- February meeting minutes and agenda were approved unanimously.

Special Reports & Project Updates:

- Recreation Update- *Vincent Johnson reports:*
 - Continuing work from January winter storm.
 - Spring registration open and programming from April to June.
 - Summer programming being finalized and will be prepared for marketing next week.
 - Next FY budget is on the way and Spring bump is happening to make necessary adjustments.
 - Hiring for summer seasonals, summer camp staff and swim instructors is in effect, and there have been hundreds of applications received but looking to have thousands to support summer programs. Applications received by 4/3/24 are guaranteed an interview, but all applications will be accepted up until the summer programs begin. Aquatics hires year-round.
- Program Updates- *Vincent Johnson reports:*
 - There was not a quorum for March council meeting for the ordinance to expand the number of GAC members from 9 to 15 members so a new date will be set for April.
 - A new rewards program set to be implemented June 1, 2024 by Kemper was discussed. The new loyalty card will be on a point-system model where points are accrued dependent on how much is spent. For example, if you pay \$50 for the greens fee costs, then you earn 50 points. Continued discussions are being had and updates will be provided to the GAC.
 - The PDX Player Card will sunset on May 31, 2024, with no new cards issued for the 2024/2025 golf season. The PDX Play card had at a high up-front cost of

\$775. Communications about the program change has been relayed since last May.

- Kemper presented a summary of their 2024 Budget & Marketing Plan, highlighting the technology they've implemented that will help achieve their revenue and programmatic goals for the 2024 golf season.
- Red Tail recap from February meeting- Tom W. reports
 - Next steps discussed in Long-Term Range committee meeting. Craig Zimmerman joined the meeting, providing perspective of the lessee, RedTail Golf, LLC.
 - Summarize an impact letter and sent to elected officials.
 - Publish an editorial in the Oregonian or another platform to inform the public of the sustainable impact of closure.
 - After letter is sent out and it will be important for focused public outreach to the community for public to understand impacts to the program of operations cease at a City golf facility.

PORTLAND GOLF REPORTS/FINANCIAL REPORTS- *Dale Stark reports*

- Red Tail
 - Revenue- \$70k
 - Expenditures- \$106k
 - Net Gain- \$-36k
 - Projected net \$1M
 - Greens Increased 232% increase 158%
- Eastside Courses
 - Revenue- \$457k
 - Expenditures- \$890k
 - Net - \$437k
 - Projected net \$1M forecasted.
- Admin costs
 - Revenue- \$15k
 - Expenditure- \$78k
 - Net- \$-62k
 - Projected net \$1.2M
- Total budget
 - Revenue- \$523k
 - Expenditures- \$1M
 - Net \$551k
 - Forecast \$512k

Maintenance- *Jonathan Dean reports:*

Rose City

- Benches on all 18-holes are complete.
- Finish storm tree debris cleanup
- Aeration of greens- pulled cores and sanding complete this week and aeration of

tees.

Colwood Golf

- Storm damage tree debris cleanup complete
- Lightly top-dressed greens
- Planted trees along driving range on east and west side.
- Aerification of greens on 4/1 & 4/2
- Open recruitment for Greenskeeper II for assistant to superintendent position.

Eastmoreland

- Solid tine aerifying greens on 4/1 & 4/2
- Removed dead tree next to #2 greens.
- Top dressing wet perennial approaches and tees
- Installed new gate next to rhododendron area to distract casual trespassing.

RedTail

- Placing accessories on the course for the season. New greens accessories after aerification.
- Solid tine aerification of greens on 4/8 & 4/9.
- Continued tree debris clean up from storm. Recently, an oak tree fell on #10.
- Mowing fairways.
- Drain line on #9 rough fairway and #10 green surround.

Heron Lakes

- Edged all sprinkler heads and valve boxes in prep for the season.
- Resodding of select thin turf collars have been completed on numerous holes.
- Aerified driving range tee and tees on green back.
- Fertilized greens
- Aerification will continue over the next 2 weeks.
- Post-winter bunker restoration continued. Removing weeds and adding/removing sand.
- Greenside bunkers on Greenback #1-15 are done.
- Continue working on greenside bunkers on both courses and then work on fairway bunkers.

Jonathan Dean additionally shared a summary of the USGA GPS data he used to map out an increase to non-maintained rough. This increase will reduce labor hours spent on mowing identified areas, allowing staff to focus on in-play areas that impact golfers. By using the GPS data that tracked golfers movements, impacts to pace of play and customer enjoyment will not be negatively impacted by increased of non-maintained areas.

Subcommittees

Long Range Planning-

Equity Committee-

Marketing-

NEW BUSINESS-

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