

City of Portland
Golf Advisory Committee
Meeting Minutes
May 15, 2024 via Zoom

Attending:

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

Contractors: Craig Zimmerman, Randy Morrison, Jarred Gomez, Gabrielle Thomas, Joe Crook, Fred Abell, James Allen, Mark Mackie, Henry Childs, Monica Davis

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

Meeting Called to Order- April meeting minutes and May agenda approved

Special Reports & Project Updates:

Kemper Portland General Manager Update: *Monica Davis, Kemper Vice President of Operations, reports*

- After 17 years with KemperSports, General Manager Randy Morrison will be leaving for a position at Langdon Farms. His contributions to the Portland Parks Golf system are greatly appreciated and will be felt for many years to come.
- The recruitment to fill the GM position has been narrowed down to three applicants. Kemper is looking for a candidate that brings leadership, strategic planning, and provide the support needed to allow the Portland team's continued success.

Portland Parks & Recreation Update: *Maximo Behrens reports*

Budget Process –

- Bureaus and service areas have been compiling their budgets and working with direction from the Mayor and city council.
- Will be finalized soon to align with the fiscal year which runs from July 1-June 30.
- In short – no staffing impacts this coming year, will be tracking budget adjustments in coming years.

Summer Programming -

- Mid-June will begin summer programming that will take place through Labor Day.
- Increasing summer program options including summer camps, pools, Free Lunch + Play, Summer Free For All movies and concerts.

Summer Hiring

- Summer hiring is underway for many seasonal positions (camp counselors, lifeguards, swim instructors, instructional staff).

- Have received 1,200 'dry-side' applications to date to fill 325 positions.
- Have received 685 aquatic applications to date, had hired 503 positions last summer.

City Charter –

- Bureaus began transitioning to service areas and bringing on administrative structure which will move from reporting to elected commissioners to a city manager structure.
- New service areas include:
 - Budget and Finance
 - City Operations
 - Public Safety
 - Vibrant Communities
 - Community + Economic Development
 - Public Works
- While Portland Parks & Recreation can be reflected in almost all of these services areas, it will reside in Vibrant Communities, in addition to the Children's Levy and City Arts and Culture program.
- Sonia Schmanski has been named as the interim Deputy City Administrator overseeing Vibrant Communities and her chief of staff will be Kellie Torres. They will continue to report to city commissioners until January 2025 when they will then report to a City Administrator.
- Most all operations and structure remain the same. Some adjustment within our Operations and Strategies department has taken place so finance/budgeting, communications, safety can support the overall service area.
- Vincent will share a link of the city charter overview and transition overview and we will continue to share updates as things proceed.

Program Updates: *Vincent Johnson reports*

- Josh Christopher, the Greenkeeper II hire at Colwood, will begin work on May 23rd.
- Interviews for the Greenskeeper III position at Eastmoreland will take place next week. The mechanics at RedTail and Rose City will continue to help supplement the staffing gap at Eastmoreland in the meantime.
- EAGLE Caddie orientation will take place in the first week of June. Six new caddies will join the ten returning caddies. Five students will caddie at Rose City, five at Eastmoreland and six . at Heron Lakes. Vincent shares gratitude for committee that reviewed the applications for the 2024 EAGLE caddie class.
- National Recreation and Park Association (NRPA) board will conduct their spring meeting in Portland, which will include a van tour of several PP&R sites. This includes Heron Lakes, where Vincent will share about the Vanport history as well as development of Heron Lakes at its impact on the Portland golf community.

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.

For month of April:

- Total revenue
 - Current Year- \$1,227,758
 - Previous Year- \$882,871
 - Up 68.4% from 2018-19
- Total Rounds
 - Current Year-23,055
 - Previous Year- 16,104
 - Up 60.6% from 2018-19
- Average Daily Rate (ADR)
 - Current Year- \$28.66
 - Previous Year- \$27.52
 - Up 23.3% from 2018-19
- Rounds Per Playable Day
 - Current Year- 852
 - Previous Year- 848
 - Up 48.4 % from 2018-19
- Golf Shop Revenue
 - Current Year \$77,690
 - Previous Year \$63,527
 - Up 24.5% from 2018-19
- Food & Beverage Revenue
 - Current Year \$220,596
 - Previous Year \$166,483
 - Up 25.3% from 2018-19
- Player Development
 - Current Year \$39,206
 - Previous Year \$44,939

- Up 80.2% from 2018-19
- Player Development Visit
 - Current Year 966
 - Previous Year 692

PORTLAND GOLF REPORTS/FINANCIAL REPORTS- Dale Stark reports

- Red Tail (May)
 - Revenue- \$181K
 - Expenditures- \$85K
 - Net- \$96K
 - Total Year-End Projection- \$633K
- Eastside Courses (May)
 - Revenue- \$1.27M
 - Expenditures- \$1.09M
 - Net- \$172K
 - Total Year-End Projection: \$1.1M
- Admin costs (May)
 - Revenue- \$15K
 - Expenditure- \$(73K)
 - Total Year-End Projection- \$(58K)
- Total budget
 - Total Year-End Projection \$540K
- RedTail (May – 2024 vs. 2019)
 - Green fees up 76%
 - Rounds up 44%

Maintenance- Stephen Bright reports:

Eastmoreland:

- Topdressing greens every other week
- Spraying tree wells on the course and cleaning up boundary fence line again
- Sand and seeding weak/thin spots on greens with bentgrass seed and green sand
- Lost three mature oak trees on 5/5 between holes #4 and #5, Forestry was called 5/6 and will work on addressing ASAP
- Fertilizing driving range

RedTail:

- Topdressing greens every other week

- Incrementally controlling English Lawn Daisy (white flowers) in several fairways – currently working on #11 and #17 fairways
- Pruning up sequoia trees #1
- Preparing to install a drain line behind #10 green for improved playability
- Removing blackberries and pruning up trees between #12 green and #15 fairway
- Fertilizing driving range

Rose City:

- Topdressing greens every two weeks – smooth out ball marks and firm up greens
- Widening fairways for playability
- Adding gravel to cart paths
- Fertilizing greens and tees
- Renovating 15 green with green sand/poa seed/poa sod
- Split beehives (From one to three with Jessie Goodling)

Colwood:

- · Topdressing and seeding tee boxes
- · Weeding landscaping around the clubhouse and event area
- · Fertilizing greens
- · Split beehives (From one to two with Jessie Goodling)

Heron Lakes:

- Completed and submitted documentation for Recertification with Audubon International Cooperative Sanctuary Program for Golf Courses. Heron Lakes has been certified since 1996.
- Post-winter bunker restoration continued (removing weeds from faces, distributing and adding sand). All greenside bunkers completed. Fairway bunkers #1-7 completed on the Great Blue. Plans to complete Great Blue bunkers first, then start on fairway bunkers on Greenback.
- Irrigation Repair Continues. (Completed repairs to 7 leaks in System thus far in 2024).
- Captured a swarm of honey bees with the help of maintenance staff employee Rene Lytle (Apprentice Master Beekeeper). Currently have 2 hives set up at Heron Lakes behind #6 green on greenback.

Kemper Updates- Gabbi Thomas and Jarred Gomez report

- Roger Steele Range Day at Colwood will take place on June 1 from 1:30 pm to 3:30 pm.
- The Portland team will schedule an outing for a round of golf with all the EAGLE caddies in June, providing an opportunity for the students to experience the game first hand.
- The new loyalty program will launch on June 1st. To register, golfers can download the Portland Parks Golf app on the Apple and Google stores and register for the Loyalty Program.
- May 31st will be the last day of the PDX Players Card program. Former Players Card users have been encouraged to join the Loyalty Program and check out other value golf products on the Portland Parks Golf website.

GAC Updates:

- After Tom Williams informing the GAC that he stepped down as committee chair, the GAC voted unanimously to elect Don Hanson as the new Chair.
- Don has experience as a committee chair. Wants to create environment where everyone can express themselves and share ideas.
- Ordinance 191691 became effective May 24, 2024, which changed the GAC voting members allotment from ten to a range a nine to fifteen.
- Four new members-Garrett Morrison, Jude Hanley, Michael Lowe and Kasey Shun- have received the appointment letters from Commissioner Ryan and will join the GAC for their first meeting in June.
- The GAC and golf staff will meet prior to the June meeting to allow for more time for introductions.

Subcommittees:

Long Range Planning- no updates

Equity Committee- no updates

Marketing- no updates

NEW BUSINESS- none

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>

Public Comment- none

Meeting Adjourned