

**City of Portland Golf Advisory  
Committee Meeting Minutes of  
November 16, 2022 via Zoom**

**Attending:**

Members: Alex Chitsazan, Zari Santner, Patsy Pitts, Robert Williams, Larry Martinez, Allison Chown, Julia Person, Tom Williams, Brenda Carpenter, Don Hanson

Concessionaires:

Henry Childs, Randy Morrison, Craig Zimmerman, Jarred Gomez, Matt Allen, Joe Crook, Kary Fox, Anna Holst, JR Allen, Jake Bader, Kylene Trevor, Fred Abel,

Parks Staff: Todd Melton, Danielle Solomon, Vincent Johnson, Kathy Hauff

Guests/Subcommittee Members:

Meeting Called to Order (Zari Santner approved to move the September minutes & Robert Williams approved the November agenda)

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

- Recreation Update- *No updates*
- Program Updates-
  - Employee Appreciation was a great turnout.
    - To submit memories for honorees; Clark & Rob Cumpston and Hank Childs, you can visit the Newly Words website until 12/11/22. Once all the entries are compiled it will be published into a book. Vincent will forward the link to be forwarded to community members and other golfers to share their stories.
  - A poster has been made for the EAGLE Caddie Program that will be sent to school counselors and community centers to post. The application process is not open, but this is a good way to get the word out sooner.
  - The contract for Kemper was approved with a 3-2 vote last month by council and began on Nov. 1<sup>st</sup>.
    - Tom Williams provided testimony before council and provided suggestions/feedback to the committee:
      - GAC members should get the leaders out to show the landscape of golf to show what is being done and what golf has to offer because the political dynamic will be changing with leadership in 2024 and there will be more candidates with more views outside of the mainstream and could create challenges.
      - Leaders need to be aware of the golf and non-golf activities, how the land and greenspaces are taken care of

- Historically, golf is in this light because it excluded minority group. GAC is integral to the City and need to work to make golf more inclusive and more welcoming. There is a need to portray the image because golf can be perceived as a pretentious place where people can feel unwelcomed, so if we lose affordability and the community aspect of it, then this will always be the result. *(Alex C. comment)*
- Enlist players that participate in the golf program-be proactive instead of being reactive. Work with Athletic Director, Marshall Haskins with the Portland Public School District to reach students homes *(Robert W. comment)*
- In the next two years a lot of damage can be done. The mayor is planning on having 6 sites where 200 houseless people can camp there. They won't be able to find spaces to allow for that many people to camp so they will be looking at parks and golf courses.

Are we denying other forms of recreation because we have urgent needs? No! So, the golf community needs to be vigilant and let council leaders know when things are happening. There needs to be golfers at council meetings and make voices heard. This is a major marketing and PR issue which marketing should be ahead of the curve instead of defensive position. *(Zari Santner comment)*

Vincent J. agrees that advocacy plays an integral role for golf's future success and will have town hall meeting on 11/17/22 to give a broader perspective of the golf transition, along with Kemper's participation, and discuss what golf is wanting to accomplish.

- Presentation from Kemper Sports-
  - Randy Morrison reports- Two weeks into administrative staff orientation, onboarding, and introduced True Service training to staff at Eastmoreland and Rose City at the end of October. A lot of accounting work with points of sales to have a good starting point and accounting related with inventories and documenting the merchandise, establishing the event sales process at Eastmoreland and building events calendar that can lead to generating revenue and maintenance for clubhouse, i.e paint and carpeting.

Working with Parks on facility maintenance issues such as HVAC systems.

Vincent, Randy, and Henry met last week to kick off facility improvements discussion as part of the contract with Kemper. Identify key opportunities that can enhance player experience.

- Brenda C. inquires about customer responses to the change
  - There has been positive feedback from the NGF (National Golf Foundation) survey that was sent out to golf clubs, leagues, and larger constituents.
  - Approximately, 25 attendees have confirmed for Town Hall meeting.

- The goal is to ensure players that nothing will change for them, and that Kemper has their best interest to flourish as a player and their experience. The institutional programs will remain intact and hope to find more to add.
  - Power Point Presentation for Town Hall-
    - Vincent's goals to show are financial sustainability, maintaining the grounds and structures from the city side and making golf courses more inclusive spaces that can align with city objectives and values.
    - Presentation Content: Vision, Maintenance, Capital & Infrastructure, National Scope, Local Focus, Municipal Experience, Golf Program Priorities, True Service and True Leadership.
  - Representing Kemper:
    - Randy Morrison- Portland Regional General Manager
    - Matt Allen- Vice President, KemperSports Northwest Office
    - Kylan Trevor- Regional Marketing Director
    - Fred Abel- Controller for Heron, Colwood, and oversees the financial and accounting element of Rose City and Eastmoreland
    - Anna Holst- HR Manager and Food & Beverage for Colwood
    - Jarred Gomez- Marketing Manager for all properties and manages YA! Golf program
    - Jake Bader- Colwood Director of Player Development
    - Joe Crook- Director of Operations at Colwood
    - Henry Childs (HJ)- Director of Operations at Rose City
    - JR Allen-Director of Operations at Eastmoreland
    - Karyl Fox- Director of Food & Beverage at Eastmoreland

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

- Activity Report (all courses)- Reports will now be using a 3-year average instead of the 5-year average as used in years past. The data will only include post-pandemic years. Todd will also make note of this on the report documents for historical purposes.
  - Rounds up 15% from last year. (YTD flat) and 34k rounds in Oct.
  - Kemper contract will change reporting because other revenues will include our share.
- Budget Report
  - \$13.8 million revenue for the year.

- Projecting \$1.3 million in net gain for the year which would be an ending fund balance of \$7.1 million

**Maintenance-**

- Kathy Hauff reports for all courses:
  - Removing leaves and branches
  - Irrigation repair
  - Raising sprinklers
  - Redtail working on driving range with a contractor
  - Clearing catch basins and street basins
  - Green patching at Rose City

**Long Range Planning-** No updates

**Equity Committee-** No updates

**Marketing-** No updates

**UNFINISHED BUSINESS-**

**NEW BUSINESS/ANNOUCEMENTS-**

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**