

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

Attending:

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

Concessionaires:

Craig Zimmerman, JR Allen, Anna Holst, Randy Morrison, Joe Crook, Jarred Gomez, Kylan Trevor, Monica Davis, Mark Mackie, HJ Childs

Parks Staff: Vincent Johnson, Danielle Solomon, Dale Stark, Johnathan Dean

Public comment guest: Sharon Fuchs

Meeting Called to Order- September meeting minutes moved to approved by Robert Williams

Special Reports & Project Updates:

- Recreation Update- *No updates*
- Program Updates-*Vincent Johnson reports:*
 - Employee Appreciation event was a success! Staff and GAC members played 9-hole of golf followed by food being served.
 - Starting winter facility maintenance of golf sites. Vincent worked with superintendents and Randy's team to provide work orders for PRMS to begin in the coming weeks.
 - 72nd Ave. Project (Rose City) Last week posts were moved on the E. side of property for sidewalk improvements. Kemper supplied signage at golf course by 9th green and in the clubhouse for temporary routing because golf carts are crossing by the 18th green and foot traffic by the putting green.

For questions, there is a link to PBOT on Rose City's website for a direct contact. Kemper has also sent an e-blast out to golfers and moved fixtures to direct people into the right spot and safety reasons.

Gravel base has been laid on the E. side and clubhouse will be asphalted. This is part of the 70's greenway projects. The new crossing for the 10th tee will be on the north parking lot entrance.

- Trails update at Rose City- the PP&R project manager has left so PP&R is conducting interviews for a replacement. Assets and Development is still managing the trails project. They will reconnect with GAC once a new project manager is hired.

- GAC Appointment Updates- Brenda C., Vincent J., Tom W., and Chase M., reviewed applications conducted by the Office of Community & Civic Life. The following 4 candidates have been chosen out of the 24 applications:
 - Jewel Hanley
 - Michael Lowe
 - Garrett Morrison
 - KC Shun
- Next Steps are for Vincent to brief Commissioner Dan Ryan for appointment of candidates.
- Don Henderson moves to approve and appoint, Robert W. seconds the approval.
- Candidates will begin their term in January.
- Tom W. would like to have a new member welcome orientation and prepare new member packets to include such things as bylaws, existing member profiles and charter.
- 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 (Oct)
 - Current Year- \$943,948
 - Previous Year- \$983,390
 - Up 44.6% from 2018-19
 - Total Rounds
 - Current Year-19,177
 - Previous Year- 19,496
 - Up 32.8% from 2018-19
 - Average Daily Rate (ADR)
 - Current Year- \$27.97
 - Previous Year- \$26.73
 - Up 34.7% from 2018-19
 - Rounds Per Playable Day
 - Current Year- 737

- Previous Year- 721
- Up 17.5% from 2018-19
- Golf Shop Revenue
 - Current Year \$59,128
 - Previous Year \$83,649
 - Up 34.3% from 2018-19
- Food & Beverage Revenue
 - Current Year \$159,340
 - Previous Year \$174,320
 - Up 5.9% from 2018-19
- Player Development
 - Current Year \$16,278
 - Previous Year \$22,563
 - Up 158.5% from 2018-19
- Player Development Visit
 - Current Year 633
- Randy will work with Lightspeed to discuss the technology and management of the loyalty program. The goal is to have a timeline as the PDX Play Card and activate around Spring. Discussions are being had on how to announce the new program and not have PDX Play Card holders feel unappreciated, rather, the introduction of a more accessible and affordable loyalty program.

PORTLAND GOLF REPORTS/FINANCIAL REPORTS- *Dale Stark reports* – 1st month of 2nd qtr. of the year

- Red Tail-
 - Revenue- \$165,552
 - Expenditures- \$102,313
 - Net Gain- \$63k
 - Greens Fees- \$98k; up 46% from FY 2019
 - Rounds- 3,366; up 14% from FY 2019
- Eastside Courses
 - Revenue- \$961, 917
 - Expenditures- \$988k
 - Net loss- \$ (26,115)
- Admin costs
 - Revenue- \$19k
 - Expenditure- \$183k

- Net loss- \$164k
- Total budget
 - Revenue- \$1.4M
 - Expenditures- \$1.27M
 - Net Loss \$(127, 099)
- Dale will work with Vincent to provide committee with details of concern each month to avoid surprises at end of FY.

Maintenance- *Johnathan Dean reports:*

RedTail:

- Leaf cleanup
- Tree work – lifting the canopy around #7 green for increased airflow.
- Bringing accessories in for the winter
- Preparing for winter drainage projects

Eastmoreland:

- Leaf cleanup
- Preventative fungicide application to greens
- Vandalism cleanup – two separate incidents over the holiday weekend caused some damage.
- Seed & mulching thin and bare spots in surrounds.
 - Provide irrigation report for long-range implications. John Ball can report on in December meeting.

Heron Lakes

- Planting/seeding complete on new pollinator patches on Great Blue. Custom seed list with tough plant emphasis including fescue grasses and flowering plants April-September.
- Reviewing GPS data taken over the summer. Have identified large areas that are out of play for native grass expansion “no mow areas” on the Great Blue and identified bunkers for potential future reduction/removal projects. Goal for 2024 is to reduce labor of out of play areas, concentrate resources on priority areas, reduce irrigation watering times, expand natural habitat.
 - Will work with Vincent to provide data to Tom Williams
- Topdressing fairways will continue through fall and winter. Completed 1st application on Greenback and Great Blue back 9.
- Edged around drain basins in prep of rain season.

Rose City

- Blowing and mulching leaves
- Rolling greens due to rain and mowing greens when on dry days
- Fallen 50ft Oak tree near #6 green- working on removal.

Colwood

- Working on driving range improvements
- Sand/Seed tee boxes
- Repair irrigation problems
- Clean out swale between parking lot and event area for water runoff.

Subcommittees:

Long Range Planning-

- Discussed the Assets and Development Project Manager and irrigation needs and the irrigation specialist position.

Equity Committee- A couple members reviewed GAC candidate applications.

Marketing-

- Meeting next week
- Gabby at David Douglas for career fair to discuss EAGLE Caddie program. She will be visiting 5 individual classes at Jefferson in December and Grant High in Spring.

UNFINISHED BUSINESS-

Public ANNOUNCEMENTS-

Community Member, Sharon Fuchs provided input/inquiry on the 70's greenway project at Rose City-

- Is the W. side near the sidewalk by the clubhouse is part of the historical property registry?

Vincent- No. It is building/clubhouse is using non-parks use permit so that golfers can cross 72nd Dr. to the east side.

- Will trucks go around barriers and go S. bound lane and at some point, cross into N. bound lane used for pedestrians and bicyclist?

Vincent- Yes.

- Will there be flaggers?

Vincent- No traffic control from PBOT or PP&R

- How will you warn of maintenance vehicles to negotiate safely?

Vincent- The barriers will be there at the start of 72nd to get around.

- Walking Trail Project- Public Engagement for Impacted neighborhoods; Rose Way, Madison South & Rose City Park but Madison South had no idea so public engagement will be great for opinions. Also worked with Ellington who had no project specific public engagement.
- GAC website on PP&R webpage does not provide meeting dates and times or the meeting link so please consider this information.
 - Danielle S. to update webpage.
- Zari S. wanted to ensure that the public is aware that GAC can not advise on matters just like neighborhood associations and can only express opinions. Just like the trail project will have their own advisory committee and public involvement process. The committee does not have that role.
- Sharon F. understands committee might not have authority, but close interests. After numerous attempts to contact PP&R Director, Adena Long there has been no response so hopefully by GAC listening they can inform selves more or share with other groups.

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