

**City of Portland Golf Advisory  
Committee Meeting Minutes of  
September 8, 2021 Zoom Meeting**

**Attending:**

Members: Chase Morinaka, Julia Persons, Blake Fedderson, Alex Chitsazan, Madison Perry, Brad Simpson, Brenda Carpenter, Larry Martinez, Travis Schoen

Concessionaires:

Hank Childs, Randy Morrison, Craig Zimmerman, Kristina Yevsin, Joe Cook

Parks Staff: Todd Melton, John Ball, John Dean, Jesse Goodling, Vincent Johnson, Kathy Hauff

Guests/Subcommittee Members

Meeting Called to Order

Agenda adopted & July Minutes were approved by Brenda Carpenter.

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

- Employee Appreciation Day will be held on October 14<sup>th</sup> at Rose City Golf Course.
- Golf consultants, GGA Partners provided a 150-page observation report with an overview of the program, each course financials and local market observations. Vincent J. will provide them with his comments and then brief the GAC. The golf consultants will present the findings to leadership. Additional presentations will follow.
  - *This report will be available to the public and a communication strategy will be determined within a couple of weeks. There will also be an executive summary with high-level priorities.*
  - *There will be a separate meeting to go over the report.*
  - *There is a second-year follow-up from the 2019 audit- asked to provide capital maintenance plan and contract with GGA Partners, along with a couple more items addressed: Eastmoreland nets and deteriorating deck at Colwood.*
  - *Brenda would like to use this refine the Asset Management plan of the disrepair or backlog of maintenance.*
    - *The report shows a 20-year timeline and where the program would be in several scenarios and highlights areas enough for a good starting point.*
- Vincent shared a slide deck with an overview of Rose City No. 9 green and renovation:

- Tree codes limit the bureau from removing trees
- Poor foundation and non-USGA green
- Limited tree limb removal completed done for the success of green 15. There is more sunlight in the throat of the No. 9-hole, and it will be nestled close to the water.
- Obtain the sun chart for golfing during the morning hours. To anecdotally show different points. Crucial times in the morning for sunlight.
- The renovation will help achieve goals and value of the program.
- Challenges having events played at this course because of the clubhouse space so it would be financially viable if the clubhouse was updated. It would cost \$35k. Suggestions included:
  - Could there be a bunker on the right side?
    - There would be a little bit of a swell and when positioned more to the left side it could make it more advantageous and an interesting approach. No current plans to place a bunker there. It will provide the challenge but allow for golfers to still hit around the green.
  - The free space by the clubhouse is a benefit for future renovations.
- Fund balance will be used to address needed deferred maintenance issues.
- Concessionaire, Hank Childs has put plans together for the area and can be beneficial to golfers.
- Inquiry: Has the 150-yard maker been updated? No, Parks will update.
- ***Motion to move in support of renovations/maintenance plan for No.9***

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

- No financial reporting. Todd M. is building reports and developing a forecast report. September forecasting will close approximately on 10/10/21.
- NEW Request for YA! Golf reports that will be separate to track how many people join.

#### **Maintenance-**

- Courses are showing irrigation problems, so crews are aerifying on the first of October and putting sand down to firm up for heat relief in Fall.
- Courses are doing very well.
- Toured with Peninsula 1 Drainage District last week. Attendees included, BES, Drainage District, Port of Portland. Discussing how to improve habitat enhancement and

drainage at Expo Center, PIR and throughout the golf course.

- They would like to consolidate all the drainage districts along the Columbia which includes the airport. Especially with the new Levy Refurbishment. This will help with increasing the tax space.
- Opportunities to increase habitat and drainage.
- Discussion of updating Pen 1
- 3 Seasonal Maintenance Worker hired (2 at Heron Lakes, 1 at Rose City)
- Makin Rose City maintenance building more functional
- Greens Keeper I at Colwood starts on 9/16

**Sub-Committees-** *Vincent will send out a request to join a sub meeting*

**Long Range Planning-** No Updates

**Equity Committee-** No updates

Note for YA! Golf Demographics data: The National Golf Foundation report, which the YA! Golf data is being compared to, includes casual and beginner golfers, which includes a higher percentage of women participation. Due to COVID-19 player development and inclusive events have been available at a minimum since the program's launch. The main active feature of YA! Golf, the reduced rate green fees, appeals to established core golfers, which has a higher percentage of men. When compared to NGF 'core golfers' metrics, YA! Golf demographics are comparable.

**Marketing-** YA! Golf has a 2021 demographics report of anyone who is registered.

- 1664 golfers between 19-29 years old

### **IDENTITY**

- \*11% Women- *Compare this to industry average that 24% of on-course golfers are woman (NGF, 2020)*
- \*88% Men- *Compare this to industry average that 74% of on-course golfers are woman (NGF, 2020)*
  - Inference/Suggestions:
    - Girls under 18 years old are demographically fastest growing group

- 36% of Junior Golfers are female and this group is exceedingly passing at a high rate. *What will keep this group growing?*
- Rose City has more female golfers during COVID
- Social events for YA! Golf could potentially help get more female golfers
- Advertise through Top Golf since there are 30% female players
- 1% identify as LGBTQ- *Compare to the 5.6% of total U.S Adults that identify as LGBTQ (Statista, 2021)*

**ETHNICITY-** *Compare these stats to the national average that only 18% of golfers are “Non-Caucasian” (Statista, 2018)*

- 74% Caucasian
- 26% Non-Caucasian
- 13% Asian
- 6% Latin X
- 3% Black/African American
- 1% Indigenous
- 1% Middle Eastern
- 2% Other

**WHAT TYPE OF GOLFER:**

- \*\*36% Casual/Social
- \*\*10% New to the Game- (compared to 3 million golfers in 2020. NGF, Recorded a record year of new golfers out of the total of 36.9 million people who played golf both on course and off course- that’s 8%)
- \*\*15% Beginner
- \*\*30% Intermediate
- \*\*9% Advanced

\*\*The questions regarding golfer frequency/description are categorized in the same manner as NGF. In future surveys, the Golf Program may benefit from

aligning their questions with NGF or providing greater specificity to questions.

What do we do with the information?

- Discuss how to get people access and how to better align feasibility. There is a lack of participation in golf and there is a need to make this a priority in the years to come.
- 9/26/21 YA!Golf event will be promoted through database:
  - Colwood: 9-hole
  - Heron: 6- hole

#### **UNFINISHED BUSINESS-**

#### **NEW BUSINESS/ANNOUNCEMENTS-**

- Need to recruit for a new Committee Chair because Chase's term is done in December. Contact Chase if interested.
- New Member Recruitment needed to fill in December 2021 and March 2022- Madison P. and Brenda C. are interested in a 2<sup>nd</sup> term. Vincent might have a couple applications that could fill the positions close to the New Year. The deadline for applications is 10/31. *(extend the deadline for March. The idea is to have the cycle be in the same month)*
  - Inquiry: Can Chase build a flier to market the new GAC Member Recruit which would include the role and how the committee works. It can be posted on social media, bulletin boards and Concessionaires can handout.

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 Adjourned**