

**City of Portland Golf Advisory
Committee Meeting Minutes of
September 20, 2023 via Zoom**

Attending:

Members: Alex Chitsazan, Brenda Carpenter, Donald Hanson, Tom Williams, Robert Williams, Madison Perry, Patsy Pitts

Concessionaires:

Craig Zimmerman, JR Allen, Anna Holst, Gabrielle Thomas, Randy Morrison, Henry Childs (HJ), Joe Crook, Jarred Gomez, Mark Mackie

Parks Staff: Danielle Solomon, Dale Stark, Maximo Behrens, Stephen Bright

Community Members: Sharron Fuchs, Janet Loughrey

Meeting Called to Order- No quorum so August minutes will be approved in November. September agenda approved.

Special Reports & Project Updates:

- Recreation Update- *Maximo Behrens reports*
 - Fall registration begins Oct. 2nd.
 - Programming for winter ends on Oct. 24th for winter programming that begins in January.
 - Annual maintenance for the 5 large regional sites began at the end of summer and each site will be offline for 2 weeks for upkeep and maintenance. This will be complete in early October.
 - All facilities will be closed for an in-service all staff meeting will be held on 9/21 for professional development and communications.
 - City Administrator, Michael Jordan will be holding town hall meetings for employees to provide updates and hear feedback for the new city charter. PP&R is not anticipated to have many changes, but updates will be reported out.
 - The renovation project for Mt. Scott Community Center is out for bid and will be finalized at the beginning of the year. Discussions are being had with current staff on program building and see which programs can be offered at different parks locations or community partner spaces for engagement and continued service to communities.
- Program Updates-*Danielle Solomon reports:*
 - Employee Appreciation event will be held on 10/17 at Rose City. Shotgun will begin @ 10am and food will be served at the maintenance facility at

approximately noon. The golf director will confirm who wants to play and items that GAC can bring for the bbq upon his return.

- Mayor Wheeler’s correspondent has received the Redtail letter emailed from Alex C. and they will follow-up.
- 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
 - Current Year- \$1,845,768
 - Previous Year- \$1,797,812
 - Up 23.4% from 2018-19
 - Total Rounds
 - Current Year-33,635
 - Previous Year- 33,622
 - Up 17.8% from 2018-19
 - Average Daily Rate (ADR)
 - Current Year- \$30.92
 - Previous Year- \$29.76
 - Up 28.6% from 2018-19
 - Rounds Per Playable Day
 - Current Year- 1,246
 - Previous Year- 1,121
 - Up 35.1% from 2018-19
 - Golf Shop Revenue
 - Current Year \$104,427
 - Previous Year \$113,818
 - Up 9.5% from 2018-19
 - Food & Beverage Revenue
 - Current Year \$316,563
 - Previous Year \$300,757

- Up 9.5% from 2018-19
- Inquiry: Will the Colwood restaurant/concession reopen in the future?
 - *No plans to reopen. The golf experience at Colwood normally is an hour, so there is not a built-in demand to support a restaurant, and it conflicts with banquet usage.*
- Player Development
 - Current Year 47,325
 - Previous Year 50,191
 - Up 165.2% from 2018-19
 - *Player development is property specific, and numbers vary due to limitations in the off-season and infrastructure.*
- Player Development Visit
 - Current Year 1,197

Marketing Statistics added for website metrics- *Jarrad Gomez reports*

- Total Users- unique users joined in July
 - 35,224 up 24.6%
- Engagement Sessions- users who visit homepage and click other pages
 - 41,173 up 57.5%
- Engagement Rate- users visiting other pages
 - 65.5% up 13.3%
- Most Viewed Pages- shows page path and # of views
 - Jarrad will research mobile tracking
- Lead Generation- RFI (request for information) data pulled from a form filled out on the website about a golf event that is then tracked. These are not numbers of people contact via email or by phone.
 - Heron- 3 down 3
 - Colwood 4 up 1
 - EMGC 8
 - Rose City 3 up 1
- Emails- users that join the e-club for marketing.
- Phone Calls- specific on mobile device that views the course phone number.

- Facebook & Instagram- each course will have their own page.
- Portland Public Golf- managed by Gabrielle Thomas on community centric details.

PORTLAND GOLF REPORTS/FINANCIAL REPORTS- Dale Stark reports:

- Redtail Courses
 - Revenue- \$284k
 - Total Expenditures \$141k
 - Net Gain- \$142k
 - YTD- \$167,838
 - Projection- \$567, 928
 - Eastside Courses
 - Revenue- \$1,863,744
 - Total Expenditures- \$1,377,834
 - Net Gain- \$485,909
 - YTD- \$1.2M
 - Projection- \$1.8M
 - Admin costs
 - Expenditures- \$1,441,191
 - Net Loss- (\$1,366,191)
 - YTD- (\$145,149)
 - Projection- \$1.4M
 - Total budget
 - Revenue- \$2.1M
 - Expenditures- \$1.5M
 - Net Gain- \$569,793
 - YTD- \$1.3M
 - Projection- slightly over \$1M
- As of July 1, 2023, Golf has \$7,238,511 in the fund, \$5,938,511 of which is allocated to the major maintenance sub fund.
 - Dale Stark presented an initial five-year forecast for the Golf Program. The forecast shows increases in revenues and expenses with City provided inflation factors. In addition, Dale utilized budgetary information Kemper provides the Golf Program for four of the five clubhouses within the system to project future revenues and clubhouse expenses. For the next five years, the forecast shows an average annual net increase of \$1,074,000 to the golf fund with a zero percent increase year over year. The forecast will be a living document, where it will incorporate new data and information.
 - Dale Stark will also work on budget forecasts for different scenarios.
 - Committee will monitor increased expenditures in years 4 & 5.

Maintenance- John Ball reports:

Eastmoreland:

- Preparing to solid-tine aerify greens 10/2 and 10/3
- Fertilizing tees and high-wear areas
- Preparing to remove large log #9 (for aesthetics and playability)

- Working on getting trees pruned around the driving range netting for a 3' setback to mitigate storm damage from trees and future repairs.

RedTail:

- Preparing to solid-tine aerify greens 10/9 and 10/10
- Fertilizing tees and high-wear areas
- Spraying #15 fairway to control English Lawn Daisy
- Fallen tree stump #18 has been removed, filled, and reseeded.

Heron Lakes:

- Flail mowed tall Native grass areas on property early this year. Planning selective herbicide application on blackberry regrowth in these areas this fall.
- Fertilizing greens, approaches, green surrounds, and tees in preparation for fall aerification.
- Aerifying greens, approaches, and select tees and surrounds with 5/8" solid tines.

Rose City:

- . Preparing to hollow tine aerify greens 9/25 and 9/26
- . Solid tine tees and topdress
- . Spray broadleaf for clover on tees and fairways
- . New Equipment Manager: Matt Corwin
- . Verticut greens two weeks ago
- . Community day went super.

Colwood:

- . Preparing to hollow tine aerify greens 10/10 and 10/11
- . Spray broadleaf for clover
- . Working on the driving range improvements

Subcommittees:

Long Range Planning- *Brenda C. reports*

- Met with Dale Stark and Bob Del Gizzi to discuss the 5-year budget forecast.

Equity Committee- *Danielle S. reports*

- GAC recruiting extended until Oct. 1st. Kemper has added additional signage in clubhouse and notifying of application opportunity.
- Larry M. is moving and has sent notice to resign from committee which leaves open another spot.
- Committee will schedule to review applications with golf director in early Oct. and will return to GAC to vote and approve recommended candidates to Commissioner Ryan. Jarrad G. sent out the GAC recruitment letter via e-blast to approximately 37k users in database.

Marketing-

- Rose City Community Day-

- Successful event
- Organizations attended: Rose City Futsal, Stumptown Disc, First Tee, environmental education, urban forestry, AARP, The Bluff
- Commissioner Ryan attended and spoke.
- Summer Free For All (SFFA) -Paradise of Samoa was the pre-performance and Bridge City Soul was the headliner. Park squad helped throughout the event.

**UNFINISHED BUSINESS-
NEW BUSINESS/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-

Reported by community member Sharron Fuchs

Resident of the Rose City Parks Association and lives adjacent to Rose City Golf Course. Provided the following concerns for the proposed walking trail at Rose City:

- Neighbors pay an additional view tax to see Mt. Hood and surround Buttes but they will be contacting Urban Forestry to trim the trees to maintain the view.
- PBOT has placed the road closure on 72n Dr. on pause due to the public outcry for not knowing about the closure and lack of engagement.
 - Would like the walking trail to be incorporated into 72nd Dr. along the eastside to be part of a multi-use path for sidewalk, pedestrians, bicyclists and access up the eastside bluff for children attending Roseway Heights and McDaniel Highschool. This could be an entrance point for walking trail.
 - The walking trail grant states that it starts @ 72nd & Tillamook Dr. going east along Tillamook to 78th and arching around to the lower part of McDaniel Highschool.
 - The gate will stay closed and does not seem as a nature experience intended by Metro.
 - Requesting that GAC speak with Capital Expenditure Manager, Mary Stewart and Metro grants dept. to build the best walking path to enhance the golf course and solve some problems within the neighborhood. A safe walking trail for kids on the southside of McDaniel and Roseway Heights.
 - Would like more trees planted.
 - An ordinance was passed in June of 1944 to allow for PP&R to take over the road as a public street and enhancement of golf course access to and from the course.
 - The hill on 61st Ave. would be the only northbound access for over a mile and emergency vehicles and maintenance vehicles may be difficult handling heavy

trucks.

- 70's Greenway Project was written in 2015 and never mentioned closing the lane. She continues to research why it is being closed.

Further discussions are being had amongst the Long-Range Planning Committee and Mary Stewart for updates. These updates will continue to be shared with GAC members.

Meeting Adjourned