

City of Portland Golf Advisory Committee
Meeting Minutes of May 14, 2014
Eastmoreland Golf Course

Attending:

Members: Vicki Nakashima, Kristen Dozono, Bill McAllister, Bill Brooks, Shanda Imlay, Lissa Guyton, Bill Hart

Concessionaires: Craig Zimmerman (RedTail), Rob & Clark Cumpston (Eastmoreland), JR Allen (Eastmoreland), Randy Morrison (Heron Lakes), Hank Childs (Rose City)

Staff: Amanda Mundy (Financial Analyst, PP&R), John Zoller (Golf Manager, PP&R), Jesse Goodling (Superintendent Heron Lakes, PP&R), Kathy Hauff (Superintendent Eastmoreland, PP&R), Eileen Argentina (Services Manager, PP&R)

Other: Tom Carter – City Golf League

Meeting Called to Order – 12:15pm

April meeting minutes approved.

Agenda changes: GAC Orientation moved to next month's agenda.

Agenda to be adopted. Seconded and approved.

Colwood Golf Course Update (John Zoller):

1. Community meeting was held at Colwood Golf Course on April 29th.
 - a. Golf Advisory Members in attendance included Vicki Nakashima and Kristin Dozono
 - b. The following activities occurred:
 - i. Bureau of Environmental Services Tours
 - ii. Putting and chipping green
 - iii. Presentations by City staff and Commissioner
 - c. Public impression was positive and responsive
2. City Council acted to award management of the clubhouse operations to KemperSports Management for the term of two years.
 - a. This was done outside of the normal public process due to the limitations in time, course history and development that will occur.
 - b. At the end of the two year period, a long term contract will be awarded based on the city's standard procurement process, which will include an open and competitive Request for Proposals.
3. The short term plan:
 - a. Set up a turf driving range to be available for play soon after opening, with the anticipation of a concrete slab being laid approximately one year from now.
 - b. Increase sales in the restaurant and bar area by heavily promoting to the surrounding areas.
 - c. Timeline:
 - i. May 14th – Plans, specs and permits were submitted to BES. Approximately four to six weeks before approval.
 - ii. June 1st – anticipation of permitting for reconstruction of the golf course to be approved.
 - iii. June 15th – beginning of three month construction window and prepare seed before September 15th to allow for ample growing time.

- iv. City will also be looking at procuring a professional golf shaper to shape and form the greens. Greenskeeper staff will be requested from other City courses to assist in the project. We will backfill with seasonal staff.
 - v. April 1st, 2015 – Anticipated opening for the 9-h, par 3 course.
 - d. Specifics about the range include:
 - i. 340 yard driving range; center to center is 250 yards
 - ii. No netting
 - iii. First year will be turf and then a concrete slab will service 30 people with an additional 10 spots of turf play.
 - e. Colwood will be a First Tee site. The contact, Kathy Porter, will be working with schools in the surrounding area to bring them to this location.
 - f. John thanks staff members for helping with the Colwood project.
- 4. Subcommittee Report (Bill McAllister, Bill Hart and Vincent DiGiano)
 - a. Believes that the risk/liability is low and that the City has performed their due diligence.
 - b. Understand the approach needed to hire KemperSports Management (KSM) for the next two years.
 - i. Pleased with questions being answered by the KSM staff.
 - ii. Confirmation that all revenues sources will be tracked separately.
 - c. Request to keep Golf Advisory Committee posted on the progress of Colwood.
 - d. Feels strongly that a smooth transition and successful first year with marketing will be important.
 - e. Updated the remaining committee on the financial obligations of the Golf Fund.
 - i. City of Portland is purchasing the land and the permitting to bring the parking lot, street and other improvements up to code.
 - ii. The Golf Fund is responsible for paying back the construction of the golf course and operating expenses.
 - iii. The loan for construction on the course and driving range pad is estimated at \$1.136 million with a 1% interest rate.
 - f. Request of the Golf Advisory Committee to reach out to the community and promote the site as well.
 - g. Important to remember that the growing of the game will be just as important as the financial profitability. Requested to look into ways to measure this benchmark.
- 5. Discussion of partners for the facility.
 - a. Look for outreach and potentially add budget to have someone focused on partnerships.
 - b. Sponsorships and other support available.
 - c. Discussion to create a subcommittee to evaluate what kinds of partnerships should be addressed.
 - i. Kristen Dozono – lead
 - ii. Shanda Imlay
 - d. Eileen Argentina recommends that the Community Relations Manager be involved and help this process.
 - e. Shanda Imlay noted that in addition to looking for sponsors, there are specialized associations to outreach to, including: Veterans Association, Disabled Golfers Association, etc. to use Colwood as their home courses.

Portland Public Golf Reports

- 1. Financial – Activity Reports – Amanda Mundy states that a decline in April revenues over last April.
- 2. Course Updates –
 - a. Rose City
 - i. Hank Childs announces that the 50 new electric golf carts are now available.

- ii. The cart barn refitting has also completed to accommodate the new carts. Increasing cart revenue significantly.
- b. Discussion of the course improvement books. Kathy Hauff, Eastmoreland Superintendent, reviewed the maintenance inventory in GAC binders and called members' attention to various items.

Unfinished Business

- 1. Golf Program Strategic Plan
 - a. The RFP for Consultant Services to provide Analysis and Recommendations (in support of a Golf Strategic Plan) was posted on 5/6/2014 and will close on Friday, May 23rd.
 - b. Request of the committee to participate on the review board.
 - i. Vicki Nakashima – is already active with the City as a Minority Evaluator and can fulfill this role on the review board
 - ii. Vincent DiGiano

New Business

- 1. Recognition of past members; recognition of staff
 - a. Request for superintendents to ask crews what they would prefer for employee appreciation.
 - b. September has traditionally been the month that everyone meets for golf and barbeque.
 - c. For this August, hold monthly Golf Advisory Committee meeting at Colwood, and then take a tour of the site. Invite past members to participate as members of the public. Then past and present members will travel to Rose City or Heron Lakes to play golf.

Information from the Public

- 1. City Golf League (CGL) – Tom Carter
 - a. Tom requests to speak to the committee about his platform for matchplay.
 - b. Currently, Spokane County has three golf courses that are participating in CGL
 - i. 27 players involved
 - ii. 4 weeks until the kickoff of the new season
 - iii. CGL and Spokane County have a revenue share plan. The county receives a percentage of each member fee.

Meeting adjourned – 2:45pm