

City of Portland Golf Advisory Committee
Meeting Minutes of March 13, 2013
Eastmoreland Golf Course

Attending:

Members: Don Carlson, Vicki Nakashima, Bill Brooks, Robert Graves, Yvonne Deckard, Lee Hill, Paul Linnman, Robert Patton, Kristen Dozono

Concessionaires: Hank Childs, Rob Cumpston, Randy Morrison, Craig Zimmerman

Staff: Amanda Mundy, Jesse Goodling, Kathy Hauff, Jim Heck, John VanVactor, Carolyn Quan-Lee (Coordinator Eagle Program, Portland Parks)

The activity reports were distributed and the February minutes were approved.

Concessionaire Reports:

Heron Lakes (Randy, Jesse) – Results were phenomenal for a February. The best in five years. A promotional scratch off ticket created for the Golf Show was a success. Three thousand were given out and the users need to access the website. One third have redeemed their tickets to date. The course has been dry for this time of year. All bunkers are in good shape. Will core the Greenback greens the first week of April, and only needle tine the Great Blue at the end of March.

Red Tail (Craig, John) – A lot of sanding has been done and the good weather has been exciting. Feb was a good month. Course condition is as good as ever for this time of year. Last weekend 70 players participated in the RT Players Club. The Club is growing and has a lot of positive energy. It offers more flexibility in days to play and sometimes holds only 9 hole events. The Men's Club only plays on Saturday.

The RTPC offers free GHIN membership for the first year. It also has a Speed Golf event on Wednesday mornings early. There is at least 9 holes of Club play everyday. Redtail sets up the games. Crews are mowing like crazy. A sinkhole on #13 was filled. There is a pair of eagles nesting left of #18 near the fire station.

Rose City (Hank, Jim) – February was also good at Rose City. Golf shop sales have picked up. The Ice Berg Tournament will be held 3/23–3/24. Mowing has started and aerification will be done April 1-2.

Eastmoreland (Rob, Kathy) – March is off to a great start. Last Saturday was very busy. Driving range business is up dramatically, even on dry days. Kathy added a device that is dragged behind the mower that helps break up castings and droppings. The bunker drainage project is completed. Tree stumps will be ground after some more trees are removed. The cart turn around to the left of #6 green will be rerouted and damage near the green repaired.

Financials (Amanda) – First through third quarter results are complete. Copies of the figures are distributed to the Committee. Revenue is up 2.5%. Expenses are up 1% over last year (not including the debt payoff). Net revenue is negative \$102,282 which is good for this time of the year. The ending Fund Balance is \$738,453 and is in good shape. The Youth Trust Fund spent \$22,979 and the balance is at \$114,446. Amanda forecasts for fiscal year end that Net Revenue will be a gain of \$202,546 and the Fund Balance will stand at \$1,169,000. If that turns out to be right, it will be great. The actual results will of course depend greatly on the spring weather.

Regarding major projects, it is pointed out that the Rose City lake project and the Heron Lakes pavilion project may not happen this fiscal year. Taxes for Heron Lakes and Redtail will take a large portion of net revenue and \$107,281 will have to be transferred to the General Fund at the end of June.

Carlson updates the budget issues. He, Paul, and Bill McAllister met with Mike Abbate on 3/21/13 regarding the \$125,000 transfer scheduled to be in the Mayor's budget for next year. Don distributes copies of his follow up email to Abbate asking for clarification about the plan to transfer \$500,000 out of the Golf Program through the 2017-18 FY. Abbate has not responded yet. We still need to work to get the transfers eliminated.

Marketing (Amanda) – Lee comments that our participation in Travel Portland needs to start now in order to get a jump on the season.

Craig asks if we can reduce the number of free rounds given out to Golf Now. It amounts to about 4 rounds per day at RedTail right now. Randy feels the Golf Now free tee time would not always be filled with paying customers and so the cost to our program is not clear or fixed. Golf Now does have a loyal following he thinks. Craig feels the benefit of Golf Now to us is negligible and the cost should be negotiated down for all of our courses. Four rounds per day per course on 5 courses equals 20 rounds per day and 140 rounds per week. Amanda requests more communication by email regarding marketing issues such as this. She will follow up on such ideas. Craig says we can run a report to see how many paying customers we get through Golf Now.

Rose City Clubhouse Historical Designation (Hank, Vicki) – Hank met with representatives of The Oregon Historical Society last week. Their feedback about the project is still very positive. The project is moving along slowly.

Eastmoreland Tree Project (Kathy) – Ten more trees have been designated for removal and then stumps will be ground.

Heron Lakes Pavilion (Zoller) – Randy hands out a site map. He has talked to 5 contractors over the last few weeks to get an idea of what the cost might be and how to streamline the process. Will a RFP be required? Seating for 200 people is desired. An open beam structure is planned like the pavilions at The Reserve and Langdon Farms. Three locations are being considered and were shown on the map. The cost will be about \$450,000 including permits. Prefab engineering might save a lot of money. A long discussion ensues about the location and the need for a new clubhouse. Some feel a comprehensive plan is needed before building the pavilion. Carlson designates a sub-committee charged with planning for the pavilion and clubhouse. Yvonne clarifies that options need to be brought to the Committee. The members will be Brooks (chair), Patton, Graves, Hill, Morrison, and Zoller.

Complimentary Golf Pass Policy – A policy on issuing such passes is needed. The clarification is not needed for Golf Advisory Committee members or for issuing lifetime passes. Rather it is needed for random type passes that are issued for use at any of our courses. These are usually related to passes given out to charities holding fundraising events. Craig suggests it be decentralized and each concessionaire decide how to handle it for each course, with an established quota. Linnman asks for details on how many we give away per month. When RedTail buys and donates a round it is required that the charity provide the contact information of the enduser. This helps in RedTail's future marketing efforts.

Eagle Program Update (Carolyn) – Three of our local students were awarded Evans scholarships this year. It is time to nominate sophomores to enter the program. Applications were distributed to the committee. There are usually 8 to 10 Eagles at anytime in the program. They have to caddy for 80 rounds per summer. They are paid hourly by the City and the customer just gives them a tip. Disadvantaged kids are targeted in our program, which is not typical of the nationwide Evans program. Volunteers for the application vetting committee should call Carolyn.

The meeting was adjourned.

Minutes prepared by Bill Brooks