

City of Portland Golf Advisory Committee
Meeting Minutes of June 12, 2013
Eastmoreland Golf Course

Attending:

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

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

Staff: John Zoller, Amanda Mundy, Jesse Goodling, Kathy Hauff, Jim Heck, John VanVactor,

Other: Tom Carter, Michelle Mason

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

City Golf League (Tom Carter) – Tom reviewed the business model of his business, “City Golf League,” and expressed his desire to hold all matches of the competition on City of Portland golf courses. Players will play one match per week for a month, followed by play offs. Tom would like to partner exclusively with City of Portland and is not asking for any tee times or discounts. He would only like access to the Golf Program’s customer database to promote his program. He would send his newsletters to the players in our database and use the City logo. His plan is that it will drive even more business to the City courses. The prizes would also be redeemed only in the City golf shops. An information packet was handed out to Committee members. Lee comments that there is very stiff competition for golfers now, including OGA events. Clark’s biggest concern is that the “City Golf League” name seems to imply that the City is involved. If customers are dissatisfied the City could be blamed. Tom says that there will be a disclaimer in the information, indicating this is not a City of Portland event. A sub committee was set up to evaluate the proposal, comprised of Patton, Graves, McAllister, Zoller, Mundy and the concessionaires. Tom needs a reply asap, in order to have time for the competition to be held this summer.

Eastmoreland Banquet & Event Facilities (Michelle Mason, Eastmoreland Director of Food, Beverage & Events) – Michelle made a thorough presentation to the Committee, reviewing the banquet and event services offered by Eastmoreland under her direction. Informational packets were distributed showing examples of the many menus available and Eastmoreland’s pricing policies. Up to 186 people can be accommodated using both rooms. Michelle can be very flexible on menu offerings. Examples of events they can hold are weddings, life celebrations, reunions, business meetings, and wine tastings. The banquet area is excellent for accessibility, with no step up into the building. Michelle would like the Committee’s help in spreading the word through social media communications. Kristen commented that she has been impressed with the service and value that she has experienced at Eastmoreland. Michelle indicates that she is targeting this winter for an increase in booked events. She hopes to draw from beyond the golfing community. Clark reviews why Eastmoreland had to discontinue live music. “BMI” wanted a fee for music being played and the license was too costly. He wonders if Park’s license can cover music at Eastmoreland.

Concessionaire Reports:

Eastmoreland (Rob, Kathy) – May started out very strong and then rain hurt activity at month's end. Revenue was up slightly for the month over 2012. June has started out very strong. Kathy says bunker work continues. She is using grey sand in the bunkers that are not fixed. Someone built a fire on #5 green and she had to repair using new sod from the putting green.

Heron Lakes (Randy, Jesse) – May was down 7% from 2012. But merchandise sales were ahead by 30%. Cart revenue was up over last year.

Red Tail (Craig, John) – Craig echoes comments already made about May and the start of June. He is hearing very positive comments about the condition of the course.

Rose City (Hank, Jim) – Play is strong. Jim and his crew have done a great job on the course. Hannah Rice, a Rose City Evans scholar, was chosen as Queen of Rosaria.

Financials (Amanda) – We are up \$75,000 at the end of the last period. The forecast is now for a gain of \$300,000 to the Golf Fund at the end of the fiscal year. So we are beginning to expend more funds on course maintenance. Management is more hopeful about moving ahead on the HL clubhouse.

Eastmoreland Tree Project (Kathy) – The remaining stumps are being ground right now.

Rose City Clubhouse Historical Designation (Hank) – We are getting closer on a rough draft of a non profit business plan. It will be extensive.

Heron Lakes Pavillion (Zoller) – Management is working on the “conditional use permit” to see what it will allow us to do. Some amendments to the permit may be possible, but if re-permitting is required, it will be a very complex process. In about two weeks Zoller hopes to know where we can build and what materials can be used.

Marketing (Amanda) – Travel Portland has asked for our help in creating a brochure about the City golf courses. Amanda is working with their contact person.

The meeting was adjourned.

Minutes prepared by Bill Brooks