

City of Portland Golf Advisory Committee  
Meeting Minutes of July 10, 2013  
Rose City Golf Course

Attendance: Members: Don Carlson, Lee Hill, Bob Patton, Kristen Dozono, Bill McCallister, Vicki Nakashima, Paul Linnman  
Concessionaires: Wes Gribas, Randy Morrison, Hank Childs, Rob Cumpston  
Staff: John Zoller, Amanda Mundy, Kathy Hauf, Jim Heck, Jesse Goodling, Mark Vendshus  
Public Guest: Tom Carter

Activity reports were distributed and the June minutes were approved.

**CHARLES KINGSBAKER / GOLF NOW REPRESENTATIVE**

Mr. Kingsbaker gave a comprehensive presentation of his company's current service to the city golf program. Golf Now is now part of the NBC/Golf Channel corporate family, and is apparently in a growth surge. GN maintains a Portland metro data base of some 60,000 active golfers, and contributes about \$850,000 to our city golf program in the form of booked tee times. We currently give one 18 hole round per day, per course, as payment for their service. Of the @ 450,000,000 rounds played per year in North America, GN generates over 10,000,000. Some 19% of GN bookings are "singles", and we currently do not allow singles to book a time. Kingsbaker delineated the benefits of his firm's "premier" service, and it's potential savings to the city, like inclusive tee sheet costs, computer software upgrades, web site development and email marketing to their vast data base. He cited our system's "conversion rate" as being 4%, which is below the average market rate of 7%. This means that for every 100 "eyeballs" on their web site featuring our courses, 4 tee times are booked. Kingsbaker strongly feels that the premier service upgrades, including the promotion of tournaments held on our courses, would result in at least \$250,000 of increased revenue. The committee resolved that Amanda and John would run calculations on expense versus benefits with Golf Now and it's upgraded service. During our later discussion of marketing matters, Zoller commented that we are really compelled to work with GN, as they also own our point of sale operating system, "Fore", and now are linked with a monolithic corporate golf conglomerate.

**FINANCES / AMANDA**

It was a benchmark year for the golf system in that we ended nearly \$500,000 in the black, and hit \$8,000,000 in gross revenue for the first time in our program's history.

**EM / RC / HL / RT COURSE NOTES BY CONCESSIONAIRES AND SUPERINTENDANTS**

Rob related that he is trying to overcome EM's reputation as only a dry weather course, and attract more fall through spring play ... Kathy commented on the #14 / 16 BES project, which will go through the fall ... no funding from us ... goal is to enlarge the potential fish habitat ... Kathy also said that she plans to do extensive pruning of interfering trees, which requires neither capital expenses nor any permitting ... Hank cited up and down bookings, directly related to the weather, which was apparently too hot on several days... Randy mentioned the very successful OGA Junior Championship with some 220 players, and that HL hit \$4,000,000 in total revenue for the first time in it's 25 year history ... Jesse says all is good, and that he is completing needed irrigation work ... Wes made the positive comment, " great shape and good numbers" ...

**CITY GOLF LEAGUE RESOLUTION**

Zoller consulted with city attorney Harry Auerbach regarding the request by City Golf League to share the city's golf data base. Harry suggested that we develop a new, specific policy regarding this issue, but that we should not make the list available now. He feels that this would set a precedent and make us vulnerable in the future to then do the same for any number of "for profit" business interests. We need to treat this league as we would any outside tournament, run by a third party.

**HERON LAKES PAVILLION**

Zoller says the architect has a meeting with the city planning bureau regarding citing and the conditional use master plan, amending the already approved plan, and that we might have to pay an additional \$15,000 to make corrections.

It was informally decided that we would hold another annual "crew appreciation" event in september, but hold it at Rose City this year ... we will discuss details next month. The meeting was adjourned.