

City of Portland Golf Advisory Committee  
Meeting Minutes of August 13, 2014  
Colwood Golf Center

Attending:

Members: Vicki Nakashima, Kristen Dozono, Bill McAllister, Shanda Imlay, Yvonne Deckard, Vincent DiGiano, Andrea Stone

Concessionaires: Craig Zimmerman (RedTail), JR Allen (Eastmoreland), Rob Cumpston (Eastmoreland), Randy Morrison (Heron Lakes)

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), Jim Heck (Superintendent Rose City, PP&R), John Van Vactor (Superintendent RedTail, PP&R) Warren Jimenez (Deputy Director, PP&R)

Other: Barb Trammel (OGA), Robyn Loraine (OGA), Aaron Brennen (OGA), Richard Singer via phone (NGF)

Meeting Called to Order – 12:00pm

July meeting minutes approved.

Agenda changes: None

Agenda to be adopted. Seconded and approved.

Introduction of New GAC Member:

1. Andrea Stone; a sophomore at Wilson High School
  - a. Participates on Wilson High School Golf Team and sings choir in her free time.

Strategic Plan Update (John Zoller & Richard Singer; NGF)

1. National Golf Foundation initial review of the Portland Parks Golf Program was overall positive.
2. Richard Singer will be in Portland to learn more about the program during the week of August 18<sup>th</sup>
  - a. His findings will provide the base for a Capital Needs List and recommendations to aid the program with the changing market.
  - b. Findings thus far is that the capital needs in the Golf Program will need to be addressed. Also, the golf market in the Pacific Northwest is faring better than other markets throughout the nation.
3. Question & Answer:
  - a. (John Zoller) How important is it to broaden the cultural appeal in our Golf Program:
    - i. (Richard Singer) It is important to broaden the appeal to capture more of the market, to organize and program activities that will have appeal to a larger amount of people.
  - b. (Kristin Dozono) How do we get minorities/beginners engaged? I hear the biggest complaint about golf is the time requirement, do you see the same issue other places?
    - i. (Richard Singer) Has seen time as one of the most common barriers to golf. To become engaged there may be need for alternative programs such as Soccer Golf, larger cup sizes, family days where children play free and other promotions to help alleviate those barriers.

- c. (Yovanne Deckard) Will there be specific approaches with the Assessment & Recommendations provided, or will it be a list that the Golf Program will then research?
  - i. (Richard Singer) There will be a mix of both. Some recommendations the Golf Program will need to work through and determine what they wish to implement.
- d. (Bill McAllister) Is there a baseline of rounds in a normal year that you would be able to provide?
  - i. (Richard Singer) There will be an estimate based on historical data of the Golf Program golf courses compared to weather to state what kind of 'average' year the program might expect.

## SPECIAL REPORTS

### Corporate & Community Partnerships (Kristin Dozono)

- 1. Tabled until next meeting.

### Rose City Clubhouse Update (Hank Childs)

- 1. Tabled until next meeting.

### Oregon Golf Association (OGA) update (Barb Trammel & Robyn Loraine)

- 1. OGA underwent strategic plan for organization and found a few things in common with the struggles the Golf program describes. They have experienced a membership decline since 2003 and are working on ways to stay 'relevant' in the industry.
- 2. OGA has begun looking at the barriers to entry and found a few programming solutions that have aided in getting increased participation.
- 3. OGA Jr program is also growing with the Jacobson Youth Initiative. Juniors have ability after taking an online rules and etiquette course to play at participating courses for a \$5 rate. This is just one of the junior initiatives the OGA has partnered with to help entice younger players to golf.
- 4. The OGA and other members of the Oregon Golf Alliance will be updating an economic impact study to show the value of the golf industry in Oregon. Elements include; revenue produced, employment related to golf, etc. This updated study will be presented to the Oregon Legislature and used to promote the importance of the industry to the state's economic well-being.

### Colwood Golf Course Transition (John Zoller)

- 1. Construction of 9H, Par 3
  - a. The shaper and irrigation work is underway. There is already a putting green and the process is moving along.
  - b. Employees from other Golf Program courses have been actively helping in the process.
- 2. Restaurant and Range update (Randy Morrison)
  - a. Daily Sales for the clubhouse operations increased by 65% from June. Favorable trend showing increase.
  - b. Banquet and restaurant business starting to grow. Booked first wedding for Sept, 2015.
  - c. Participated in a few 'groupon' type deals. Included Deal Caddy by Golf Now and NW Golf Guys. Combines a range token and restaurant for discounted rate. Promotions thus far have been successful.

## PORTLAND PUBLIC GOLF REPORTS

### Financial Reports (Amanda Mundy)

- 1. Amanda Mundy states that a decline in July over last July

2. Colwood second month of revenue added to Activity Reports totaling in over 20k for Pro Shop and Restaurant revenue.
3. FY 2014-2015 update: Revenue for the program was 8 million dollars. Expenses ran 6% higher than prior fiscal year resulting in a net loss for the program.
  - a. Significant projects completed included: Eastmoreland range netting repair, Rose City Lake relining project, Golf maintenance equipment replacement and Eastmoreland air handler repair.

#### Golf Course Updates & Heron Lakes Golf Course Maintenance (Jesse Goodling)

1. Discussion of the course improvement books. Heron Lakes Superintendent Jesse Goodling reviewed the maintenance inventory in GAC binders and called members' attention to specific items including improving drainage on course and bunker renovation project.

#### UNFINISHED BUSINESS

##### Staff Appreciation Event

1. Staff appreciation event to be scheduled on October 8<sup>th</sup> beginning at 11am at Colwood Golf Course. Richard Singer will present the findings for the program.
2. Staff BBQ to immediately follow beginning at 12pm.
3. Tee times for 9H play at Rose City Golf Course following the BBQ.

#### NEW BUSINESS

1. No new business to report

Meeting adjourned