

City of Portland Golf Advisory Committee

Meeting Minutes of November 18, 2015

RedTail Golf Course

Attending:

Members: Vicki Nakashima, Vincent DiGiano, Bill McAllister, Bill Hart, Bill Brooks

Concessionaires: Randy Morrison (Heron Lakes), Craig Zimmerman (Red Tail), Rob Cumpston (Eastmoreland), JR (Eastmoreland)

Staff: John Zoller, Jessie Goodling, Todd Melton, Danielle Solomon, Mark Vendshus

Guests: Henry Childs, Jr.

Meeting Called to Order

September meeting minutes approved (No October meeting was held-Employee Appreciation Day)

Agenda adopted

Special Reports & Project Updates:

PP&R employee, Kathy Hauff was chosen as the 2015 OGA Superintendent of the Year. She was nominated by the Eastmoreland Ladies Club. The presentation was made on October 26, 2015 at the OGA Annual Meeting held at Columbia Edgewater Country Club.

Approximately 60 PP&R staff and GAC members showed up for the Appreciation Event. Thank you to Craig Z. who provided great prizes and Vicki provided the trophy. Congratulations to the maintenance crew at Heron Lake who won.

The Annual OGA & PGA Youth Summit was held on October 17th at Colwood. Over 50 Industry professionals from the NW area also attended the summit. There were approximately 100 kids that attended with their parents. This was a great opportunity for parents to play with their kids and buy range cards. It has been suggested that a PM session occur in the winter season.

Rob Cumpston talked about their program at Eastmoreland in which kids are given a box of cereal, juice and a bucket of balls. There have been over 1100 buckets of balls given away since May. The goal for the past two years has been to get a golf club in the kids' hands.

Colwood Business Plan Updates

Travis Ruybal has completed the design, frontage, parking lot and driving range structure. The design was submitted for permitting. However, council is requiring an ordinance for Capital Projects over \$500k. It was anticipated to go before Council on December 2, 2015 but because of the holidays there will not be a quorum, so it will be heard in January. The construction may not start until July. More details to follow at next GAC meeting.

*****Update- the ordinance went to council on December 2, 2015 and it was approved*****

Randy is pushing for more promotions. Some examples include, holiday party bookings, Black Friday gift cards, etc. The strategies for bookings have been revised and raised minimums. It was a great first 4 months and are 260% ahead of last year. There was a National Golf survey sent out in October and over 100 responses. Customers want to know the demographics, pricing/value of greens fees. . John Z. would like to double the number of covered tees spaces for winter, but will require a lower sleeker style of cover so that the restaurant and banquet room views are not impaired. If an appropriate style can be found, the current range cover will be taken over to Heron Lakes.

Golf Course Maintenance Standards

The maintenance standards outline were given to Jesse G., who looked at them through a professional approach as to “how” and the “needs”, not as idealistic as the USGA standard. With GAC’s budget and power, it can be scaled down. A couple general categories were taken from the Greenway Project and Audubon Cooperative Program- What we provide the golfer, sustainability and the environmental approach.

These standards fit in with the Strategic Plan. They need to be measured so that areas are addressed and can be fixed. How can these be measured? Daily log- write greens specs and report to John Z. monthly, then reports are provided to the Parks maintenance crews? Should maintenance standards be updated a couple times a year? A matrix should be formed on how to improve or balance improvements.

Smoke Free Parks Policy – No issues.

PORTLAND GOLF REPORTS/FINANCIAL REPORTS-

1. Todd Melton, John Z and Bill McCallister met to discuss the budget. There was confusion with the Colwood numbers because the last spreadsheet had shown the \$450k in golf funds for 2014-2015, but couldn’t identify the funds because it also showed the overall \$800k loan from SDC. The idea was for the funds to be paid back over a period of time.

They decided to separate Colwood to identify the issues and what to do next. Bill noticed that the projections at the end of FY 2013-14 were \$1.2 million, \$455k was lost in FY 2014-15 budget which brings the current figure to approximately \$700k. So, now in FY 2015-16 \$500k will be lost, which looks like \$200k will be remaining at the end of

FY 2016 (June 30th). Keep in mind that Colwood was included in this years' budget whereas, it was not included last year.

- ◆ Todd forecasted the figures from what Randy M. had provided him from June and July which was 55% the first Qtr, left the 55% with July and August, which were the hot months. The other golf courses were the averages of 9 months (October-June). The 3 year average so that is where the numbers came from. None of the courses came out a head because of the heat in July and August. In order to make this up, is to have better weather at the beginning of Spring 2016.

A sub-committee should be formed to look further into these figures to determine how golf will be funded because if there is no golf fund soon, means no tax revenues supporting the program. The value of these courses need to be reported. For example, make overhead charges. Colwood is a great example of being a start-up business who is performing well and with developed marketing and promotions could benefit the revenue without a lot of overhead. Bill Hart would like to be on this committee.

Redtail-

- a. Hole #11 has new black tee, Par 4 to Par 5 have been changed from white to blue, blue to black, black to new.
- b. Hole #14- Par 5 to 4 built a new red tee and yellow. Yellow up to white, white to red.
- c. New signs built, new T-box on #5 for yellow.
- d. 40 trees on NW end. Lease area dying. On November 30, 2015 they will start removing trees- 5 phase plan. Must keep in compliance with the City of Beaverton. The trees will be disposed of, grind stumps, replant and water for 2 years on a 6-week water cycle.
- e. Top dressing has been done to Fairways 4, 8, & 9.
- f. Driving range insulation valves installed this winter (valves are 10-13 feet underground and have a new shut off valve). Craig is getting quotes on turfing for driving range.
- g. Increase new yellow tees on #7 in coming year.

Colwood RFP – Property managers have requested proposals to be submitted the second week in January. Responses will be provided by the end of February. Interviews and the review of RFP's will be in April, negotiations in April, Contract in May. Bill Alley, Bill McCallister and Bill Brooks have volunteered to be on the selection process

UNFINISHED BUSINESS-

NEW BUSINESS-

ANNOUNCEMENTS & GOOD OF THE ORDER- Kathy Porter and Steve Logozino are interested in joining the GAC. Lissa Guyton may also be interested in returning to the GAC. Please send recommendations to Vicki.

*Office of Neighborhood Involvement opens all City Advisory Groups to the public.

INFORMATION FROM THE PUBLIC- None

Meeting Adjourned