

CITY OF PORTLAND GOLF ADVISORY COMMITTEE

Meeting Minutes of April 10, 2013

Rose City Golf Course

Attendance: Committee Members: Vicki Nakashima, Robert Graves, Yvonne Deckard, Lee Hill, Bill McAllister, Robert Patton, Kristen Dozono, Paul Linnman
Concessionaires: Robert Ring, Clark Cumpston, Randy Morrison, Craig Zimmerman
Staff: John Zoller, Amanda Mundy, Jesse Goodling, Kathy Hauff, Jim Heck, John Van Vactor

The activity reports were distributed, and the March meeting minutes were approved. Tom Carter of the City League golf company was in attendance, but had no statements for, or questions of the committee.

Concessionaire Reports:

Eastmoreland (Clark/Kathy) - good month, referring to income which more than doubled last year's ... now have added money of \$2,000 to the upcoming City Championship on July 6 & 7 ... one of the oldest tournaments in the state ... thinks that Travel Portland will be a positive addition to Eastmoreland, both in terms of golf rounds and booked events in the clubhouse ...urges that all city courses join to get the most benefit, and lower the per course cost ... Kathy sees course beginning to recover from several months of rain, and that aerifying should smooth out over the next few weeks ...

Rose City (Robert/Jim) - great month for income with very few complaints from customers ... biggest weather problem was wrong predictions, ie calling for rain that never happened ... best Iceberg Open in 5 years, with a field of almost 100 players and good conditions ... aerified on April 1 & 2, trying to keep the sand on the greens even and playable ...

Heron Lakes (Randy/Jesse) - best March revenues in 5 years, with good shop sales also ... held very successful NW Junior tournament with almost 80 entrants ... now have a new website, "heronlakes.com" ... it has been completely redesigned to function more effectively ... the usually dreaded swap meet at PIR, which has caused the course traffic problems in the past, was not that bad this year ... both courses were aerified in staggered stages to lessen effects on play ... lots of bunker work and a small amount of irrigation work in ongoing as well

Red Tail (Craig/John) - great month, almost double last year ... Red Tail has the honor of being named one of Golf Digest's "100 Top Club Fitters" in the entire nation ... when considering the thousands of candidates for this designation, it is truly remarkable that a City of Portland course earned the distinction ... congratulations to Craig and his capable staff ... the course has been aerified, and new, white sand has been delivered for the bunkers ... my notes tell me that John has used "sand mowers" on the aerified greens ... this may be a hoax intended to trip me up, but I decided to put it in anyway ...

Golf Now ... Worth It or Not ?

Clark feels that we are paying too much for this service ... Craig and Robert feel that it has some positive value, but that we should negotiate for better terms, ie about one half of the current free rounds ... Craig also suggests the elimination of weekends from the equation ... the consensus of concessionaires is that they need to present a united position to gain better terms ... Zoller will contact Golf Now to try to make headway with this issue asap... Zoller believes that Golf Now is far better than their competitor, EZ Links, and that the GN website is the most usable and effective ... Vicki asked how valuable were the stats and booking data derived from GN ...

Financials / Amanda

With @ 10 weeks to go in the fiscal year, Amanda feels that we are in a much more solid position than we were just several months ago ... Bill Mc related that he Don and Paul met with the mayor's rep, and had a very informative and thorough talk ... the rep agreed with them that it was bad policy to extract money (the \$125k) from the an enterprise program and put it into the general fund ... Bill said that our \$125K issue will get a review this year, and feels that we should get a fair hearing ... Zoller disagreed with a suggestion that we attend formal budget hearings, and that we should stay "under the radar" in this area ... the city is overwhelmed with dire crises, and trying to openly argue for golf at a hearing would be met with resentment ...

Marketing Program

Vicki inquired about any available data bases of "golfers" in our area ... Lee bought such a list about 8 years ago to build up the men's and women's clubs, with rather minimal impact ... we have now officially joined Travel Portland, and each course should work as colselly as possible with that

organization to enhance tee times and events ...

Eastmoreland Tree Program

Amanda says that there are currently no more funds to continue tree removal ... we have paid \$56,000 so far ... current city forrester is about to retire and Zoller highly doubts that we will get the continued support and financial discounting that we have experienced ... the price tag to take down a "big" tree, including mitigation, is @ \$5,000 ... with @ 300 more "critical" trees to remove, the price is way out or reach ... there is no mitigation cost for removing "bad" trees that are diseased or dying, and Kathy will continue to do pruning throughout the course to enhance playability ...

Heron Lakes Clubhouse

Randy is working with the GAC subcommittee (Lee, Bill M., Bob P., Paul) ... this group is working only on the siting aspects of the pavillion ... there are 3 potential sites, and the discussion will continue at the next meeting as to the pros and cons of each ...

Policy on Golf Program Donations

The subcommittee of Vicki, Kristen and Lee submitted a completed one page draft of this policy ... the committee members researched the issue with golf program management in Spokane, Seattle and several other cities ... meeting attendees were given a copy of this policy, and Zoller said that he would take the matter to the next step, which is approval at the Parks Bureau level ... Bill M expressed some concern about legal issues that could arise if a particular charity felt that any preference was given to another similar group ... Zoller liked the idea, from Spokane, of each concessionaire being provided with a certain quota of round passes per year that they could use to secure events/tournaments ... Robert R. questioned how we might "open up" the process of charitable benefits, and not favor the same groups every year ... Clark said that he received 6-7 requests per week for comp rounds ... Lee related that when he staged tournaments for American Golf, he strived to show charities how they could make money for their cause, AND, pay for course and food costs ... Zoller added that the city has a certain list of "partners" ie the Police Athletic League, which will continue to have favored status in this area

Meeting adjourned.
Submitted by Lee Hill