

City of Portland Golf Advisory Committee
Meeting Minutes of February 12, 2014
Eastmoreland Golf Course

Attending:

Members: Vicki Nakashima, Bill McAllister, Bill Hart, Kristen Dozono, Bill Hart,
Shanda Imlay, Bill Brooks

Concessionaires: Hank Childs, Clark Cumpston, Rob Cumpston, J.R. Allen,
Randy Morrison, Craig Zimmerman

Staff: John Zoller, Amanda Mundy, Jesse Goodling, Kathy Hauff, Jim Heck, John VanVactor,
Eileen Argentina, Warren Jimenez, Tim Crail,

Other: Travis Schoen of NW Golf Guys

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

Opening Remarks, Introductions, and History of the Committee

This month's GAC meeting was the first of the 2014 calendar year. The terms of five long term Committee members expired at the end of 2013 and new members were appointed by Commissioner Amanda Fritz. Welcoming remarks to the Committee were made by Tim Crail (Policy Advisor, Office of Commissioner Fritz), Warren Jimenez (Assistant Director, Portland Parks & Recreation), and Eileen Argentina (Parks & Recreation Services Manager). Following these remarks all attendees at the meeting introduced themselves.

John Zoller then offered an overview of the history of the Golf Advisory Committee, which was originally formed in the 1960's, disbanded, and then reformed in the 1980's to provide Zoller with assistance in various matters. Now we are adding the responsibility for the Committee to report to the Director of Parks. One Committee member slot has not been filled. It is for the newly established position of a "youth member" on the Committee. Zoller requests help in finding candidates for this position, preferably of high school age. Committee members were given notebooks containing by-laws, policies, a roster of the GAC, and a summary of the GAC retreat of November 19, 2012.

Colwood Update (Warren Jimenez)

Colwood Golf Course was put up for sale and purchased by Trust For Public Land, which is facilitating a land use decision for the property. It was decided in late 2013 that one third of the land is to be designated for open industrial use and two thirds for open space. The City of Portland is considering the acquisition of the southern two thirds of the land; the "open space" portion. In the short term the City is favoring using part of that land for continued golf activities. A preliminary plan is for 1/3 of the total land to be industrial, 1/3 golf, and 1/3 mitigation. Ideas for the "golf" portion will be discussed in future meetings.

New Member Orientation Process (Eileen Argentina)

- John Zoller and Bill Brooks will put together a brief history of the GAC, including how the GAC functions as part of the Bureau and it's unique financial status as an "Enterprise Fund".
- This history and additional upcoming information should be added to the GAC notebooks.
- GAC minutes will be posted on the City golf website.
- The longer term GAC members can advise the new members regarding the functions of the GAC.
- Parks will be updating the strategic plan for the golf system, including how it fits in with the total golf marketplace.

Eileen invites comments for the new members:

- VanVactor and Goodling encourage new members to feel free to ask questions of the course superintendents and offer any feedback to them regarding course conditions. Hauff says she sees the GAC as an advocate to help preserve the City golf system.
- Travis Schoen of NW Golf Guys comments that he participated in the junior program at Progress Downs. The program made golf affordable for him and educated him about the etiquette of the game.
- Shanda comments that a new short course on the Colwood property could generate a lot of interest for new golfers, and those that have limited time to play golf.
- Eileen suggests that the concessionaires and Zoller could put together a summary of what is happening now at each course to increase participation.

Financials (Amanda & John)

John explains further that the “Enterprise Fund” status means the golf program is self supporting and that it receives no tax support funding from the City. The program must be “self sustaining”. Amanda explains that the maintenance personnel at each course are City employees. The clubhouses are run by concessionaires that contract with the City and share revenues with the golf program.

January was a great month, due to the excellent weather. Fiscal year 2013 was one of the best years in the last five. We are on track for the same results in 2014. The 2014-15 budget has already been submitted to the City. In future meetings Amanda will lead off the monthly reporting with the financial results and the concessionaires and superintendents will be encouraged to add comments about their own operations as they see fit, but we will not have required reports from each course, which in the past have been repetitive in many aspects because the results are so dependent on the weather experienced in the region.

Hank says he would like to see our finances make course conditions the highest priority. The conditions can be as important to the customers as the price to play. We should also be leaders in offering “forward tees” as an option for the many golfers who would prefer to “play it forward” if the option existed. John announces that Hank has been selected to continue as the concessionaire for another five years at Rose City, with an option to renew for five more years, if all parties agree.

Election Of GAC Officers

Bill McAlister nominates Vicki Nakashima to chair the Committee for the next two years. No other nominations were submitted and Vicki was elected by voice vote of the GAC members.

Suggestions & Comments

- Kristen suggests that the Committee consider holding most of the GAC monthly meetings at Eastmoreland because of the excellent meeting space, in which it is easier to accommodate all attendees and hear what is being said. There were a lot of favorable comments and it was noted that Eastmoreland is a very central location in the metro area. But comments were also made indicating that there is value in holding meetings at all of the courses, as doing so keeps the Committee up to date on each City course. No final decision was made regarding this suggestion.
- It was noted that an Eastmoreland customer wants to meet regarding the continuing “goose problem” that makes play difficult. Vicki offered to contact this customer.
- Comments were also made about keeping our focus on course conditions, a subject Hank brought up earlier. Brooks said that what brings our customers back are; great course conditions, a good pace of play, and quality food and beverage services. In this regard, Bill Hart suggested we try to gather more feedback from our customers. Some concessionaires shared their current efforts to do just that.

The meeting was adjourned.

Minutes prepared by Bill Brooks