

City of Portland Golf Advisory Committee
Meeting Minutes of June 11, 2014
Rose City Golf Course

Attending:

Members: Vicki Nakashima, Kristen Dozono, Bill McAllister, Bill Brooks, Shanda Imlay, Yvonne Deckard, Vincent DiGiano, Bill Hart

Concessionaires: Craig Zimmerman (RedTail), JR Allen (Eastmoreland), Randy Morrison (Heron Lakes), Hank Childs (Rose City)

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), Warren Jimenez (Deputy Director, PP&R)

Other: Henry Childs (OGA)

Meeting Called to Order – 12:00pm

May meeting minutes approved.

Agenda changes: GAC Orientation moved to next month's agenda.

Agenda to be adopted. Seconded and approved.

SPECIAL REPORTS

Colwood Golf Course Transition (Warren Jimenez and John Zoller)

1. Trammell Crow has acquired the Northern portion with the Trust for Public Lands. Mitigation plans are starting.
2. Colwood Golf Course
 - a. City of Portland, Parks & Recreation gained possession of the clubhouse on June 1st
 - b. Range and Restaurant opened on June 7th
 - c. Interior of clubhouse has been cleaned, repainted and touched up
 - d. Marketing
 - i. Restaurant promotions issued soon
 - ii. Colwood National website retained and will be updated this month
 - iii. Colwood National email lists also retained. Appx. 5,000 email addresses.
 - iv. Article in InsideGolf edition
 - v. Broadmoor directing range play to Colwood
 - vi. Small Bucket promo cards issued to committee to distribute
 - vii. Banners and other signage to be delivered by mid-June
 - e. Course development
 - i. Tree permits to be approved this month with a mitigation plan
 - ii. Land Use permit to be approved this month as well after clarification on a boundary line
 - f. Course Maintenance
 - i. Mark Hatala appointed to run day to day maintenance
 - ii. Irrigation system plans and contracting in development
 - g. Colwood Business Plan subcommittee requested to meet in July, 2014

Strategic Plan RFP Update (John Zoller & Amanda Mundy)

1. Three proposals received by due date on June 3rd
2. Scoring committee reviewed the proposals including GAC members Vicki Nakashima and Vincent DiGiano on the proposals Project Team, Project Plan, and other capabilities. Awarded contract to National Golf Foundation (NGF) based on highest score
3. Notice of Intent has been sent. Negotiation to begin next week with a timeline of 120 days to complete work

PORTLAND PUBLIC GOLF REPORTS

Financial Reports (Amanda Mundy)

1. Amanda Mundy states that a decline in May revenues over last May, but up over the 5-year average
2. Concern over RedTail and Eastmoreland play
 - a. Craig Zimmerman speaks to RedTail stating that the driving range is also down. Increased competition by The Reserve, Langdon Farms, and Pumpkin Ridge could be causing the pressures
 - i. Craig Zimmerman and John Zoller will work together on new promotions to help increase play at the course and range
 - b. Eastmoreland play also decreased over prior year. However, it is noted that Eastmoreland's play counts are similar to FY2010-11 YTD play. John to discuss options with concessionaires

Golf Course Updates & Rose City Golf Course Maintenance (John Zoller and Hank Childs)

1. Rose City
 - a. Hank Childs announces that the 50 new electric golf carts are now available.
 - b. The cart barn refitting has also completed to accommodate the new carts. New carts have increased cart revenue by over 12%
2. Discussion of the course improvement books. Hank Childs, Rose City Concessionaire, reviewed the maintenance inventory in GAC binders and called members' attention to various items.
 - a. Discussion about vandalism on the courses. Suggested to have local schools create art on surfaces that are frequently tagged by graffiti

FY 2014-2015 Golf Program Budget (Amanda Mundy)

1. The Golf Program budget will be adopted by council this month and spending authority will be granted for FY2014-15 before July 1st, 2014
2. Question related to overhead for the Golf Program
 - a. Overhead is calculated based on the size of the fund and the employees. Amanda does not anticipate it increasing or decreasing over normal inflation rates for the next few years
3. Loan for Golf construction to be approved by council later this month to authorize the transfer from System Development Charges (SDC) Fund to Golf Fund for Colwood golf course construction.

GAC Community Partnerships

1. Kristen Dozono looking for volunteers and will set up schedule with monthly follow up.
2. Subcommittee to look for partnerships and organizations to work with.
 - a. Corporations
 - b. Wounded warriors, Housing Authority, etc.
 - c. Eileen to connect Parks outreach committee with Golf Advisory Committee

GAC August Meeting Plans

1. Agenda will include presentation by Oregon Golf Association and Oregon Golf Jr. Program
2. Reschedule a staff appreciation event based on input from Superintendents
3. Determine ways to recognize past GAC members at a future meeting

New Business

1. Meeting Notice has been changed
 - a. New meeting notice to reflect Colwood added into the monthly meeting rotation.

Information from the Public

1. OGA – Henry Childs
 - a. Oregon Am Jam – 2014 Jr. Tournament including events for the whole family
 - b. Book a tee time after the championship matches on Saturday

Meeting adjourned