City of Portland Golf Advisory Committee

Meeting Minutes of July 14, 2014 RedTail Golf Course

Attending:

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

Concessionaires: Craig Zimmerman (RedTail), JR Allen (Eastmoreland), Rob Cumpston

(Eastmoreland), Randy Morrison (Heron Lakes), Hank Childs (Rose City)

Staff: Amanda Mundy (Financial Analyst, PP&R), John Zoller (Golf Manager, PP&R), Eileen Argentina (Services 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: Henry Childs (OGA), Kathy Porter (First Tee of Greater Portland), and Micheal Malone (First Tee of Greater Portland)

Meeting Called to Order – 12:00pm

June meeting minutes approved.

Agenda changes: None

Agenda to be adopted. Seconded and approved.

SPECIAL REPORTS

Colwood Golf Course Transition (John Zoller and Randy Morrison)

- 1. Construction of 9H, Par 3
 - a. One permit remaining to start process of course redevelopment.
 - b. Shaper bid opens July 10, 2014 and will close shortly after.
 - c. Urban Forestry and Jesse Goodling working on tree mitigation. Approximately 100 trees to plant.
 - d. Goal to start construction around week of July 21st.
- 2. Operations of clubhouse and pro shop
 - a. Continuation of promos and marketing for range including social media, flyers and email blasts.
 - b. Golf Advisory Members added to media blasts to receive info on Colwood.
 - c. Range Cards and passes started and selling well.
- 3. Bureau Thanks (Warren Jimenez)
 - a. Special thanks to Travis Ruybal, John Zoller and Jesse Goodling for ensuring strategically use of short construction window under Eileen Argentina's leadership. Colwood will continue to be a bureau key priority.

Strategic Plan RFP Update (John Zoller & Amanda Mundy)

- 1. Contract has been awarded to NGF, inc through competitive bidding process.
- 2. Richard Singer, Executive Director will be in Portland to meet during the week of 7/14-18. John to follow up with more details on meetings.
- 3. Important to have contact with Golf Advisory members to meet goals of the study.

Rose City Clubhouse Update (Vicki Nakashima & Hank Childs)

- 1. In the process of finalizing plans to take to potential donors for restoring the clubhouse. A test pool of donors will be approached first then the idea of a foundation for the Rose City Clubhouse.
- 2. Hank met with Rose City Park Foundation at annual meeting. They will now be holding a tournament where the proceeds will go the Rose City Clubhouse renovation project.
- 3. Idea is to keep original structure but remove paneling and other renovations from years past to bring it back to the former features of exposed beams and brick fireplace. (draft pictures of renovations passed among members)
- 4. Goal timeline for renovation completion is 3 to 5 years.

First Tee Partnership (Kathy Porter & Michael Malone)

- 1. Short description of program and history of the First Tee of Greater Portland and the creation of The Children's Course.
- 2. First Tee of Portland partnership with Colwood Golf to hold programming for youth.
- 3. Potential at Colwood for further networking in community on location.
- 4. First Tee working with Native American Youth Association and Washington School of the Blind for this summer to add Colwood into the rotation.
- 5. Looking forward to working on offering programs via online signup for afterschool and Saturday morning classes with local schools.
- 6. Success story shared about a woman from the Washington School of the Blind interviewed during PGA tournament. To be aired during PGA tournament on CBS on August 2nd.

Corporate & Community Partnerships (Shanda Imlay and Kristin Dozono)

- 1. Goals to grow the game and awareness of golf.
- 2. Meeting with subcommittee resulted in goals for the group
 - a. Colwood Grand Opening
 - b. JR. Golf Clinic
 - c. Beginners Program
 - d. Neighboorhood day
- 3. A need identified to set up infrastructure for donations to be taken.
- 4. Look into City Resources and work with the City's programming
 - a. For example, Summer Free for All partnerships
- 5. Next meeting will start focusing on one of these goals and how to accomplish it.

PORTLAND PUBLIC GOLF REPORTS

Financial Reports (Amanda Mundy)

- 1. Amanda Mundy states that a decline in June over last June, but stayed average with past 5 year history of June.
- 2. Colwood first month of revenue added to Activity Reports. Operations in proshop and restaurant for three weeks in June.
- 3. Year to Date revenue also below last fiscal year, but on target with previous years. Higher dollar per round for the year over last year.
- 4. Revenue came in very close to projections in budget estimates.
- 5. Eastmoreland (JR Allan) comments that the Range program set up to entice youth to the range has been working. Hours of free youth play between 6-9am
- 6. Comments by committee
 - a. Saturation of market traditionally higher priced courses in the metro area aggressive in price cutting.
 - b. Comment to make sure we stay financially competitive while balancing goals with community. Suggestion to look at business model to address any inefficiencies.

Golf Course Updates & RedTail Golf Course Maintenance (John Van Vactor and Craig Zimmerman)

- 1. Comments about pay of play and course difficulty
 - a. Staff to address some of the most difficult parts of the course and evaluate changes to help address the problem.
- 2. Discussion of the course improvement books. RedTail Superintendent John Van Vactor reviewed the maintenance inventory in GAC binders and called members' attention to various items.

UNFINISHED BUSINESS

GAC Orientation Update

1. Bill Brooks to create a history document of the Golf Program and Golf Advisory Committee to aid new members

Staff Appreciation Event

1. Kathy Hauff spoke with staff about appreciation event. The staff agreed that BBQ and golf outing were well received and they would like to continue that for appreciation.

NEW BUSINESS

1. Announced that the new youth member for the Golf Advisory Committee has been selected from Wilson High School.

Meeting adjourned