

City of Portland Golf Advisory Committee

Meeting Minutes of March 11, 2015

Red Tail Golf Course

Attending:

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

Concessionaires: Hank Childs (Rose City), Randy Morrison (Heron Lakes), Craig Zimmerman (Red Tail), Rob Cumpston (Eastmoreland)

Staff: John Zoller, Eileen Argentina, Warren Jimenez, Jeff Shaffer, John Van Vactor, Jessie Goodling, Kathy Hauff, Jim Heck

Meeting Called to Order

February meeting minutes approved

Agenda adopted

Special Reports & Project Updates:

EAGLE (Early Adventures in Golf for a Lifetime of Enjoyment) Program

1. Carolyn Lee; Diversity & Equity Coordinator with PP&R presented information about the program and encouraging GAC to recruit and encourage golf sites to hire Eagle students to caddy at their sites.
 - a. Possible solutions from GAC members to recruit more students:
 - i. Offer EAGLE application in Spanish
 - ii. Assist students with reaching their 80-rounds requirement. September is the deadline, however, it can be extended to reach the requirement if applicable.
 - iii. Host a family picnic day to have students and their families get interested and involved in the game of golf. The GAC would like to support the EAGLE Program and find ways to encourage students and their families to enjoy the game of golf.

Golf Program Strategic Plan Updates

1. Ideas taken from February GAC meeting in 3 areas:
 - a. Mission Statement
 - b. Facility Improvements- Sanding Program, budgeting for an extra staff member to work on outreach, marketing and other duties and increase budget for clubhouse facilities and additional initiatives
 - c. Intimidation Factors- conduct focus group meetings to survey customers to see why there is “intimidation”. Change the issue from “intimidation” something that conveys a more positive description of the initiative. Eileen and John will work on a word to replace this with.
 - d. Eileen suggested making an implementation plan to follow progress and use to reflect future changes.
 - e. Yvonne suggested that this will be living document and we will need to check status after a year or less. Include a component for staff training and ways to engage all employees and volunteers in ways to be more inclusive and involved in the strategic plan initiatives.
 - f. Consider multi-lingual signage and consider conducting a customer satisfaction survey at each golf course.
 - i. Host a day i.e. Wednesday where there is a bilingual staff on site.
 - ii. How can we be more responsive to community and monitor participation from communities of color in programs offered and use of facilities. Determine what community outreach methods need to be implemented to reach specific communities. The hiring of a more diverse workforce and volunteers will help convey a commitment to diversity and inclusion.
 - g. Eileen & John Z. will look over Bill Brooks’ written suggestions and GAC members ideas and incorporate into the final strategic plan.
 - h. Eileen & John are working on Amanda Mundy’s replacement. New employee will hopefully have financial and golf background.

Yvonne made a motion for the GAC to approve the Strategic Plan with the specific revisions discussed in the meeting into the final document. The motion was seconded and passed.

Clubhouse Maintenance Inventory - The concessionaires had copies ready for distribution to the GAC. John Zoller will put them in a notebook for each GAC member. The Clubhouse Maintenance Inventory will be handed out and discussed at the next meeting.

Implementation of the Smoke Free Parks Policy - The Parks & Recreation staff are preparing the implementation process and instructions for staff to use in implementing the policy. This information will be available at the next meeting. Bill Hart and Vicki Nakashima would like to make sure the GAC is able to follow-up on the meeting held on this issue with Commissioner Fritz. She expressed her support in finding ways to minimize impacts on the Golf Enterprise Fund that may be caused by the new policy.

PORTLAND GOLF REPORTS/FINANCIAL REPORTS-

1. Jeff Shaffer; Finance Manager with PP&R presented a 5-year forecast report and the Golf & SDC Loan Repayment plan.
 - a. Next year's budget request is being reviewed by the Mayor's office and will be sent to City Council by June 30, 2015 for approval.
 - b. The budget to actual numbers include Colwood and are expected to improve once Colwood opens.
 - c. ~~SDC Repayment plan are funds borrowed from developers as opposed to a bank loan. i.e Colwood improvements are borrowed from these funds instead of using the Golf Program funds.~~

REVISED 4/27/15- The SDC Repayment Plan was handed out to member to show the schedule for repayment of funds borrowed from SDC Fund for the Colwood Project.
 - d. Jeff will provide February and March monthly reports at the April GAC meeting.

UNFINISHED BUSINESS- John will compile all concessionaires Clubhouse Maintenance Inventory documents and he will provide the copies to all GAC members.

NEW BUSINESS- None

ANNOUNCEMENTS & GOOD OF THE ORDER- None

INFORMATION FROM THE PUBLIC- None

Meeting Adjourned