

City of Portland Golf Advisory Committee
Meeting Minutes of February 11, 2015
Rose City Golf Course

Attending:

Members: Vicki Nakashima, Shanda Imlay, Vincent DiGiano, Yvonne Deckard, Kristin Dozono, Bill Brooks, Bill McAllister, Lissa Guyton

Concessionaires: Craig Zimmerman (RedTail), 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), Warren Jimenez (Deputy Director, PP&R), Kathy Hauff (Superintendent Eastmoreland, PP&R), Jim Heck (Superintendent Rose City, PP&R), Jesse Goodling (Superintendent Heron Lakes, PP&R)

Other: Barb Trammell (CEO, OGA), Aaron Brennen (OGA), Henry Childs (OGA)

Meeting Called to Order

January meeting minutes approved

Agenda adopted

SPECIAL REPORTS & PROJECT UPDATES:

Oregon Golf Economy Report – 2015 (Barb Trammell (CEO, OGA)

1. Presentation of Oregon Golf Economy Summary – Published January 2015
 - a. Report commissioned with Golf 20/20 for the Golf Alliance of Oregon and prepared by SRI International utilizing 2013 data.
 - b. Oregon Golf increased from 2008 study to \$1.3 billion dollars for a total direct economic impact.
 - c. Conclusion is that Oregon has maintained a slow, steady incline in total economic impact.
 - d. These results were statewide only, no regional distinction.
 - e.
2. Next Steps
 - a. There will be a media day to share the information.
 - b. There will be effort to take the information to the legislature to inform and aid in decision making that would impact the Golf Industry.
 - c. Utilized in the OGA strategies on how to grow the game and “We Are Golf” campaigning.
 - d. Committee requested that the report be distributed to Parks and also to council to help inform and educate on Golf’s positive impact to the community.

Golf Program Strategic Plan

1. Plan Layout
 - a. Utilized the Parks Strategic Plan for a template.
 - b. Included background on the program and key result areas (KRA) to focus in the next five years
 - c. Included KRA’s that met the GAC’s committees concerns brought forth during the September work session
 - d. Built the KRA’s off of the following; Caring for the Asset, Growing the Game and Financial Viability.
2. Actions that have started today
 - a. Assistant Golf Director will be hired to assist in meeting the KRA’s outlined in the plan
 - b. Partnerships and other collaboration has begun.
 - c. Colwood Golf Course will open in April 2015; providing opportunities for growing the game and outreach to underrepresented communities.

3. Feedback on strategic plan
 - a. Well written and laid out.
 - b. Request from the committee to rewrite the Mission Statement. Would like to see it shortened and more memorable.
 - c. Request to add in the support of the game in the form of partnerships with the PGA and OGA and utilizing programs that they have already had success with.
 - d. Define 'Golfer' to help think about the strategy to obtain new and frequent golfers.
 - e. Request to brand the program for more visibility to the Council and Parks Bureau.
 - f. Feedback from members about addressing the intimidation/uncertainty factor for new golfers and more specifically for minorities and women.
 - g. Feedback from members about addressing the condition of the course and clubhouse for the seasoned golfer that will be more apt to 'shop around' for the best conditions.
 - h. Committee would like to see more specific and measurable goals in the plan with a timeline and what resources will be dedicated to it.
 - i. Staff emphasized this is the first of the steps, a more detailed action plan/business plan will be built off the Strategic Plan to aid in obtaining the goals set out.
4. Next Steps
 - a. Parks Staff will take the recommendations of the committee and edit the Strategic Plan.
 - i. Potential focus group from the GAC to help aid in the KRA's
 - b. A timeline and resource document will be drafted.

Implementation of Smoke Free Policy

1. City Council to vote today (Wednesday, February 11th)
2. City FAQ has been issued. Vicki will be drafting one for the Golf Program specifically in how it will affect employees, golfers and marshals.
3. Concern over competing information as told on the news and what was understood from Commissioners Office.
 - a. Vicki emailed Commissioners office to request clarification
4. Policy will be effective July 1st, 2015

PORTLAND GOLF REPORTS

FINANCIAL REPORTS

1. Golf rounds and revenue down over prior year. However, last year revenue and rounds were highest in prior 5-yrs.
2. Increase in rain days appeared to be part of the reason for less play.
3. FY 15-16 Requested Budget has been submitted with 5-YR forecast.

UNFINISHED BUSINESS - None

NEW BUSINESS - None

ANNOUNCEMENTS & GOOD OF THE ORDER –

1. Amanda Mundy, Financial Analyst will be leaving the City of Portland on February 13, 2015 to work for the City of Vancouver. The replacement is yet to be determined at this time.

INFORMATION FROM THE PUBLIC - None

Meeting Adjourned