

City of Portland Golf Advisory Committee

Meeting Minutes of January 13, 2016

Rose City Golf Course

Attending:

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

Concessionaires: Craig Zimmerman (RedTail), Rob Cumpston (Eastmoreland), Randy Morrison, Heron Lakes & Colwood), Tom Hinton (Rose City)

Staff: John Zoller, Jessie Goodling, Todd Melton, Danielle Solomon, Jim Heck, Kathy Hauff, Eileen Argentina, John Van Vactor, Warren Jimenez

Guests: Henry Childs, Oregon Golf Association

Meeting Called to Order

December meeting minutes approved

Agenda adopted

Special Reports & Project Updates: The new position request has been approved by PP&R Personnel to proceed with a new assistant position (which may be done by the end of the month). The hiring of the assistant will help get the Strategic Plan initiatives off the ground.

Colwood Business Plan Updates: Golf rounds were low due to the excessive rain.

During the holiday there was a Living Social promotion that ran and was successful, which generated some additional revenue. The banquet reservations are up 200% from last December. Finding a way to get customers to come to the course the first time will help generate new customers and generate revenue. The City Golf Card (citygolfcard.com) is still being promoted by the radio station, there have been 250 sold out of 700.

There are new event ideas being created for golfers and non-golfers during the Super Bowl weekend. Invite core golfers to enter the event with a friend to win prizes before the football game begins. Also, promote a family day on the weekends.

The Leadership Summit was held the weekend of January 9th to bring creative events (i.e. Media day, Movie in the Park) this could be an annual event to be held in the middle of May.

Bid documents will be sent out at the end of January for the deck tent to be replaced by a lower profile tent. The current tent would go to Heron Lakes. The hopes are to have the contractor start immediately. The parking lot improvements will begin soon. John is hoping to still have parking spaces in the front that will stay open during construction. They may have to find other parking solutions to ensure that customers continue to use Colwood on a regular basis.

John Zoller is exploring the purchase of electric golf carts to attract more golfers.

Golf Course Maintenance Standards:

Superintendents are keeping record of what they do on a standard form. It has been decided that these forms will be available for others to see and use as a reference for issues (i.e disease issues). These forms will not be handed out monthly, rather, available to reference.

Rose City lost a 100' Fir tree and a Pine on hole #16 and some tops. The course was closed for 4 days due to the snow and ice storm. Five of the new forward tees were built in 2015 at Rose City. They were built on holes #2, 6, 9, 17, 18 where new tee markers will be placed in February. The lake fill pumps are being reviewed and will be fixed this Spring. Vicki N. asked Mayor's Representative, Antoinette Edwards if there is funding for a graffiti/ mural project to be done on the wall that separates Madison High school and the course. This could be a potential partnership with the Regional Arts & Culture Council or could include PP&R's Teen Force. The clubhouse on the backside, by the cart barn will be graveled for the cart path.

2016 GAC priorities:

The GAC members, staff and guest were divided into three groups; Marketing & Strategic Partnerships, Maintenance and Golf Course Operations, and Growing the Game. Each group discussed the strategic plan action items in the relevant category and selected 2-3 items each group recommended as areas of focus for the GAC during 2016.

Marketing & Strategic Partnerships - ad campaigns, integrate golf and parks programs and educate customers of parks to learn about and get exposed to golf, sponsor a free golf campaign.... *Change the image of golf through marketing messages and outreach to the community.*

Maintenance and Operations- complete the forward tees, encourage people and marshals embrace the "move forward" campaign. Continue to review and support plans to allocate resources to resolve building and maintenance issues, refine budget and financial reporting system that enables the GAC and Golf Program to budget and plan ahead for (make a line item designated for capital improvement) make improvements identified in the strategic plan, get Audubon certified and re-certified, continued funding to replace equipment.

Develop new golfers- how to make the game of golf faster, more accessible and welcoming, educate the public, collaborate with PGA and USGA efforts, entice kids, be creative and strategic.

Smoke Free Parks Policy – No issues.

PORTLAND GOLF REPORTS/FINANCIAL REPORTS-

There is no report for December because the PP&R reporting system was closed on this day and could not be generated.

GAC members recommend that the report be emailed in advance to meetings so that members have a chance to review and send questions prior to the meeting, send out a quarterly report, generate the report to show only revenue and expenses instead of the bottom line. Collect data on other privately owned golf facilities to compare their rounds.

It rained 28 days in December

UNFINISHED BUSINESS- Vincent DiGiano suggested that the GAC be involved in the discussion on Green Fee Pricing. John told the members that a meeting is being held with concessionaires before the February GAC meeting. The recommendations will be presented at the February meeting.

NEW BUSINESS- PP&R is looking at formalizing capital budget work, perhaps bring a committee together to look at transparent processes to prioritize (i.e. capital project or central service projects).

ANNOUNCEMENTS & GOOD OF THE ORDER-

Andrea Stone (Youth Member) expressed concern that the demand for her studies have been high so she has not been able to attend. However, she would like for GAC to consider her to be a “Youth Advisor” who can assist with planning (1) activity a year to gather youth input (i.e. invite high schools to a forum for input of a youth golf program) and attend meetings when available. This position would not be a formal member of the GAC however she would be welcome to attend the GAC meetings when possible and continue to golf after the meetings. This change will be discussed with the Commissioner before anything is finalized.

The GAC has suggested that when a Youth Member graduates that the seat stay open for a new high school recruit to fill.

Lissa Guyton had not submitted a formal resignation, so she will be returning to GAC in February.

Steve Langastino and Kathy Porter have both submitted applications for consideration to the GAC. These nomination will go forward to the Commissioner’s Office which will then leave no vacancies.

Commissioner Amanda Fritz has reappointed Vicki Nakashima and Kristen Dozono for another term.

INFORMATION FROM THE PUBLIC- None

Meeting Adjourned