

City of Portland Golf Advisory Committee

Meeting Minutes of March 9, 2016

Colwood Golf Course

Attending:

Members: Vicki Nakashima, Bill Hart, Kristen Dozono, Shanda Imlay, Bill Brooks, Lissa Guyton

Concessionaires: Craig Zimmerman (Red Tail), Rob Cumpston (Eastmoreland), Randy Morrison (Colwood & Heron Lakes), Hank Childs (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, OGA, Kylan Trevor, Heron Lakes & Colwood, JR Allen, Eastmoreland, Dennis Dolan, Mark Hatal (Colwood), Art Hendricks, PP&R, Pooja Bhatt, Commissioner's Office, Carolyn Lee, PP&R

Meeting Called to Order

February meeting minutes approved

Agenda adopted

Special Reports & Project Updates:

Special Guests-

-Pooja Bhatt, Policy Analyst and Lead Liaison to PP&R with the office of Commissioner Fritz. She is looking forward to being more involved with the Golf Program and serve as the liaison between the commissioner and the GAC.

-Art Hendricks, Equity and Inclusion Manager for PP&R discussed the City of Portland's efforts to eliminate barriers that prevent access to employment, services or access to Parks and Recreation programs and facilities. The goal is to eliminate disparities through a comprehensive approach that reaches across all PP&R programs and services. The PP&R Equity and Access Strategy, formed in 2012 is addressed in the Golf Program Strategic Plan. This is in place to remove barriers for more access, assure affordable and welcoming environments that are relative to the entire community. PP&R has been working toward engaging more youth from underserved communities in PP&R services and resources.

GAC Suggestions -

The D&I office can assist the Golf Program to reach out to other PP&R programs to promote the Golf Program activities to new and more diverse audiences served by the bureau.

Invite City Council members to go on a Golf Program “ride along” with a GAC member to learn more about the benefits of golf to the City of Portland.

Host a day to introduce City of Portland officials to the Golf Program and the opportunities provided by the PP&R courses.

Explore ways the Golf Program and other PP&R recreation leaders are using new methods to engage a diverse youth population to recreation. For example, using electronics help to engage youth to play. Perhaps, use some ideas from Top Golf. Top Golf combines an indoor, electronic (similar to bowling) to appeal to the younger set while maintaining the physical activity of a traditional driving range. Top Golf may open the door for new people to get interested in learning to play golf.

Colwood Business Plan Updates: There will be various golf leagues in April, during master’s week. Rental bookings are higher than last year, over 2000 promotion vouchers have been given; approximately 100 have been redeemed and expire May 15, 2016. At this years’ golf show they received 1050 emails, which is great contact information for promotional value.

Colwood will start a women’s league, couple league and others to attract new customers.

May 14, 2016 is Golf Day at Colwood.

Golf Course Maintenance Standards: No update.

Smoke Free Parks Policy – No issues.

PORTLAND GOLF REPORTS/FINANCIAL REPORTS-

This year, last year and the 5 year average of all courses are down in January because of the rain. There were 23 days of rain. All but Colwood had data from last year. Committee is now getting the monthly reports to review prior to the GAC meetings. This will improve the flow of information and quality control.

To date, there have been 92 days of rain this year and only 58 days of rain last year.

UNFINISHED BUSINESS- Convening conference call meetings within each group to focus on the 3 areas discussed- how to grow the game of golf, maintenance and outreach/marketing. Groups are to contact Danielle Solomon 503-823-6175 to schedule a conference call. Bill Hart, Lissa Guyton and Bill Brooks are the leads for their group.

NEW BUSINESS- Commissioner Fritz approved the change to the youth advisor position. As per the proposal to allow the youth member to host an annual event for the youth.

ANNOUNCEMENTS & GOOD OF THE ORDER- Three students have received the Evans Scholarship this year through the EAGLE (Early Adventures in Golf for a Lifetime of Enjoyment) program.

INFORMATION FROM THE PUBLIC- None

Meeting Adjourned