

City of Portland Golf Advisory Committee

Meeting Minutes of June 8, 2016

Redtail Golf Course

Attending:

Members: Vicki Nakashima, Bill Hart, Kristen Dozono, Eileen Argentina, Shanda Imlay, Lissa Guyton, Yvonne Deckard, Vincent DiGiano, Bill McAllister, Cathy Porter, Bill Brooks

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

Staff: John Zoller, Jessie Goodling, Jim Heck, Kathy Hauff, John Van Vactor,

Meeting Called to Order

May 11 meeting minutes approved

Agenda adopted

Special Reports & Project Updates:

Rose City Mural Project – Cynthia Castro working with the Mural Project to develop a mural for the Rose City Golf Course. The Mt. Scott Community Center mural was done by their teen group and is being contacted to hopefully work in concert on / with the Rose City Mural. They are looking for ideas for the mural for the RCGC, ideas include: history of the golf course, a design to match the surrounding environment, show family and diversity and joy of golfing, allowing the teen group to develop their own interpretation of mural content to “give teens a voice” and creative license. Cynthia will present a report at the next GAC.

Oregon Golf Alliance Day follow up – Event largely rained out with limited participation, it’s agreed the concept of the event was good; there is consensus that effort to conduct a redo should occur. Event included a live broadcast by Tom Hewitt. NOTE: An eight day and seven night hotel stay for a resort in Mexico was awarded.

Colwood Business Plan Updates- RFP (Request for Proposal) Trang Lam spoke at council with John Z. and received unanimous support to approve a five year renewal of the contract.

Golf Course Contracting: John Z. presented information on the history of how contracting has been done (Lease, Concessions, management) compared to what is best currently. (Redtail is a lease, Herron Lakes is a management, Rose City is a concessions, Eastmoreland is a concessions and Colwood is concessions). Overall for PP&R having different contract types is good for diversity. For instance the management contract at Redtail allowed for that company to

construct a building on the property that improves value and income, a benefit to both them and PP&R. Bill Macalister asked how profit is distributed (reported). Eileen clarified that PP&R should show by contract (by course) where profits are and define how to analyze the data to see which contract style is best. John states PP&R doesn't favor one contract type of over another. Kristen D. echoed Bill Macalister's comments and asked for an annual budget report to the GAC. Bill Brooks acknowledged the GAC isn't in the money making role and says, that is a PP&R job. John stated PP&R does this function and recognized all courses are different and have value. Eileen states our decisions are based on performance. Vicki noted the GAC normally has a more thoroughly prepared budget report but Todd is on parental leave and will get the GAC caught up when he is back.

PORTLAND GOLF REPORTS/FINANCIAL REPORTS-

Revenue is down slightly since last May but trending up, prognosis is good for increased revenue.

Maintenance update – Redtail hole 7 getting a new green complex on Aug 26. The CAT arrived on Friday 6/10 to start the project on 6/13. A temp green will be in place. Hole 7 will be shorter to make space for younger players.

There is a meeting in Beaverton for code compliance due to the 70 plus trees that died. Must identify the requirements for mitigation to the city. We must know and understand what Beaverton wants.

The Clubhouse is helping with the hole 7 project and the driving range landing, beyond this, nothing to report.

Kristen D. – Will bring in golfing beginners but needs to know who'll run and organize it. Considering a corporate sponsors and working to get the city (Portland) to get involved to help with sponsor and partner solicitation.

Bill Brooks – Hole 1 is a priority in completing the "Play it forward tees" and will complete suggestions by the end of June for John.

Bill Macalister team made a 4500 yard course and gave the plan to John. Kristen D. knows the yellow tees are well received and Bill Brooks says Eastmoreland is done. Rose City will complete the front 9 this season and finish next year.

Audubon Society Certification and signage. Jesse team is certified. Kathy is close. Other courses have started but have a ways to go.

Working to set up a system of golfer feedback. Herron Lakes has one John likes, wants it to be consistent across the courses. Vicki wants the plans for GAC to review.

John says the "Say Hey" needs goodie bags but should be bigger. The City is a sponsor and new comers could get free round of golf. The event is once per quarter. This is something that is worth the time and investment. Kristen wants city to help reaching out to support this. Eileen

believes Shelly Hunter has a good list of corporate organizations that may be contacted to be sponsors. Kristen noted that Gearhart passport system is good. Must identify how PP&R connects all courses so points are interchangeable and includes a fun component of the system. The Alpha card with Alpha radio allows for air time to sell cards. John is working with XM radio and Tom Hewitt for options. One option is tying only a couple of our courses together with a card. Colwood sells rounds in bulk, the more rounds bought the price is reduced. Likewise, free rounds are made available after purchase of a certain number of rounds (9, 12, 18, etc). Eileen suggests a system is identified that complements the systems our courses already have in place and could still tie all courses together. John noted that age makes a difference to what kind of reward (for a "system") appeals to age groups.

UNFINISHED BUSINESS- none

NEW BUSINESS- none

ANNOUNCEMENTS & GOOD OF THE ORDER-

INFORMATION FROM THE PUBLIC-

Meeting Adjourned