

City of Portland Golf Advisory Committee

Meeting Minutes of February 8, 2017

Red Tail Golf Course

Attending:

Members: Vicki Nakashima, Vincent DiGiano, Bill McAllister, Cathy Porter, Bill Brooks

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

Staff: John Zoller, Jessie Goodling, John Van Vactor, Todd Melton, Vincent Johnson, Danielle Solomon, Eileen Argentina, Trang Lam, Jeff Shaffer (Finance Manager, PP&R)

Guests- Billie McGee (Eastmoreland Men's Club)

Meeting Called to Order

Agenda adopted

Special Reports & Project Updates:

Jeff Shaffer presented a power point presentation, "Improving the Profitability of Municipal Golf: Ideas and Discussion" from a National Golf Foundation conference he had attended. The presentation offered statistic based analysis within the past 10+ years. The committee was able to take ideas from the presentation and will have continued discussions on how to capture millennial and non-concessionaires' information, how to focus on "social culture" and not social media, brainstorm ideas for family golf discounts.

OGA currently offers a pilot program called "University Club" in Corvallis which targets college students ages 18-25 years old. A membership playing card is sold for \$19.99, which allows for the individual to play 9-18 holes at Trysting Tree Golf Club. This has also been launched in Eugene, at Emerald Valley Golf Club. Please visit the OGA website for further details.

**Members of the GAC will discuss the possibilities of offering this program at Portland area golf courses.

PORTLAND GOLF REPORTS/FINANCIAL REPORTS- (Attached)

GAC Finance Committee met to discuss innovative ways for maintenance requirements, how to make assets more productive, personnel costs, maximizing the use of tee times (discounts) until supply and demand balance changes.

Maintenance- (Rose City) Clubhouse restoration is going well. PP&R provided a letter to give the foundation a degree of control for the restoration. The Heritage Center will be the sponsor for donors to give. Other corporations have been contacted to become potential donors.

(Red Tail)- The Audubon will install new bird and bat houses on Sunday, February 12, 2017- (part of the EAGLE program).

UNFINISHED BUSINESS- none

NEW BUSINESS- EAGLE program recruitment for 2017 has been suspended because of possible budget reductions needed.

ANNOUNCEMENTS & GOOD OF THE ORDER-

INFORMATION FROM THE PUBLIC- none

Meeting Adjourned