

City of Portland Golf Advisory Committee

Meeting Minutes of April 12, 2017

Eastmoreland Golf Course

Attending:

Members: Vicki Nakashima, Vincent DiGiano, Bill Brooks, Kristen Dozono,

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

Staff: John Zoller, Jessie Goodling, Todd Melton, Vincent Johnson, Danielle Solomon, John Van Vanctor, Trang Lam, Kathy Hauff

Guests: Mark Josang, Sr. VP of Kemper Sports, Billy McGee, Eastmoreland Men's Club

Meeting Called to Order

Agenda adopted

Special Reports & Project Updates:

GAC member recruitment has closed. There are 3 vacant seats to be filled, and 6 potential applicants. The commissioner's approval is necessary to move forward.

Program Outreach Strategy- "Less Golf Promotion" is being offered at Rose City Golf course for AM play only, Monday through Friday (approximately 1 hour):

This promotion will feature a four hole "loop" and a breakfast sandwich. Targeting those who would like to play before work or school and under one hour in time commitment.

PP&R's Women's Golf Pilot Program with Vincent Johnson was successful, and is being considered again through PP&R. This program taught the basic fundamentals of the game.

There has been discussion of starting a Spanish only golf pilot program, where participants will learn the basic fundamentals of golf.

U Club was launched on 3/31/17 and is now in 16 schools throughout Oregon and Southern Washington. There is one in Vancouver and WASU. OSU and Eugene can also use Portland metro area courses.

EAGLE Program is still working with 10 students from last year, so that they can apply for the Evans Scholarship. Because of the budget shortfall, there are no new applications being accepted for Summer '17 at this time.

PORTLAND GOLF REPORTS/FINANCIAL REPORTS-

Golf activity was down across the program again in February, due to continued bad weather. We saw 20 rain days during the month, and 9 days with low temps below freezing. As a result, rounds were down 59% from February of 2016, and greens fees down 59%. YTD greens fees were down 10% and YTD rounds down 11% from this point in FY 2016.

Maintenance- Kathy Hauff reported on Eastmoreland GC: It has taken a couple of months to clean up the large amount of debris caused by the recent storms. All of the certification paperwork to the Audubon Society has been completed.

UNFINISHED BUSINESS- none

NEW BUSINESS- none

ANNOUNCEMENTS & GOOD OF THE ORDER- A new promotion will be launched on May 1st (**Revision-May 8th**) with 3 different promotional offers that will help build revenue for the golf program. Marketing efforts have already begun, including golf courses, local radio and PP&R's community centers.

INFORMATION FROM THE PUBLIC- none

Meeting Adjourned