

City of Portland Golf Advisory Committee

Meeting Minutes of January 10, 2018

Rose City Golf Course

Attending:

Members: Vicki Nakashima, Vincent DiGiano, Brenda Carpenter, Cathy Porter, Kristin Dozono, Bill McAllister, Bill Hart

Concessionaires: Craig Zimmerman (RedTail), Rob Cumpston (Eastmoreland), Hank Childs (Rose City), Randy Morrison (Colwood)

Staff: John Zoller, Jesse Goodling, Todd Melton, Vincent Johnson, Eileen Argentina

Meeting Called to Order

Agenda adopted

Golf Course Activity Reports

Non-greens fee revenue is up 12% year-to-date through November program wide. The November rounds and greens fees are near the 5-year average. The Golf Program is expecting at \$75,000 net gain on the year excluding Colwood. A revenue enhancement may need to be implemented to help ensure the financial stability for the fiscal year 2017-18.

Marketing and Outreach

Portland Parks & Recreation have place a priority on marketing bureau wide. The Golf Program also wants to place a priority on marketing, with an emphasis on outreach to youth, women and people of color. To help with this effort, the GAC members volunteered to get involved to develop a more comprehensive marketing strategy. One of the largest tasks is to express the effect the Golf Program and the City courses have had on the lives of local patrons. The GAC its golf constituency can help relay this message to non-golfers. Other strategies may include communications and outreach at PP&R community centers and at local schools. A continued partnership with The First Tee can help with the exposure of golf to kids in school.

New Business – none

Announcements & Good of the Order –

Information from the public – none

Meeting Adjourned