

## **City of Portland Golf Advisory Committee**

### **Meeting Minutes of April 11, 2018**

#### **Eastmoreland Golf Course**

#### **Attending:**

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

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

Staff: John Zoller, Jessie Goodling, Todd Melton, Vincent Johnson, Danielle Solomon, Eileen Argentina, Trang Lam, Kathy Hauff, Chris Mulcahy (Portland Tennis Center)

Meeting Called to Order

Agenda adopted

#### ***Special Reports & Project Updates:***

PP&R Assistant Director of Golf Vincent Johnson stopped by Afternoon Live to share what you can do with a \$100 golf budget at Colwood Golf Course. You can find the video at:

<https://www.portlandoregon.gov/parks/63560>

A major Centennial event is being planned and will be held at Colwood. There is work underway to do extensive outreach and marketing to reach and attract people new to golf and the broader community.

There is discussion of making a card similar to the centennial card, but with a few other details. The hope is to target the younger demographics to bridge the gap and to contribute stabilization in the program.

How can each course create a distribution list that targets a woman audience? Market the various events, specials, post fliers in ladies' restrooms etc. There is a need to collaborate more with woman's golf groups/clubs.

#### **PORTLAND GOLF REPORTS/FINANCIAL REPORTS-**

Weather was a factor in February's activity. Rounds up % over last year, but down from the 5-year average. Greens fees up 3% over last year, but also down from 5-year average. Last February was one of the wettest on record, so comparing to last year not necessarily an appropriate comparison.

There has been a 20-25% increase in banquet rentals at Colwood.

**Maintenance-** All courses have added sand and an additional maintenance worker hired. Both Redtail and Rose City were airified at the end of April, beginning of March. It was reported by staff that there may be an opportunity to construct a parking lot and rest room on the west side of Alderwood, in conjunction with the Alderwood/Columbia Blvd interchange expansion, due to encroachment onto the property by the widening of Columbia Blvd.

**UNFINISHED BUSINESS-** none

**NEW BUSINESS-**

**ANNOUNCEMENTS & GOOD OF THE ORDER-** May 8, 2018 ***Race Talks- The Next 100 Years: Changing the Complexion and Gender of Golf*** @ Kennedy School | 5736 NE 33<sup>rd</sup> Ave Portland from 6:45pm-9:15pm (Vincent Johnson will be presenting)

\*One Cup Event was held on April 26<sup>th</sup>. Special guest included Peter Jacobsen.

**INFORMATION FROM THE PUBLIC-** none

**Meeting Adjourned**