

City of Portland Golf Advisory Committee

Meeting Minutes of July 11, 2018

Colwood Golf Course

Attending:

Members: Vincent DiGiano, Bill McAllister, Bill Brooks, Kristen Dozono

Concessionaires: Craig Zimmerman (Red Tail), Clark Cumpston (Eastmoreland), Randy Morrison (Colwood & Heron Lakes), Hank Childs (Rose City), Kary Youman (Regional Marketing and Community Programming Role for Colwood & Heron), Cathy Porter,

Staff: Eileen Argentina, Jessie Goodling, Todd Melton, Vincent Johnson,

Danielle Solomon, Trang Lam, Kathy Hauff, John Zoller

Meeting Called to Order

Agenda adopted

Special Reports & Project Updates:

Audit update- Still gathering data, Eileen A. has provided information and documentation, PP&R staff have set up meetings to meet with auditor(s). Results are expected to be within a couple of months.

Stabilization Plan- expenditure reduction and revenue enhancement efforts are in a good position. The Commissioner is still requesting additional information that can't be shared at this time. The GAC financial sub-committee met on 7/10/18 to look at the bureau needs, how the process will work, and which proposals will be tested against what's possible. Vicki N. wrote up the recommendations and refined an approach for the commissioner. Plans for the RFP are expected to be out Oct. 2019. One proposal can be accepted for one or more courses, but this is not required. GAC will help to shape the RFP process.

Centennial event at Colwood- Continued marketing efforts being made, posters are in community centers, SFFA events, Randy M. is sending an email blast from the Colwood/Heron Lake distribution list of over 60k, recruiting volunteers and PP&R golf staff to assist. Kristin D. and Kary Y. have a photo shoot scheduled at Colwood in late July to help promote.

There have been 256 golf cards sold to date, with a dollar amount of \$165k in sales. The cards will still be available after the promotion deadline.

Strategic Plan- Continued marketing, community outreach and maintenance operation. Educate patrons on using parks facilities, classes have been educational and successful. Junior Youth Golf classes have been successful. Randy, Kary Y. and Vincent J. are working with PP&R's Senior Recreation team to coordinate seniors that aren't golfers, to come during the late mornings.

Eastmoreland has had close to 150 youth over for free range balls on Mondays. Rose City

Colwood and Eastmoreland may incorporate weekends for the youth next year. The USGA likes the idea of the youth play because no one has ever done this before. This provides tools to the youth for success.

PORTLAND GOLF REPORTS/FINANCIAL REPORTS-

May report was discussed. It was a really good month this year, with rounds up 8% over the 5-year average, and greens fees way up. We also sold the PDX Golf Players card, resulting in an additional \$110,330 in revenues. All revenue categories were well above the 5-year average.

Maintenance- Heron pollinator project – Four beehives have been placed and over 10 gallons of honey has been collected. This is up for nomination through OSU and a news article will be published.

UNFINISHED BUSINESS- none

NEW BUSINESS- Mark Hatala, from Colwood will be retiring on July 30, 2018.

August 27, 2018 Golf History Pub at McMenamins Kennedy School- The History of Golf- Nationally

To find out more on golf events or about the Portland Parks Golf Program, please visit the website at: <https://www.portlandoregon.gov/parks/63560>

INFORMATION FROM THE PUBLIC- none

Meeting Adjourned

