

**City of Portland Golf Advisory  
Committee Meeting Minutes of August  
14, 2019 Heron Lakes Golf Course**

**Attending:**

Members: Vincent DiGiano, Brenda Carpenter, Kary Youman, Vicki Nakashima, Chase Morinaka, Travis Schoen

Concessionaires:

Rob Cumpston, Henry Childs and Hank Childs, Christina Yevsin (Marketing Mgr. for Colwood and Heron Lakes), Randy Morrison, JR Allen, Craig Zimmerman

Staff: Maximo Behrens, Adena Long, Jesse Goodling, Vincent Johnson, Kathy Hauff, Danielle Solomon, Todd Melton

Guests: Erick Peterson (active golfer at EGC), Asha Belldepose (City Budget Office)

Meeting Called to Order- Approve June meeting minutes at the September meeting because hard copies were not provided.

Agenda adopted

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

PP&R Director Adena Long discussed her vision for parks and the golf program. She addressed the concerns of the golf audit that was brought to Council. There seem to be flaws, and the more recent accomplishments of the program were not acknowledged in the report. She rebutted the audit for inaccuracies and counters proposals. Adena will continue to be a champion for the GAC and concessionaires.

The Kemper contract will be heard on 8/28 before council and will go into a 2<sup>nd</sup> reading before council on 9/4/19.

Golf Program Update - Vincent Johnson presented his assessment of the Golf Program Strategic Plan Priorities and how this information may impact the work of the three GAC subcommittees (Marketing & Community Outreach, Golf Course Maintenance & Operations and "Growing the Game")

A new initiative under consideration is a new program to reach an untapped market - young adults between the ages of 19 and 29 years. This initiative would potentially involve the "Growing the Game" subcommittee.

The need for more comprehensive user feedback would impact the work of the Golf Course

Maintenance & Operations subcommittee. A survey is being prepared to send out to all subscribers to the Portland Public Golf and golf course e-mails newsletters. The survey would provide a baseline for future user feedback.

Another Golf Program priority is the need to connect the broader community with one of the Portland golf courses in a "Park Day" event planned for Summer 2020. This activity would be added to the priorities being considered by the Marketing and Community Outreach subcommittee.

Sub Committee Chairs' priorities are golf course maintenance and clubhouses. The intent is to issue a customer survey in August for local demographics and feedback from customers; women and men's leagues. This survey could be sent online through survey monkey from the concessionaires.

The GAC also is preparing to issue a report to Commissioner Fish and City Council by the end of the year.

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

- Activity Report
  - We ended the year on a high note, with June 2019 rounds up 6% over last year, and 3% over the 5-year average
  - Monthly greens fees were also up, 14% over both 2018 and the 5-year avg.
  - Greens fees for the year were up 12% over last year, 9% over the 5-year avg.
  -
- Budget Report

Another great story! We ended the year with a net gain of \$517,284, increasing our fund balance to \$965,330. That's the best 1-year total we've seen since 2013, and the 2<sup>nd</sup> best since 2007. That's also the highest ending fund balance since FY 2015. Good stuff. Let me know if either of you have anything to add.

Disc Golf at Rose City has been a success. On an average, there are 50-60 players per week.

**Maintenance- No report**

**UNFINISHED BUSINESS-** none

**NEW BUSINESS/ANNOUNCEMENTS-** Todd Lofgren has been selected as the new Deputy Director for PP&R.

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.**