

**City of Portland Golf Advisory
Committee Meeting Minutes of
May 13, 2020 Zoom Meeting**

Attending:

Members: Vincent DiGiano, Brenda Carpenter, Chase Morinaka, Travis Schoen, Zari Santner, Bill Hart

Concessionaires:

Hank Childs, Craig Zimmerman, Randy Morrison, Rob & Clark Cumpston, Kylan Trevor

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

Meeting Called to Order

Agenda adopted

Special Reports & Project Updates:

The Mayor's budget is now available online at:

<https://www.portlandoregon.gov/cbo/article/714602>

There will be \$75 million reduction of general funds in revenue due to COVID-19.

90% of the City can find a way to cover \$5.6 million of general fund reductions; bureau by bureau. On May 20, 2020, council moved to approve the budget and action to adopt the budget will occur on June 10, 2020.

PP&R has cancelled all summer programming and continued closures of facilities and pools. The focus is on staff resources to launch Lunch and Play and Virtual programming. Lunch and Play will be a hunger relief program at sites across the city and discussions are being had about the structure, scope. Virtual programming is a "stay and play" recreation engagement in a virtual platform.

PP&R will move forward with other actions, once there is clearance for reactivation from the county and governor. Currently, furloughs have been implemented for non-represented employees and discussion of furloughs are happening with unions for represented employees. Both conversations are happening concurrently, and updated information can be found on the PP&R website.

Golf is an enterprise fund and is not affected, nor has there been a discussion of the bureau needing to borrow from it. Greenskeepers and seasonal staff are still employed. The

committee raised concerns and discussed a proposal from 2012, when Sam Adams was in office, and he agreed that over a 5-year span that golf funds would contribute to Parks COLA. Almost \$500-\$600k would go towards employee relief funds and it could impact the discretionary spending. Could this still be proposed now, during Parks financial shortfall? Vincent Johnson made it clear that this more than likely will not be a factor and the enterprise fund is being tracked very closely. Zari Santner suggested documenting that the golf fund should hold in reserve the equivalent to 10% of the annual golf budget beginning in 2021. Vincent Johnson is working with the Asset team to get estimations of what the deferred liability maintenance and capital fund look like. Todd Melton will provide golf's budget history dating back to 2009 to reflect the highs and lows of the enterprise fund.

Travis Schoen reported that golf has had no downturn and are still running golf tournaments. They are not handing papers out or allowing them to be handed back in. He stands at the first tee to direct players and explain the social distance protocols. They are mimicking "Daily Play." As many as 250 players show up for tournaments, without promotional emails being sent out. There is also an online payment feature for players to sign up.

There are no city golf tournaments or shotgun play. Alcohol is still not being served at sites, but the OLCC may have specific language around alcohol sales after Phase I.

Fundraising tournaments at Eastmoreland, are tentatively scheduled for October or November of 2020.

Rose City will start with 10-minute play time. The first 10 days of May, the speed of play was an issue compared to the 12-minute play, which was easier. They are making up for concession sales.

The driving range was up for Heron Lake.

Vincent J. reported that golf cards are now selling for 20'-21'. There have been 81 cards sold. Last year, 350 cards were sold closer to June 1st. Marketing for YA! Golf went through 4/30/20 due to the pandemic and there are 212 cardholders to-date.

It has been one year since the golf audit and Vincent J. is working with PP&R Director, Adena Long and Maximo David Behrens to discuss audit recommendations. A response must be submitted by 5/23/20.

Audit recommendations include:

- PP&R provide alternate forecast to City Council for the golf program
- Increase contract monitoring of concessionaires
- Better negotiating contracts and help City achieve its mission
- Council approved contracts- Golf has not made a request to PP&R or City Council to do so.

Now is the time to use marketing to show the value of golf in such crisis. Golf is where people go in respite. From an equity standpoint- include YA! Golf and how the golf program are open to younger adults, more affordable, and great for senior recreation. Since golf has not been promoting, they are asking players to share how golf has helped during COVID-19.

Vincent J. will be talking with concessionaires and pro shops during the week of 5/11 about reopening this summer in effort to be proactive.

Areas that GAC members are working on for the golf program:

- Kari Youman- Marketing database
- Julia Person- Environmental aspects
- Madison Perry- Marketing assets
- Kylan Trevor- Etiquette and Programming opportunities.

PORTLAND GOLF REPORTS/FINANCIAL REPORTS-

Golf Activity Report – Rounds were up 78% from last year with Greens fees up 107%. Other revenues were down due to COVID_19 closures, but overall golf was up significantly for the month of April. The program is up 9% year-to-date in both greens' fees and rounds through April.

Maintenance- All courses have been irrigated, the greens are in good shape and the maintenance crew continues to mow each course.

UNFINISHED BUSINESS- Todd M. and Vincent J. will provide the funding forecast and expenditures during the next meeting in June.

Vincent J. will contact the Asset group to discuss a revenue bond for maintenance.

NEW BUSINESS/ANNOUNCEMENTS- Park Day is cancelled until 2021.

New member recruitment will begin to fill 2 open spaces. Vincent J. is working with the Office of Civic Life to get the application activated. Will be activated before the next GAC meeting in June.

To find out updated information about the Portland Parks Golf Program, please visit the website at: <https://www.portlandoregon.gov/parks/63560>

INFORMATION FROM THE PUBLIC- none

Meeting Adjourned