

Agenda

Ashland Parks & Recreation Commission

Golf Course Subcommittee Meeting

October 8, 2019

Oak Knoll Clubhouse, 3070 Highway 66, Ashland, OR 97520

2:00 p.m.

- I. CALL TO ORDER
- II. PUBLIC PARTICIPATION
 - a. Open Forum
- III. APPROVAL OF MINUTES
 - a. April 25th, 2019
- IV. ADDITIONS OR DELETIONS TO THE AGENDA
- V. OLD BUSINESS
- VI. NEW BUSINESS
 - a. Business Plan Objectives Progress Report
 - b. Review Financial Performance 2019
 - c. History of Oak Knoll
 - d. 2020 Objectives & Brainstorm Activity
 - e. Biennium Course Goals
- VII. ITEMS FROM COMMITTEE
- VIII. SET NEXT MEETING DATE/TIME
- IX. ADJOURNMENT 3:30 p.m.

City of Ashland
PARKS AND RECREATION COMMISSION
Oak Knoll Golf Course Subcommittee Meeting Minutes
April 25, 2019

ATTENDEES

Present: Commissioners Lewis; Recreation Superintendent Rachel Dials; Parks Superintendent Mike Oxendine; Oak Knoll Golf Course Manager Patrick Oropallo; Recreation Assistant Haley Fasnacht; Oak Knoll Men's League President Bret DeForest; Oak Knoll Women's League President Amy Lepon,

Absent: Parks Director Michael Black; Commissioner Bell; Golf Course Superintendent Laura Harvey.

CALL TO ORDER

Oak Knoll Golf Course Manager Patrick Oropallo called the meeting to order 2:05p.m.

APPROVAL OF MINUTES

Dials made a motions to approve the minutes and Commissioner Lewis 2nd. All Yes.

PUBLIC PARTICIPATION

None

UNFINISHED BUSINESS

There was none.

NEW BUSINESS

a. Oropallo presented irrigation updates. Putting and chipping greens still need new irrigation valves. All the greens are complete on the golf course.

b. Oropallo discusse Green aerification that will take place Monday April 29. Golf course is expected to be closed most of the day.

c. Oropallo talked about hosting Chamber greeters on Friday April 26. One of his goals is to develop relationships with community businesses. Oropallo will be presenting the Oak Knoll Event calendar and will explain all the upcoming events that will be held at Oak Knoll this summer. Oak Knoll is working with SOU youth program which will include golf and foot golf.

d. Oropallo talked about Oak Knoll becoming a popular wedding/event destination. Several weddings were moved to Oak Knoll this summer due to Community Center closure. He discovered that Oak Knoll was not immediately found when doing google search for Southern Oregon venues and now is working on making Oak Knoll back on top for a search. Has made changes with prices and marketing strategy. Tournament and event/wedding information packets will be available soon for the public. Several meetings with Ashland Hills have taken place to work towards a possible relationship making Oak Knoll the wedding venue site for the hotel nearby.

e. Oropallo presened about player development programs such as Free Friday lesson. Engaging the public, children, parents or the uncomfortable golfer to the game of golf. This will help get more people out to Oak Knoll Golf Course and use the facility more often.

f. Oropallo presented his report about what will be the solution for food and beverage. Currently working with legal to create a contract Request for Proposal (RFP) to seek an outside source to take over the food and beverage. This would be a huge step towards cost recovery.

g. Oropallo presented on Easy Links software. This will be the new POS software as well as website for Oak Knoll. Working with IT and finance to get system up and running. This software is much more aggressive and able to show more detailed inventory and financial reports etc. Easy Link website builder is much needed to give Oak Knoll and new up to date website and also will be easy to use. Website should be showing calendar, lessons, events, venue options, rates, open tournaments and booking tee times for customer. Food and beverage will be listed and also will be able to add other tabs to promote APRC parks and programs.

h. Oropallo reported more about website tied in with items spoken about in **(g.)**

i. Oropallo presented the Concert Series that will be taking place in the months July thru September. 3 different bands have been booked. Working on different promotion strategies to draw the Ashland community members to join the fun.

j. Oropallo presented the progress with Audubon Cooperative Sanctuary Program. Arbor day tree planting was a success. Laura and Patrick are going further into plans to locate specific areas on the course that be let go and turn back into natural habit.

ii. Historically renovation Oropallo has been researching for Oak Knoll. The findings have been a success learning that Oak Knoll was founded in 1929 and will be turning 92 years old in June. Community members from Ashland built the golf course. With all the findings he has come across he has shared the news with customers and has encouraged them to write letters for us to share with the community. These letters explain what Oak Knoll means to our customers and what the use Oak Knoll Golf Course for. He is hoping that these letters will reach the non-golfers of the community and invites them out to use Oak Knoll for more than just a golf course.

Additional Discussion

Commissioner Lewis reports on the CIP and is trying to find money in the budget to build pickelball courts and also put a playground in for the neighborhood.

SET NEXT MEETING DATE

No Date set. Email will be sent out

ADJOURNMENT

There being no further business, the meeting was adjourned at 3:07p.m.

Respectfully submitted,

Haley Fasnacht, Recreation Assistant, Oak Knoll Golf Course Interim Coordinator
Ashland Parks and Recreation Commission

These Minutes are not a verbatim record. The narrative has been condensed and paraphrased at times to reflect the discussions and decisions made.

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Business Plan Objectives Update

Irrigation Update – Complete

- In addition to the additional irrigation plan several new heads were added and line ran to repair areas near the practice chipping green and area adjacent next to the 7th green.

Greens Aerification – Complete

- Fall Aerification set for late September or early October

Engage the Business Community – Complete

- All objectives met, however, this is an ongoing process every year.
 - Exhibit 1 – Tournament Collateral

Weddings & Events – Complete

- All wedding collateral complete
 - Exhibit 2 – Wedding Guide

Player Development Programs – Complete

- All PDP were completed successfully including GGR Adults, GGR Kids, Hit, Sip & Giggle, Foot Golf and PGA JLG.

F&B Program – Complete

- Mary's BBQ is the concessionaire for the golf course and in a short time have made a positive impact on the facility in terms of experience and profitability.

Point of Sale Software – In Process

- Legal has approved contracts, IT has reviewed and approved as well as the accounting team. The go live date is November 15th and preparations have already begun to ensure a smooth transition.

Website – In Process

- Our website will go live on November 15 along with the new point of sale. Preliminary work has begun.

Concert Series – Complete

- All three concerts were a huge success. Many non-golfing community members enjoyed the course and the experience.

Financial Performance Review

	2016	2017	2018	2019	
January	\$ 6,545	\$ 3,919	\$ 9,077	\$ 11,126	
February	\$ 12,178	\$ 5,054	\$ 10,217	\$ 4,953	
March	\$ 14,632	\$ 11,293	\$ 15,395	\$ 17,835	
April	\$ 24,470	\$ 15,419	\$ 18,764	\$ 22,634	
May	\$ 30,018	\$ 22,507	\$ 26,889	\$ 34,545	
June	\$ 33,751	\$ 28,788	\$ 31,720	\$ 43,158	
July	\$ 37,669	\$ 28,965	\$ 22,911	\$ 37,067	
August	\$ 31,731	\$ 26,025	\$ 22,938	\$ 31,387	
September	\$ 25,738	\$ 18,527	\$ 24,280	\$ 25,342	
October	\$ 15,274	\$ 20,442	\$ 21,988	\$ 22,275	Forecast
November	\$ 11,754	\$ 8,212	\$ 11,314	\$ 10,251	
December	\$ 6,751	\$ 9,100	\$ 10,154	\$ 10,108	
Total Revenue	\$ 250,508	\$ 198,249	\$ 225,644	\$ 270,681	

Oak Knoll History

Golf Course Architect Discovered – Staff discovered that Oak Knoll GC was designed by Sam Whiting a famous “Golden Era” golf course architect with several notable designs to his credit including the Olympic Club (<https://www.olyclub.com/golf-course-tours/lake/>) in San Francisco and Harding Park (<https://tpc.com/hardingpark/golf/>) in San Francisco. This amazing discovery will draw golf enthusiasts from all over to play Oak Knoll Golf Course. Staff is working with the American Society of Golf Course Architects to find other information regarding Whiting’s involvement at Oak Knoll GC, including but not limited to an original rendering! From a marketing perspective this discovery will aid in repositioning the club as a historical gem and throwback experience. We have plans to send a press release to the Oregon Golf Association, Pacific Northwest Golf Association, United States Golf Association.

ASHLAND PLANS OPENING
COURSE TO BE DEDICATED
NEXT WEDNESDAY.

Nine Holes to Be Used at Present;
Although Club Has Grounds
for Eighteen.

ASHLAND, Or., June 18.—(Special.)—With the formal dedication of the Ashland golf course set for Wednesday, June 22, Ashland boosters, who a little more than a year ago started this improvement, are taking to the game with energy and enthusiasm.

It was a small group of Ashland business men who conceived the idea that a golf course was needed here. Repeatedly tourists, when applying at the local automobile registration office, inquired if Ashland had a golf course and, when told there was no course here, replied they would go on to a city which did have one.

The club hopes to have 100 active members. The grounds are three miles south of Ashland and the location is considered one of the most attractive along the coast. It faces directly onto the Pacific highway. Later, the Golf association expects to construct a clubhouse.

Sam Whiting, golf engineer and designer of the Olympic club course of 36 holes, laid out the local course, which will comprise only nine holes at first, although the club has land adjoining upon which an 18-hole course will be completed in the future.

The course has a complete watering system, obtained by laying 10,000 feet of pipe to connect with the Talent irrigation district ditches.

The opening will be celebrated with a basket picnic, contests and tournaments between the members.



Samuel Whiting

Oregonian June 19, 1927

2020 Objectives & Brainstorm Activity

Driving Range

- Tiered Range Card Program.
- Tee Top Quality
 - Thatching, Over Seeding, Top Dressing (sand & organic top soil)
- Range Landing Quality
 - Thatching, Over Seeding, Top Dressing (sand & organic top soil)
- Build/Buy more targets.

Golf Course Maintenance

- Synthetic Free Chemical Program
 - Viability

Golf Operations

- NEW Annual Membership Offerings
- Rates 2020
- Weekly specials
- Rock the Knoll 2020
 - June, July August & September
- Merchandise Concession
- Southern Oregon Wedding Show
 - January 18 & 19
- Blush Bridal Show
 - January 31 & February 1st

F&B

- Value Add Specials
- Happy Hour

Player Development

- Additional Instructors
- Community PlayGuide Plan
- Veterans Golf Clinics 2020

Biennium Course Goals – In Process

- Audubon Cooperative Sanctuary Program: Other than the site evaluation no additional progress has been made in this area. Progress will be made this off season.
- Historic Renovation: Much information regarding the history of Oak Knoll has been discovered, however, repair and collection of era equipment continues as well as the installation of tee boxes.