

IMPORTANT: Any citizen may orally address the Parks Commission on non-agenda items during the Public Forum. Any citizen may submit written comments to the Commission on any item on the Agenda, unless it is the subject of a public hearing and the record is closed. Time permitting, the Presiding Officer may allow oral testimony. If you wish to speak, please out the Speaker Request Form located near the entrance to the meeting room. The chair will recognize you and inform you as to the amount of time allotted to you, if any. The time granted will be dependent to some extent on the nature of the item under discussion, the number of people who wish to speak, and the length of the agenda.



AGENDA
ASHLAND PARKS & RECREATION COMMISSION
Golf Course Subcommittee Meeting
December 12, 2018
Oak Knoll Golf Course Clubhouse, 3070 Hwy 66

2:00 p.m.

- I. CALL TO ORDER
- II. PUBLIC PARTICIPATION
 - a. Open Forum
- III. APPROVAL OF MINUTES
 - a. September 18, 2018
- IV. ADDITIONS OR DELETIONS TO THE AGENDA
- V. NEW BUSINESS
 - a. Survey Results and Discussion (Recreation Manager)
 - b. CIP and Maintenance Project Updates (Golf Course Superintendent)
 - c. Revenue and Expenditure Updates (Interim Golf Course Coordinator)
 - d. Update on Golf Course Manager Hiring Process (Recreation Superintendent or Manager)
- VI. ITEMS FROM COMMITTEE
- VII. SET NEXT MEETING DATE / TIME
- VIII. ADJOURNMENT

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Administrator's office at (541) 488-6002 (TTY phone number (800) 735-2900). Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title I). Parks Commission meetings are broadcast live on Channel 9, or on CHARTER CABLE CHANNEL 180. Visit the City of Ashland's website at www.ashland.or.us.

City of Ashland
PARKS AND RECREATION COMMISSION
Oak Knoll Golf Course Subcommittee Meeting Minutes
September 18, 2018

ATTENDEES

Present: Commissioners Gardiner and Lewis; APRC Director Michael Black; Parks Superintendent Mike Oxendine; Recreation Superintendent Rachel Dials; Golf Course Superintendent Laura Harvey; Recreation Manager Lonny Flora; Interim Golf Course Coordinator Haley Fasnacht; Oak Knoll Men's League President Bret DeForest; Oak Knoll Women's League President Kathy Bates

Absent: None

CALL TO ORDER

Recreation Superintendent Rachel Dials called meeting to order 2:03 p.m.

APPROVAL OF MINUTES

There was none.

PUBLIC PARTICIPATION

There was none.

UNFINISHED BUSINESS

There was none.

NEW BUSINESS

1. Flora reviewed recent golf course staffing changes and latest updates. He spoke about the instructional classes held over the summer for junior and women golfers, stating that they were very successful and every class was full.
2. It was stated that staff was working on promoting the clubhouse space for events and were already seeing an increase in events over previous years. Flora reviewed monthly revenues from 2018 and 2017 and said revenues were slightly down due to smoke in the month of July. He hoped to renovate the clubhouse and create more space for capacity reasons and to improve on cost recoveries in the off season. Flora discussed the survey for clubhouse improvements and said 175 people responded. Flora would be shutting down the survey in September and planned to provide Dials and Black with the results.
3. Flora reviewed proposed fall and winter projects and said he was working on the budget for the clubhouse. It was discussed how to make a master plan with the most important things needing to change and how soon so it could be presented to the commissioners. Gardiner asked about events and wondered if they were up or down this season. Fasnacht responded that golf tournaments were down due to the smoke but inside events were up. Flora said he wanted to capture a better head count of events so clubhouse space use could be improved.
4. Harvey reviewed updates on maintenance and recent projects. Dials presented Harvey's CIP list and said the drainage project was almost finished. Still more work would be done on Fairway 7 to improve it, but 2,3 and 5 were finished and working well. All 356 sprinkler heads had been

replaced. Isolation valves were almost finished with only three left to install. Drainage was almost completed. Still more work would be done on Fairway 7 to improve it, but 2,3 and 5 were finished and working well. All 356 sprinkler heads had been replaced. Isolation valves were almost done with only 13 left to install. Harvey's next project would be the installation of i-25 rotors on greens 1 through 8 if funding was available. 9 had been completed, for a total of 37 rotors.

5. Additional Discussion

Bret DeForest and Kathy Bates asked about fixing the tee boxes and driving range. Harvey responded that the driving range and the entire golf course was fertilized on September 17th and over the winter the grass at the range would grow in. Flora, Harvey and Oxendine said they were planning to make a trip around the golf course to look at all tee boxes and draw a plan to repair those in need. Bates added that the Women's Golf League did their own survey of the tee boxes and would get that information to Harvey. Golf course aeration would take place on September 24th. Black talked about the hiring of a new Golf Course Manager in the next month. He said the job would be posted within one month's time. DeForest brought up operational hours and said people were golfing when the clubhouse was closed. He asked how that practice could be corrected. Black said it would be important to make sure the community knew it was not okay to golf outside of hours of operation and that information should be posted. He suggested creating a policy sign that made it clear that such practices were considered theft of service.

SET NEXT MEETING DATE

December 11th, 2018 at 2p.m., Golf Clubhouse.

ADJOURNMENT

There being no further business, the meeting was adjourned at 2:53 p.m.

Respectfully submitted,

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

Disclaimer: The Minutes are not a verbatim record; they are paraphrased.

Oak Knoll Golf Course Clubhouse Community Survey Report

Objectives

The Oak Knoll Clubhouse survey was developed to gather usable data in planning activities and investigating ways to increase use of the building and golf course amenities. The efforts to develop the survey were aided by the work of Dr. Eva Skuratowicz, Director of Southern Oregon University Research Center (SOURCE), which was offered at no charge to APRC. Six survey questions were developed to identify survey participants' current use of the golf course, what type of services they currently used at the golf course if any, what types of services they may have interest in at the clubhouse and if food service would impact their decision to visit the clubhouse more often. Respondents were also able to provide comments on questions to allow for qualitative data to be captured as well.

It should be noted the staff time and budget were limited for this project and results should be viewed with context that golfers, neighbors and any interested community members had access to the survey. This survey was not administered using methods to provide a complete statistical analysis of the entire Ashland community. With more time and resources, a more comprehensive study could have been conducted about potential uses of the golf course clubhouse and golf course amenities. This survey was administered to provide clarity about interests of current and potential users that will aid exploration of improvements and future planning that will improve services and community access at the Oak Knoll Golf Course clubhouse.

Methodology

The survey was administered in three phases over the Spring and Summer of 2018. The survey was conducted online through Survey Monkey. People accessed the survey by visiting the Oak Knoll Golf Course website and clicking on the survey link on the home page. First the survey was advertised at the clubhouse, with staff informing customers about it and handing out information to complete the survey.

In August, all addresses of the Oak Knoll neighborhood and residences near the course were mailed a letter of invitation to complete the survey. A coupon for a free fountain soda at the course was included with the letter.

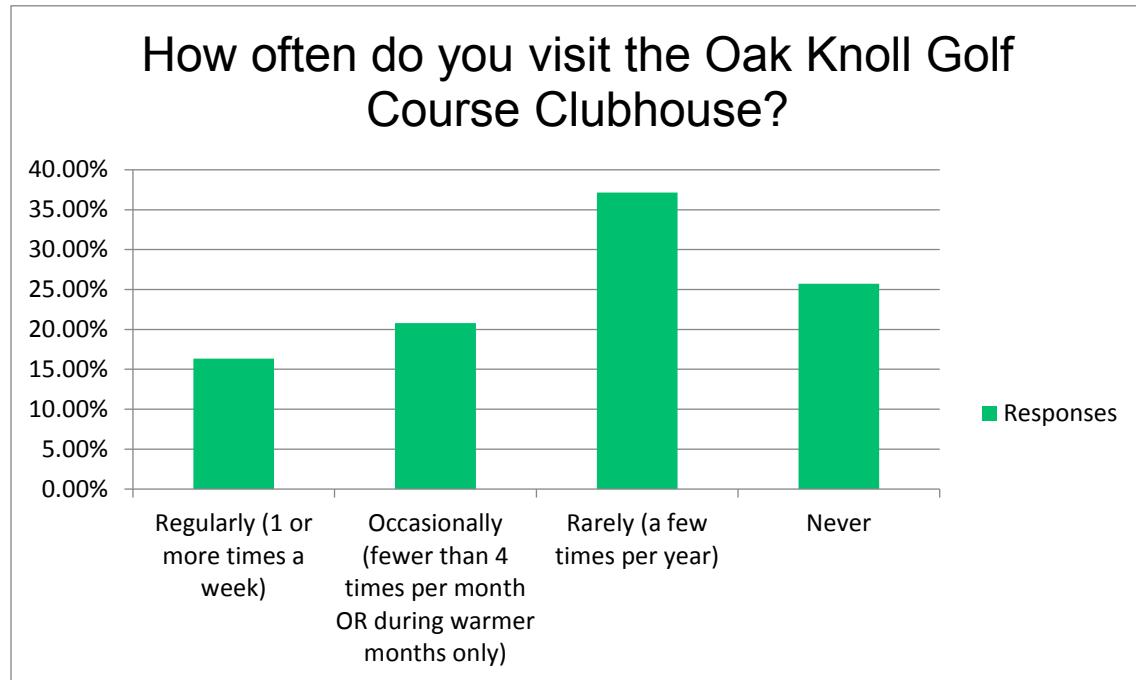
At the end of August, information and the survey link were posted on the Ashland Parks and Recreation Facebook page and \$50 was spent to "boost" the post to Ashland residents. The campaign ran from August 27 through September 10 and the survey remained open until October 1.

Results

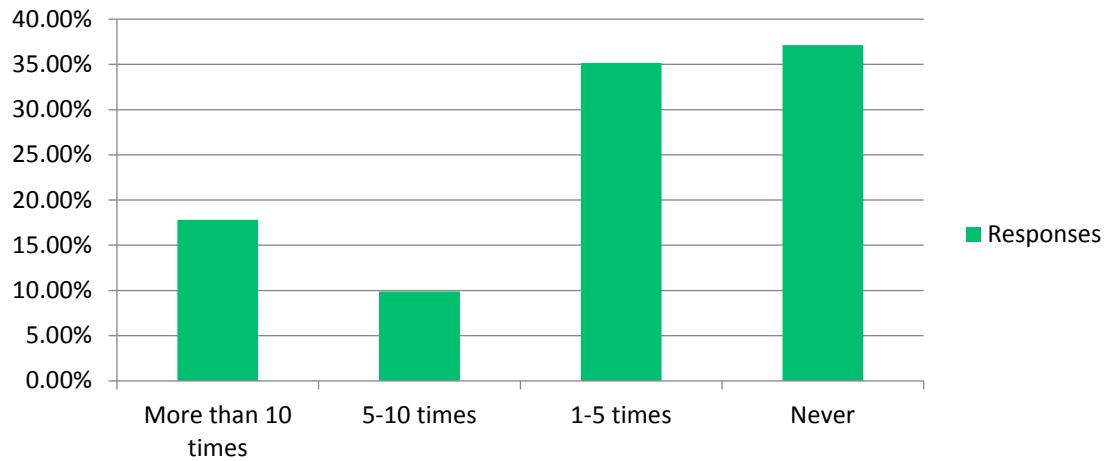
The survey was at least partially completed by 202 respondents. Due to the question formatting, responses were not required for each question.

Usage

The first and second question of the survey attempts to determine the frequency with which the respondent visits the golf course throughout the year and within the previous 6 months. The results show that nearly 60% of survey respondents either occasionally or rarely visit the course. 25% of the responses were from people that have never visited the golf course clubhouse. Just over 15% visit frequently. When asked about the recent usage over the past 6 months, 37% had not visited. 35% had visited 1-5 times over a 6-month period and nearly 10% visited less than 10 times. Nearly 18% had visited more than 10 times over the past 6 months. There was 100% response for questions 1 and 2.



How many times have you visited the Oak Knoll Golf Course Clubhouse in the past 6 months?

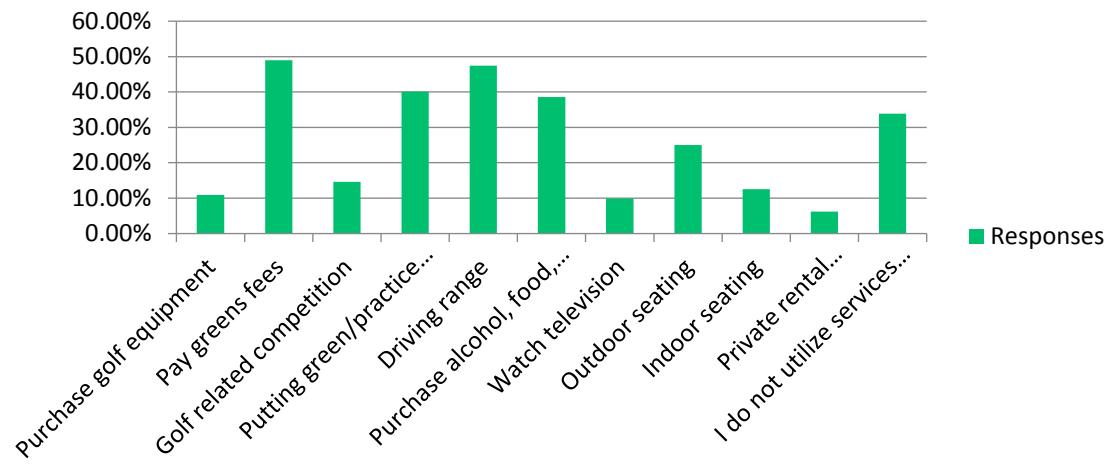


The significance of determining the usage of the course helps identify the number of respondents that currently use the course and those that rarely visit or do not visit at all. The aim of the survey is to provide information to develop operations at the golf course that would attract more users than those interested in golfing but also to not discount the current users and their needs. With 60% of responses being occasional or rare visitors, subsequent data in this survey should be considered useful to help increase patronage of the Oak Knoll Golf Course.

Services and Activities

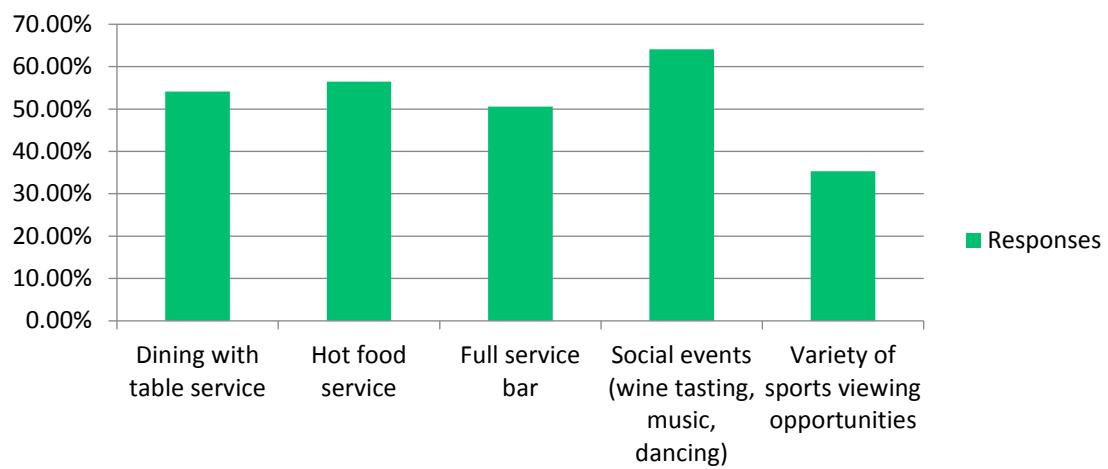
The third question attempts to capture current services that are used or contribute to visits at the golf course clubhouse. The most used services at the clubhouse are paying greens fees and paying for tokens used at the driving range. The next most used services are the practice areas around the clubhouse including putting and chipping greens and purchasing food and beverages currently available, including alcohol. 33% of respondents reported that they currently do not use any services provided at the clubhouse. Other options include utilizing outdoor seating areas such as the deck near the putting green, golf related competition including tournaments and leagues, purchasing equipment and apparel for golf, watching television and utilizing the golf course for private events. Approximately 95% completed question 3. This question confirms the primary use of the clubhouse is for paying fees for access to golf course amenities. Also 1/3 of responses responding that they never visit the clubhouse could show interest for other possibilities at the clubhouse besides golf.

What services do you use at the Oak Knoll Golf Course Clubhouse? (Check all that apply)



The fourth question asks which services would increase the possibility of visiting the golf course clubhouse. The choices listed in the survey were determined to be the most likely services but also gave an option to capture other interests. Respondents could choose more than one option. Approximately 85% completed question 4.

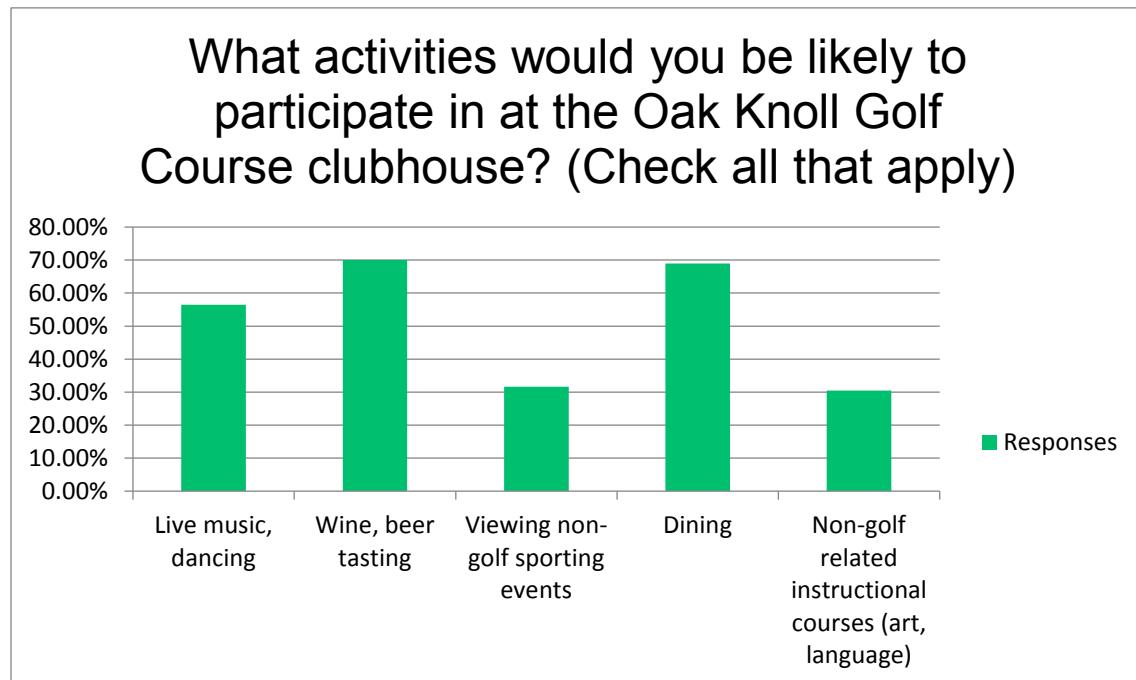
What services would make you more likely to visit the Oak Knoll Golf Course Clubhouse? (Check all that apply)



65% of respondents (109 people total) listed social events as the most likely service to bring them to the clubhouse. Social events were identified to be programs that include activities such as wine tasting, live music and dancing. Hot food service was also identified by 96 respondents as likely to bring them into

the clubhouse as well as 92 people stating restaurant-style table service would interest them. The option of a full-service bar interested 86 people. The option for viewing sporting events appealed to 60 people.

Question 5 gave survey participants options for types of activities they would be likely to participate in at the clubhouse. Respondents could choose more than one option. 87% completed question 5.



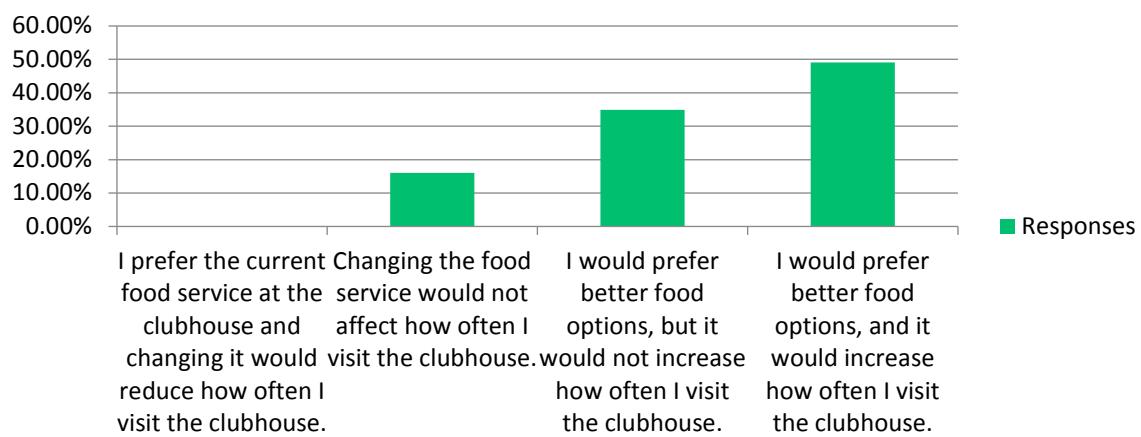
70% (124 people) of respondents identified wine and beer tasting as a likely activity they would participate in at the clubhouse. 122 people identified dining as something that would be likely to bring them to the clubhouse. Live music and dancing was an activity that 100 of respondents identified as likely to bring them to the clubhouse. Other identified activities were viewing non-golf-related sporting events and non-golf-related instructional courses.

Interest in Food Service

Respondents were asked to answer either question 6 or 7 based on their usage of the Oak Knoll Golf Course facilities as a golfer or non-golfer. Anyone identifying as a golfer and current user of the course was asked to answer question 6 and non-golfers were asked to respond to question 7. This attempted to answer the likelihood that respondents would increase visits to the clubhouse because of improved food and beverage services. Based on the responses for this question there appear to be people that answered both questions since there was a total of 206 responses but only 202 full surveys completed. Question 6 received 106 responses and question 7 had 100 responses.

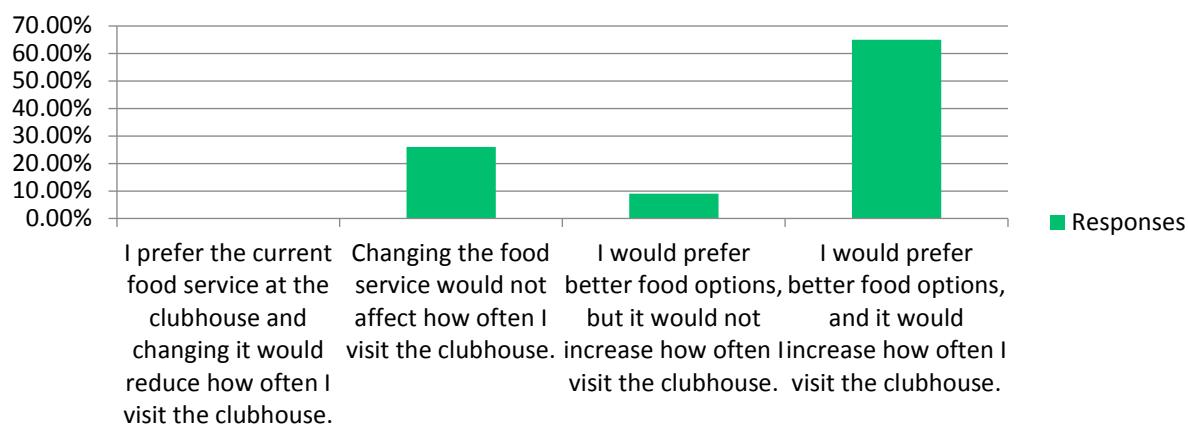
49% of golfing respondents stated that improved food options at the Oak Knoll Golf Course clubhouse would increase visits. Nearly 35% stated a preference for improved food options but said it would not impact the number of visits. 16% responded that improved food options would not affect their decision to visit the course. There were no responses stating they preferred the current food options available at the clubhouse.

We are interested in whether the food service at the Oak Knoll Golf Course Clubhouse would affect how often you visit the clubhouse. If you are NOT a golfer, please skip this question and continue to the next question. If you are a golfer, please check the



65% of non-golfing respondents indicated that they would prefer better food options and it would increase how often they visited the clubhouse. 26% responded that better food options would not change how many times they visited the clubhouse. 9% preferred better food options but stated that it would not increase their number of visits to the clubhouse.

We are interested in whether the food service at the Oak Knoll Golf Course Clubhouse would affect how often you visit the clubhouse. If you ARE a golfer, please skip this question and continue to complete the survey. If you are not a golfer, please check t



Summary

In looking at potential improvements to the Oak Knoll Golf Course Clubhouse, it appears that there is opportunities for the clubhouse to offer much more than is currently available. By improving the function and design of the clubhouse there could be opportunities to attract new non-golfing users to the golf course. Improving the capabilities of the clubhouse to provide hot/prepared foods, hosting social events including alcoholic beverages and live entertainment appear to be the most popular suggestions to attract new patrons.

Using the sample of current users, neighbors to the golf course and general Ashland community members who participated in this survey, it would be reasonable to assume that hosting social events and investing in improved dining options would attract new users and have a positive effect on revenue generation at the course that is not dependent on participation in golf.

Current users would receive improved service and have needs met with improved food options as part of their experience at the Oak Knoll Golf Course.

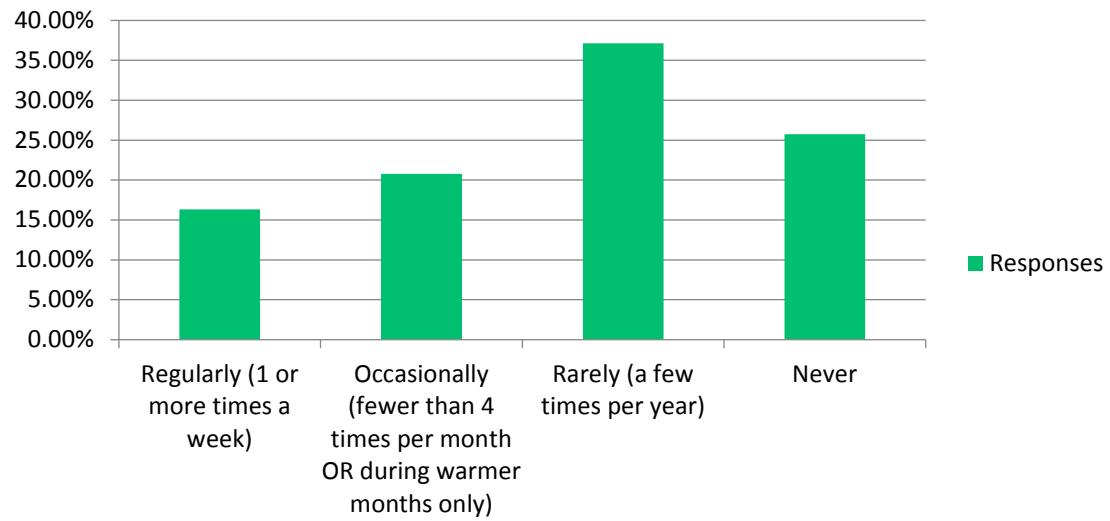
Survey Results

Q1

How often do you visit the Oak Knoll Golf Course Clubhouse?

Answer Choices	Responses	
Regularly (1 or more times a week)	16.34%	33
Occasionally (fewer than 4 times per month OR during warmer months only)	20.79%	42
Rarely (a few times per year)	37.13%	75
Never	25.74%	52
	Answered	202
	Skipped	0

How often do you visit the Oak Knoll Golf Course Clubhouse?

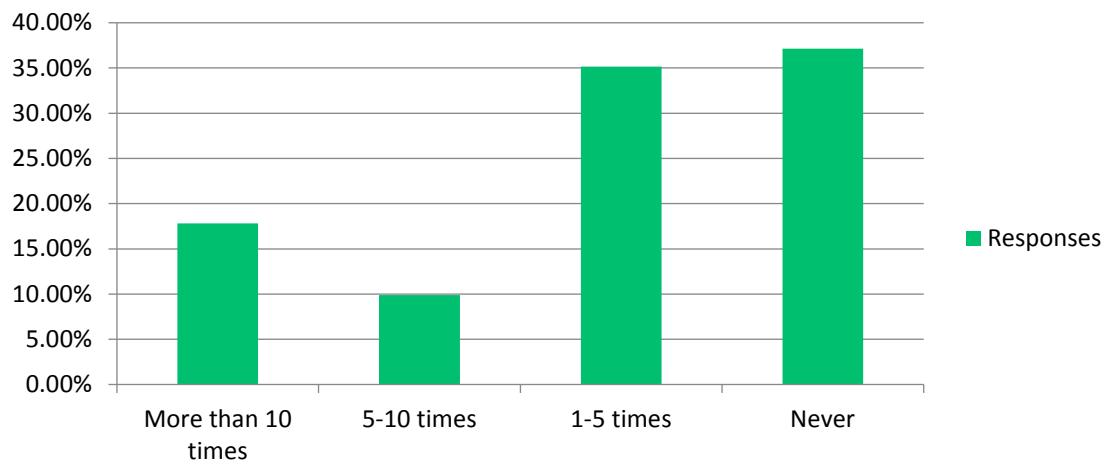


Q2

How many times have you visited the Oak Knoll Golf Course Clubhouse in the past 6 months?

Answer Choices	Responses	
More than 10 times	17.82%	36
5-10 times	9.90%	20
1-5 times	35.15%	71
Never	37.13%	75
	Answered	202
	Skipped	0

How many times have you visited the Oak Knoll Golf Course Clubhouse in the past 6 months?

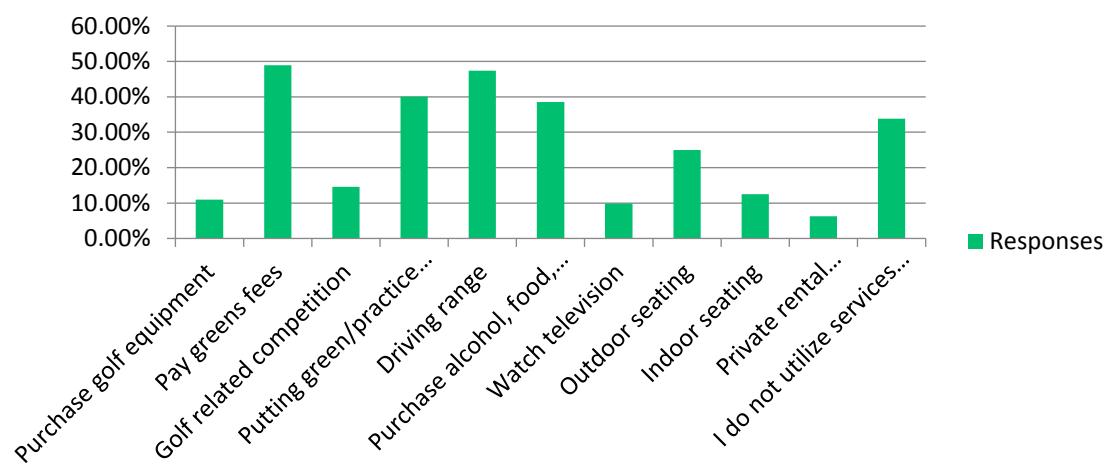


Q3

What services do you use at the Oak Knoll Golf Course Clubhouse? (Check all that apply)

Answer Choices	Responses	
Purchase golf equipment	10.94%	21
Pay greens fees	48.96%	94
Golf related competition	14.58%	28
Putting green/practice area	40.10%	77
Driving range	47.40%	91
Purchase alcohol, food, beverages	38.54%	74
Watch television	9.90%	19
Outdoor seating	25.00%	48
Indoor seating	12.50%	24
Private rental (meetings, wedding)	6.25%	12
I do not utilize services at the Oak Knoll Golf Course Clubhouse	33.85%	65
Other (please specify)		29
	Answered	192
	Skipped	10

What services do you use at the Oak Knoll Golf Course Clubhouse? (Check all that apply)



Respondents	Response Date	Other (please specify)
1	Sep 26 2018 07:34 PM	4 holes deal (1,2,8,9)

		Mostly to see what changes might be happening. Would love to see the kitchen used to provide cafe food on a regular basis for those of us who would not otherwise use Oak Knoll GC.
2	Sep 26 2018 08:40 AM	
3	Sep 13 2018 02:12 PM	Use as a walking area on fringes
4	Sep 10 2018 05:04 PM	pool table
5	Sep 10 2018 08:21 AM	I live in Oak Knoll Meadows and would love to have the restaurant back.
6	Sep 09 2018 10:47 PM	Go to watch son play
7	Sep 02 2018 04:56 PM	Rent clubs for my guests
8	Sep 02 2018 03:55 PM	I deliver mail for the city.so I drop by once a week.
9	Sep 01 2018 07:23 PM	Restaurant we used to go all the time. Also need outdoor dining and beverages for after a round of golf.
10	Aug 31 2018 05:02 PM	I have not been to Oak Knoll in several years
11	Aug 31 2018 03:33 PM	20 or more years ago we ate dinner regularly in the dining room and listened to live music
12	Aug 30 2018 10:05 AM	We love the loan of clubs! And kids clubs!
13	Aug 29 2018 03:21 PM	I stop by to say hi to the staff as I do a morning or afternoon walk
14	Aug 29 2018 12:04 PM	I love to take walks at the golf course it's peaceful and beautiful
15	Aug 27 2018 07:12 PM	Class Reunions
16	Aug 27 2018 03:00 PM	I ride through on my bike
17	Aug 27 2018 02:42 PM	I had to take 10 years off, but plan to come back.
18	Aug 27 2018 01:24 PM	Need to offer instruction & more merch
19	Aug 26 2018 07:08 PM	as neighbors we will now make a point of coming for a glass of wine - and if you get espresso (well Made) we will happily come for that
20	Aug 25 2018 03:12 PM	use rest rooms, get drinks of water
21	Aug 24 2018 04:15 PM	Meetings of our women's golf group

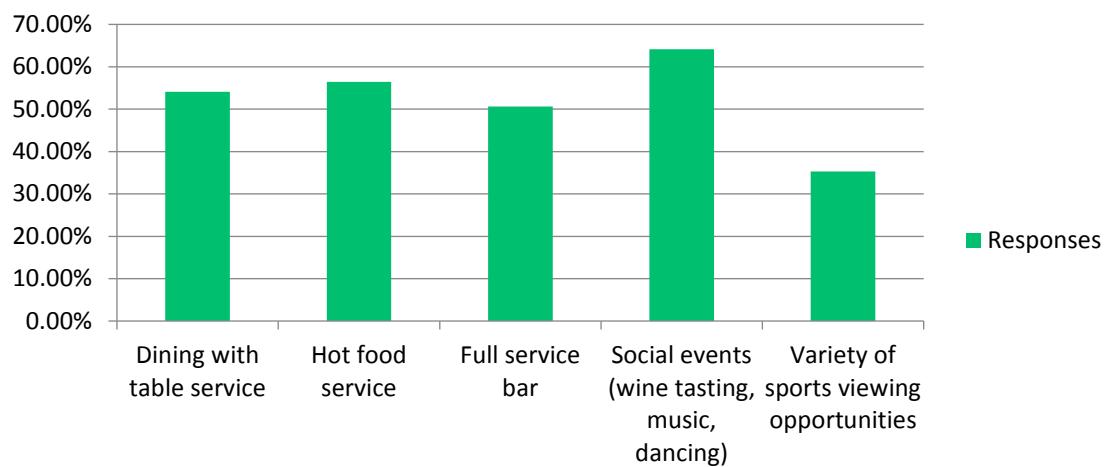
22	Aug 24 2018 02:00 PM	I usually just walk around the golf course on hiking paths. I do NOT play golf. I spend very little time or money at the clubhouse. I NEVER rent a golf cart or pay greens fees
23	Aug 24 2018 02:00 PM	I usually just walk around the golf course on hiking paths. I do NOT play golf. I spend very little time or money at the clubhouse. I NEVER rent a golf cart or pay greens fees
24	Aug 24 2018 12:15 PM	Talk to Mr. Cronin
25	Aug 23 2018 06:50 PM	I live close enough to the course that i walk it almost every morning. I think the course is looking great, and having access to this kind of park and potential clubhouse dining services is a definite plus for me. I would love to use it more.
26	Aug 23 2018 02:44 PM	I thought the Clubhouse closed a long time ago. We used to go there for lunch once a month.
27	Jul 10 2018 08:50 PM	I would LOVE to be able to eat Breakfast there
28	Jun 13 2018 09:39 AM	Golf courses for kids this summer
29	Mar 27 2018 10:03 AM	Use the Bathroom while I walk my dog.

Q4

What services would make you more likely to visit the Oak Knoll Golf Course Clubhouse? (Check all that apply)

Answer Choices	Responses
Dining with table service	54.12% 92
Hot food service	56.47% 96
Full service bar	50.59% 86
Social events (wine tasting, music, dancing)	64.12% 109
Variety of sports viewing opportunities	35.29% 60
Other (please specify)	36
	Answered 170
	Skipped 32

What services would make you more likely to visit the Oak Knoll Golf Course Clubhouse? (Check all that apply)



Respondents	Response Date	Other (please specify)
1	Sep 27 2018 05:15 AM	none
2	Sep 26 2018 07:34 PM	tournaments etc.
3	Sep 26 2018 11:28 AM	if it were razed and turned into a park for the entire community to enjoy and NOT just golfers.

4	Sep 26 2018 12:42 AM	Comment redacted due to inappropriate nature. Honestly, shouldn't a city managed
5	Sep 25 2018 09:52 PM	NONE WE SHOULDN'T BE SUPPORTING A GOLF COURSE!
6	Sep 25 2018 06:18 PM	All of the above
7	Sep 25 2018 04:00 PM	None, range and golf is fine for me
8	Sep 25 2018 03:31 PM	Can't think of a reason.
9	Sep 25 2018 11:48 AM	None
10	Sep 19 2018 11:54 AM	golfing events. would like to see information about seasonal leagues
11	Sep 17 2018 01:38 PM	possibly dining if you had vegan options
12	Sep 09 2018 10:47 PM	Liked having a restaurant there
13	Sep 09 2018 05:02 PM	Get rid of golf course; it is a waste of water and a pooping ground for geese
14	Sep 06 2018 01:26 PM	Football and UFC PPV
15	Aug 30 2018 03:01 PM	Music and dancing on Saturday nights during the summer.
16	Aug 30 2018 10:05 AM	More kids events and kid zone/play area!!!
17	Aug 29 2018 03:21 PM	I used to love going to listen to jazz when it was a regular occurrence. Wine and music would draw me back!
18	Aug 29 2018 08:50 AM	Better advertised beginning golf lessons for women and children, golf camps or after school programming for children golfers
19	Aug 27 2018 01:24 PM	breakfast, instruction, more merch
20	Aug 26 2018 07:08 PM	Dining with table service if tasty would be fabulous~ no full bar request just good wine and beer thank you!
21	Aug 26 2018 10:34 AM	I have a big band playing in the area. The band would be available for dancing and listening. The Southern Oregon Jazz Orchestra sojazzorchestra.com

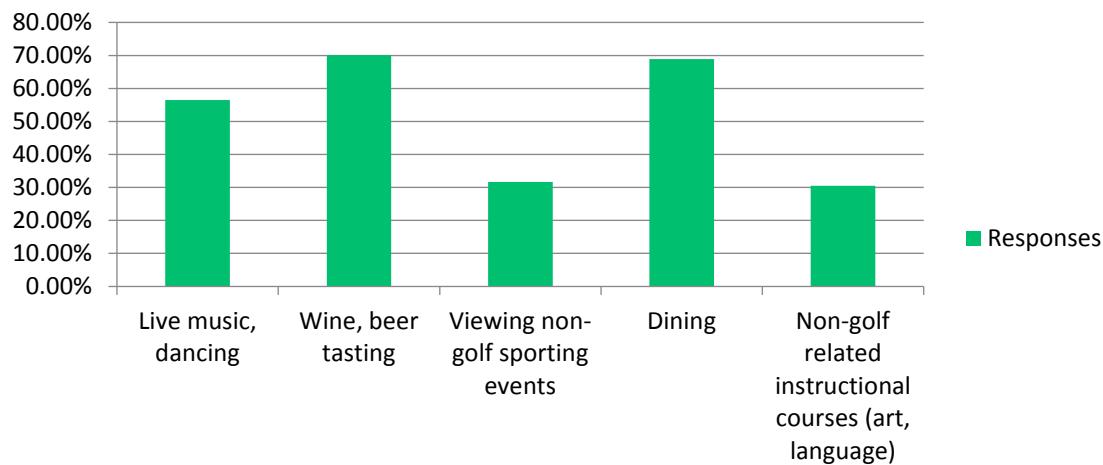
22	Aug 24 2018 02:00 PM	You should close the golf course and put in low income housing instead- this would see millions of dollars/year over your current expenses and lack of income.
23	Aug 24 2018 02:00 PM	You should close the golf course and put in low income housing instead- this would see millions of dollars/year over your current expenses and lack of income.
24	Aug 24 2018 12:44 PM	Absolutely nothing.
25	Aug 24 2018 10:55 AM	We loved the way Oak Knoll had all these things years ago!
26	Aug 23 2018 06:50 PM	Hey i would love all this. There are few dining options on the south side of town, and i would love to have a local place to use once a week, like one would like a country club or social dining club.
27	Aug 23 2018 02:41 PM	Events that catered to a crowd aged 35-50
28	Aug 23 2018 01:56 PM	fuller line of golf wear and shoes,
29	Aug 23 2018 01:02 PM	Covered outside tables. Can't imagine why we don't have sun or rain awnings.
30	Aug 23 2018 11:50 AM	Hot Dogs and Burgers
31	Jul 10 2018 08:50 PM	BREAKFAST
32	Apr 26 2018 12:37 PM	room with big tv needs to have more comfortable seating
33	Mar 27 2018 11:02 PM	Better golfing
34	Mar 27 2018 12:38 PM	Nothing waste of water
35	Mar 27 2018 10:03 AM	hold governmental meetings and other City events. Like Music night or more like Pioneer Hall meeting (less then Pioneer Hall of course)
36	Mar 27 2018 07:25 AM	Kids golf clinics

Q5

What activities would you be likely to participate in at the Oak Knoll Golf Course clubhouse? (Check all that apply)

Answer Choices	Responses	
Live music, dancing	56.50%	100
Wine, beer tasting	70.06%	124
Viewing non-golf sporting events	31.64%	56
Dining	68.93%	122
Non-golf related instructional courses (art, language)	30.51%	54
Other (please specify)		20
	Answered	177
	Skipped	25

What activities would you be likely to participate in at the Oak Knoll Golf Course clubhouse? (Check all that apply)



Respondents	Response Date	Other (please specify)
1	Sep 27 2018 05:15 AM	none
2	Sep 25 2018 09:52 PM	NONE
3	Sep 25 2018 04:00 PM	None, range and golf is fine for me
4	Sep 25 2018 11:48 AM	None
5	Sep 20 2018 03:49 PM	perhaps only on Friday and Sat and Buffet on Sunday.

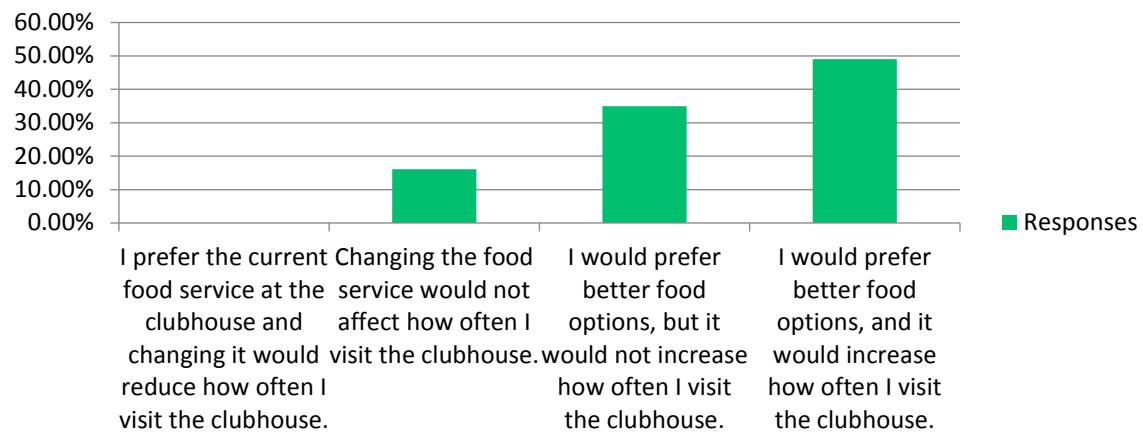
6	Sep 19 2018 11:54 AM	community fundraising events
7	Sep 09 2018 05:02 PM	Get rid of golf course, it is a playground for the privileged few, uses water inefficiently, breeding ground for geese poop to get into water supply of surrounding creeks
8	Sep 02 2018 01:11 PM	IF organic and/or locally sourced
9	Aug 30 2018 10:05 AM	Kids activities!
10	Aug 29 2018 03:21 PM	These all sound good to me!
11	Aug 29 2018 08:50 AM	Events benefitting local organizations
12	Aug 24 2018 12:44 PM	Absolutely nothing
13	Aug 24 2018 10:55 AM	Frisbee Golf
14	Aug 24 2018 10:46 AM	foot golf, and similar possibilities are attractive to us
15	Aug 24 2018 07:51 AM	I live next to the golf course and would love to have a place to walk to for coffee or to meet friends for a drink.
16	Aug 23 2018 02:41 PM	Would have been GREAT to be able to watch the World Cup there! Husband would love a beer tasting. Maybe a non-golf related instructional course.
17	Aug 23 2018 01:56 PM	I like the golf course and clubhouse pretty much as it is.
18	Jul 10 2018 08:50 PM	BREAKFAST
19	Mar 27 2018 12:38 PM	Nothing waste of water
20	Mar 27 2018 10:03 AM	Educational opportunities or an extension of SOU. Teaching about nature and the grooming of the course.

Q6

We are interested in whether the food service at the Oak Knoll Golf Course Clubhouse would affect how often you visit the clubhouse. If you are NOT a golfer, please skip this question and continue to the next question. If you are a golfer, please check the statement that best describes how you feel about food service and whether it affects how frequently you visit the clubhouse:

Answer Choices	Responses	
I prefer the current food service at the clubhouse and changing it would reduce how often I visit the clubhouse.	0.00%	0
Changing the food service would not affect how often I visit the clubhouse.	16.04%	17
I would prefer better food options, but it would not increase how often I visit the clubhouse.	34.91%	37
I would prefer better food options, and it would increase how often I visit the clubhouse.	49.06%	52
Additional comments		
	14	10
	6	96
Answered		
skipped		

We are interested in whether the food service at the Oak Knoll Golf Course Clubhouse would affect how often you visit the clubhouse. If you are NOT a golfer, please skip this question and continue to the next question. If you are a golfer, please check the



Respondents	Response Date	Additional comments
1	Sep 25 2018 12:29 PM	In addition to Golf, you have a unique opportunity due to the LOCATION of this facility. Maybe even a cafe with locally roasted coffee. Think about all the neighborhood folks!
2	Sep 02 2018 04:56 PM	If unique interesting food at reasonable \$ then I would visit more often
3	Aug 30 2018 10:05 AM	Having a good food options would make it easier as a family to visit and eat at the same time. Good quality is very important... something like Luna cafe.
4	Aug 28 2018 09:53 AM	DEFINITELY would love for the clubhouse to reinstate dining and drinks!!!
5	Aug 27 2018 01:24 PM	BREAKFAST
6	Aug 26 2018 10:09 AM	I might go to a music and/or wine tasting event at the clubhouse
7	Aug 24 2018 04:15 PM	Could meet friends there instead of a local restaurant
8	Aug 23 2018 08:48 PM	I might visit the clubhouse for lunch or a light evening meal which may not be connected with my golf game.
9	Aug 23 2018 02:41 PM	Being able to get a mixed drink there while the kids used the putting green would be fun and a better beer selection would be good too, otherwise, I am not sure how much our attendance would go up based on changes to the food service.
10	Jul 10 2018 08:50 PM	Breakfast pretty please
11	Jul 05 2018 09:15 AM	Amenities at the clubhouse are really not the issue at Oak Knoll. The layout is fine and the place has the potential to be really nice. But the condition of the course needs to be improved. And small things make a difference. The quality of the range balls are a joke, as well as the small number you get for a token. Take the place up a notch. Improve the quality and the service for all parts of the operation and there will be a dramatic increase in use. I think a decent operator could actually make money there instead of this being a loser for Parks and Rec.
12	Mar 27 2018 10:23 AM	Whatever \$ you plan for food, use it to fix the course instead. Tees and greens.

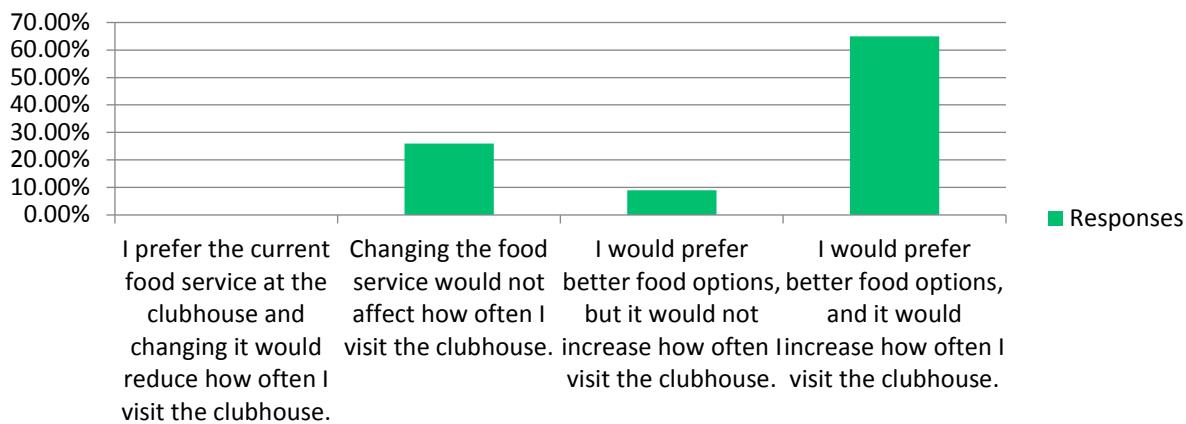
13	Mar 27 2018 10:03 AM	Years ago when there was better food, everyone used to come.
14	Mar 26 2018 08:00 PM	If it was better than other average local restaurants we would regularly attend.

Q7

We are interested in whether the food service at the Oak Knoll Golf Course Clubhouse would affect how often you visit the clubhouse. If you ARE a golfer, please skip this question and continue to complete the survey. If you are not a golfer, please check the statement that best describes how you feel about food service and whether it affects how frequently you visit the clubhouse:

Answer Choices	Responses	
I prefer the current food service at the clubhouse and changing it would reduce how often I visit the clubhouse.	0.00%	0
Changing the food service would not affect how often I visit the clubhouse.	26.00%	26
I would prefer better food options, but it would not increase how often I visit the clubhouse.	9.00%	9
I would prefer better food options, and it would increase how often I visit the clubhouse.	65.00%	65
Additional comments		25
	Answered	100
	Skipped	102

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Respondents	Response Date	Additional comments
1	Sep 26 2018 08:30 AM	This golf course uses a lot of public funds, yet serves only a tiny portion of Ashland's population. I am particularly concerned that that the senior center was expected to generate revenue, while the golf course continues to be subsidized by our taxes. I support the idea of keeping golf affordable for low income people and young people who want to learn to play, but not at the expense of services for Ashland's older population, least of all those who are low income.
2	Sep 26 2018 12:42 AM	Comment redacted due to inappropriate nature
3	Sep 25 2018 09:52 PM	I WILL NEVER VISIT THE CLUBHOUSE
4	Sep 25 2018 11:48 AM	Why offer food service at all?
5	Sep 20 2018 03:49 PM	What food service? Machines dont count.
6	Sep 17 2018 01:38 PM	I didn't know that you had food service there!
7	Sep 12 2018 09:08 PM	I was not aware of current food service at the clubhouse.
8	Sep 12 2018 08:39 AM	If there was something healthy, organic I'm would come there for lunch even though I'm not playing golf
9	Sep 04 2018 11:36 AM	This is a lovely place with outdoor seating. Following the model of Centennial Golf Course in Medford to provide food service would increase the use of the Clubhouse.
10	Aug 30 2018 10:05 AM	family food like Luna cafe!
11	Aug 29 2018 03:21 PM	Especially quality food, could be small plates or tapas -- doesn't have to be full-course dinners. A selection of good wines would also help.
12	Aug 28 2018 10:07 PM	I golf very rarely at Oak Knoll, but I would go for better food options. I do not golf at centennial golf course, but go their often to dine

13	Aug 28 2018 11:21 AM	I did not realize the clubhouse was open to non-members but would love it to include full dining.
14	Aug 28 2018 10:03 AM	Never had the food there. Is food really an attraction to pull people out of town?
15	Aug 27 2018 01:24 PM	BREAKFAST
16	Aug 26 2018 10:09 AM	I might attend a music or wine tasting event at the clubhouse
17	Aug 24 2018 05:38 PM	We live nearby and would welcome better food options!
18	Aug 24 2018 12:44 PM	The "clubhouse" should be renamed "Home of the \$20 hamburger". Food service in all of Ashland = rip-off.
19	Aug 24 2018 07:51 AM	Look at Luna Cafe...I'd rather support my park and dine in my neighborhood—even a great coffeehouse—just a place that's pretty to go and be social
20	Aug 23 2018 07:24 PM	have not tried food service in years....live on Cypress Point Loop!
21	Aug 23 2018 06:50 PM	I haven't used the clubhouse dining services for many years. But at the time, i thought it was basic, but not exactly enticing.
22	Aug 23 2018 06:30 PM	I have no idea what the food service is currently.
23	Jul 10 2018 08:50 PM	Breakfast Please
24	Apr 26 2018 12:37 PM	some of the tee boxes are very poor and could use some maintenance, pick one a month and level. Also, course need senior tee boxes, prob do not get much senior play at this course due to that issue
25	Mar 27 2018 10:03 AM	This is a beautiful location, having better food is always the Answer. "why the survey?"