

City of Ashland  
PARKS AND RECREATION COMMISSION  
Oak Knoll Golf Course Subcommittee Meeting Minutes  
August 17, 2017

**ATTENDEES**

**Present:** Commissioners Gardiner and Lewis; APRC Director Black; Interim Parks Superintendent McFarland; Recreation Superintendent Rachel Dials, Golf Course Superintendent Laura Harvey; Golf Course Coordinator Tom Cronin; Recreation Manager Lonny Flora; Recreation Assistant Haley Fasnacht; Oak Knoll Men's League President Bret DeForest; Oak Knoll Women's League President Susie Powell

**Absent:** None

**CALL TO ORDER**

Golf Course Coordinator Tom Cronin called the meeting to order at 2:07pm

**APPROVAL OF MINUTES**

There was none.

**PUBLIC PARTICIPATION**

There was none.

**UNFINISHED BUSINESS**

There was none.

**NEW BUSINESS**

1. Tom Cronin introduced those in attendance. 2. Michael Black summarized the meeting agenda. 3) An overview of Golf Course projects and improvements was provided.

Jeff McFarland presented the irrigation plan and budget for improvements over the next two years. He said the overall budget for new system was 70K and included the following:

1. Isolation valves
2. Drain line placed across #2, #3 & #5
3. G 85B Golf Course rotors (sprinklers)
4. ICV valves
5. Install i-25 rotors around greens 1-8, chipping green and putting green.
6. New software for the system needs to be replaced but the budget is not showing enough funding at this time. Hopefully the software will be updated in the near future.

Projects will begin between late September and early October.

Laura Harvey and Jeff McFarland explained that new sprinklers have been placed on the first fairway for demo. They have already seen improvements and are very impressed. McFarland estimated two years for project completion.

Bret DeForest expressed concerns about the golf course being understaffed in maintenance and the concern that the project will take longer to finish.

Michael Black reassured league presidents that the project will be completed as quickly as possible with existing staff. The irrigation project will be done "in house" meaning no extra funds for more people. Black made clear that APRC and the Parks Commissioners are not neglecting the golf course and that during the goal setting process the irrigation project was a big priority.

Bret DeForest asked to be involved and notified about all subcommittee meetings. He also requested updates on course conditions and projects. He will communicate with Laura Harvey to give updates to all league members.

Tom Cronin asked to arrange a volunteer day. Gather projects that need to be addressed around the pro shop and bring in volunteers from the Men's and Ladies' leagues to help.

Mike Gardiner requested to relocate the brush pile away from the #6 Fairway.

Tom Cronin gave an update on the pro shop and said furniture will be addressed this week. Tables, chairs and couches will be replaced. Revenue was down at the end of last fiscal year. Winter weather conditions made a big impact. Tom surveyed other golf courses around the valley and throughout Portland area and they have all seen a decline in rounds and revenues. A plan for marketing the course will be put together. Tom has canceled all accounts with Yellow Pages and Dex phone books. Tom said the focus should be online marketing, Facebook, Instagram and golfnow.com. Tom has already had success with golfnow.com and online bookings.

Susie Powell would like new players to Oak Knoll. She suggested having open community group lessons or tournaments. Would like to see rounds increase and also new faces joining the men's and women's leagues.

### **Additional Discussion**

Commissioners requested a write-up of all the projects happening and a breakdown of irrigation/drainage pricing from Jeff McFarland.

### **SET NEXT MEETING DATE**

Next meeting date was not set. Discussion was to have a meeting every third month.

### **ADJOURNMENT**

There being no further business, the meeting was adjourned at 3:05 pm.

Respectfully submitted,

Haley Fasnacht, Recreation Assistant, Oak Knoll Golf Course Assistant Manager.  
Ashland Parks and Recreation Commission

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