

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 2<sup>nd</sup>. 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.