

CITY OF NORTH SALT LAKE
EAGLEWOOD GOLF COURSE
OVERSIGHT COMMITTEE MEETING
JANUARY 12, 2022

FINAL

Tyler Abegglen called the meeting to order at 5:00 p.m.

COMMITTEE PRESENT: John Logan, Chair
Roger Graves
Brian Horrocks, City Council
Court Huish
Ron Jibson

EXCUSED: Karen Mills

STAFF PRESENT: Tyler Abegglen, Golf Course General Manager.

1. APPROVE MINUTES

The Golf Committee minutes of October 27, 2021 were reviewed and approved.

Committee Member Graves moved to approve the October 27, 2021 minutes as written. Committee Member Huish seconded the motion. The motion was approved by Committee Members Logan, Graves, Horrocks, Huish and Jibson. Committee Member Mills was excused.

2. REVENUE UPDATE

Tyler Abegglen reported that it had been slow November, December, and January, which was typical. He highlighted December 2020 revenues at approximately \$14,000 compared to \$23,000 this year. Rounds were very similar at 9,000.

Ron Jibson asked how the course was able to do so much better this December. Tyler Abegglen contributed the increase to more rounds was due to better weather, no discounted rates, and increased merchandise sales. He said last December a discounted rate was offered.

Tyler Abegglen spoke on fiscal year (FY) to date from July 1st to December 31st and compared fiscal year 2020 to 2021. Fiscal year 2020 was 41,000 in rounds and just under \$1 million in revenue compared to fiscal year 2021 with 39,000 rounds and over \$1 million in revenue. He said FY 2021 was a record year and historically over \$1 million was on track. He explained that the driving range revenue for FY 2021 was comparable to FY 2020 but merchandise sales had

increased significantly. He estimated sales would increase from \$180,000 in FY 2021 to approximately \$300,000 in FY 2022.

3. CONSTRUCTION PROJECT UPDATE

Tyler Abegglen provided a construction project update and said the request for proposal (RFP) was out for bids. He expected replies by January 25th with a bid to be awarded by the 28th. Mr. Abegglen expected that demolition could occur in February. He suggested that a preconstruction meeting be held with the contractor to review materials, building walkthrough, clarify any issues, and finalize a term sheet.

Tyler Abegglen said he anticipated that the pro shop, café, and event center would be completed by the first of April but would be contingent on cabinetry and kitchen equipment. He said after speaking to several contractors, most of the items should be available with a few exceptions such as the decking trusses and some lumber. Mr. Abegglen was hopeful that the entire building remodel could be completed by the first of September including the deck, roof, and exterior. The landscaping and parking lot to be completed into the fall months.

Tyler Abegglen spoke on the irrigation controllers and said there was a delay on 17 of the controllers. He anticipated the parts would arrive before the water was turned on for the season.

Roger Graves asked if the golf course staff would be installing the controllers. Tyler Abegglen replied Toro could install them much quicker for a reasonable price. He also said the work would be under warranty that way.

Court Huish questioned if the current controllers were original to the golf course. Tyler Abegglen responded they were original.

Roger Graves spoke on efficiency with the new controllers at 10-15% savings. Tyler Abegglen commented in moving from double or more controllers to single controllers that this estimate sounded correct. He also commented on making some changes to accommodate for future droughts such as limiting watering and landscaping changes to more native plants.

John Logan suggested adding a notice to the website related to these changes to show that while money was being spent it would make the course more economical in the future. Tyler Abegglen mentioned this was a great idea and recommended having a page dedicated to the projects at the course.

Tyler Abegglen reported on the restrooms located on the course and the bid process. The renovation would include painting the restrooms to match the building, a new roof, and remediation of mold at the snack shack. He said bids were also submitted for two furnaces in the pro shop that stopped working.

Tyler Abegglen spoke on the golf simulator parts and said they would arrive in March or April. He clarified this was for the TrackMan system and explained that staff was mapping Eaglewood Golf Course so people could play the City's course on any TrackMan system.

Roger Graves asked if the language in the contracts would penalize or reward any contractor who completed the work on time. Tyler Abegglen replied that the RFP specified the contract would include negotiated bonuses for finishing items on time. He said it was difficult to penalize due to COVID delays.

Ron Jibson cautioned on penalizing contractors for not meeting deadlines without also offering rewards.

Tyler Abegglen suggested the Committee could meet to review the bids after they were received.

4. FEE SCHEDULE

Tyler Abegglen reported on changes to the fee schedule and said that the rates would be similar to Bountiful Ridge Golf Course by eliminating the senior rate and offering it through the punch card. The punch card for seniors would be changed from Monday through Thursday to Monday through Sunday except for holidays. He then spoke on the Youth on Course (YOC) program through the Utah Golf Foundation, which helped to subsidize golf for youth. Rates would be \$5 per 9 holes Monday through Wednesday afternoon and Utah Golf Foundation would reimburse the course \$5 per round.

Court Huish asked if the YOC program was offered last year. Tyler Abegglen replied the course offered the Youth on Course program last year on Tuesdays but did not receive the subsidy. He estimated junior rounds were currently under 1,000 but estimated around 2,000 during 2022 once the program was better advertised.

Roger Graves spoke on the benefits of the YOC program as it would introduce youth to the Eaglewood Course, encourage parents to play, ancillary sales, and provide subsidies to the Course.

Tyler Abegglen reported that the biggest change on rates would be the increased cart fees. Rates would increase from \$8-\$16 to \$10-\$20 depending on the number of holes. He spoke on experimenting with dynamic pricing on slow days. The new golf carts would arrive in July.

Mr. Abegglen spoke on the golf simulator pricing and said he compared prices to simulators within a 5-10 mile radius of the course. Prices would be \$60 for a two-hour rental as well as punch cards and base memberships for six or twelve months. He suggested starting with 70 memberships.

Ron Jibson asked how many courses were using simulators and expected revenue. Tyler Abegglen replied that most public courses did not have simulators or the nicer simulators. He said the breakeven point for the TrackMan system was two years or around \$80,000.

Roger Graves asked about food and beverage services for the event center and simulator area. Tyler Abegglen responded the Longis would still provide the grill/café services. The Course would hire an event coordinator or employee to run the events center. He said Ken Leetham would be preparing some contract changes including a two-year extension per the Longi's request.

Roger Graves asked about staffing and PGA oversight with the simulators. Tyler Abegglen responded as part of the construction, there would be key fob access and camera surveillance. He said members would have access to book a timeslot to use the space and access the area with a key fob.

Roger Graves asked about any restrictions on the simulator use. Tyler Abegglen said that the memberships would be limited, the key fobs would be tracked, and there would be security cameras.

Mayor Horrocks spoke on damage at Tunnel Springs Park that had been done by teenagers and the use of security cameras to find those responsible. Tyler Abegglen said there would be a live feed of the area in the pro shop.

Tyler Abegglen reported on event center rates and said they were comparable to other Davis County facilities. Rates were set for hourly, weekday, evenings, and weekends. He also spoke on rates for cleaning, bar tender/alcohol use, and catering. He asked for a recommendation from the Committee so that he could present the revised rates to the City Council for approval in February.

Court Huish asked about any increases to the event center rates. Tyler Abegglen replied it would be double the rates during COVID plus a 30-40% increase with the remodel. He said the proposed rates might be too low and if the space was over booked the rates could be raised.

Court Huish recommended per his experience that the event coordinator should be incentivized and spoke on county and city meetings that could be held at the course. Tyler Abegglen said there were two options they were considering including hiring an event center coordinator or an hourly employee that was paid a commission. He mentioned he would also like to eventually hire a golf pro that managed tournaments as well.

Roger Graves spoke on the first few years at Eaglewood and how there used to be weddings and events held there every week. Tyler Abegglen commented there was not a lot of competition in Davis County for an event center.

John Logan asked about an increase in tournament rates. Tyler Abegglen replied that he would email the tournament rates to the Committee. He said the weekend rate was \$58 per person plus a \$5 or \$10 package, which did not include food/beverages.

Roger Graves asked about the tournament gift card minimum. Tyler Abegglen responded that the gift card purchase was a minimum \$5 per person.

Roger Graves questioned if seniors would push back about the rate change. Tyler Abegglen said he did expect some pushback but would explain to them that they could purchase the punch card, which offered a senior rate or the PGA book with discounted rates.

Ron Jibson commented it seemed like most courses were discontinuing the senior rate.

Roger Graves asked what the punch card would cost. Tyler Abegglen replied it was \$150 for ten rounds or \$15 per 9 hole round.

5. EMPLOYEE GOLF BENEFIT CHANGE

Tyler Abegglen reported after talking with the City Manager and Finance Director, there would be a change to the City employee golf benefit. Currently employees would only pay for a golf cart and could use the course Monday-Thursday or on the weekends after 2 p.m. He recommended allowing employees to purchase a punch card with a cart at a reduced cost for use Monday-Sunday with the difference to be subsidized by that employee's department. Mr. Abegglen explained that this was the recommended route per the IRS.

Court Huish asked how many employees utilized the current benefit. Tyler Abegglen replied that it was probably a half dozen employees.

The Committee discussed how many of the employees played golf but did not currently patronize the City's course. They were in favor of implementing this benefit.

Tyler Abegglen explained the existing benefit for the Mayor, City Council, and Golf Committee would remain as is.

Mayor Horrocks was in favor of retaining the existing benefit for the City Council but said that the majority of the new Council probably did not play golf.

Court Huish spoke on moving the car show from the golf course to the Legacy Events Center.

Mayor Horrocks commented that the event organizer for the car show had patterned the name and logo after a European event and has since received a cease and desist letter. He explained that a new name was needed for the City's car show.

Roger Graves suggested Legacy Park as a new event venue.

John Logan said that the golf course was a community asset and that moving the car show and fireworks to another venue would be detrimental to that. He spoke on how having other events at the course provided a more favorable feeling with residents. Mayor Horrocks said that the Tour of Utah bike race ended at the golf course one year and shared comments from others, including someone from Switzerland, on how beautiful the course was.

Roger Graves asked about the letter to residents about prohibiting dogs on the golf course. Tyler Abegglen replied the letter was ready and he would be working with the City's new Communications Director on community relations and sending it out. He also spoke on liability with having pedestrians on the golf course.

Roger Graves mentioned someone who was injured while sledding at the golf course and if the City could be held liable. Tyler Abegglen responded that he did not think the City could be held liable due to the no sledding signs that were posted.

Court Huish suggested offering a discount for residents when renting the event space. Roger Graves recommended the proposed rates should be resident pricing and to mark up those rates by 20% for non-resident pricing.

The Committee was in favor of discounted pricing for residents when reserving the event space.

6. ADJOURN

The meeting was adjourned at 6:12 p.m.

The foregoing was approved by the Eaglewood Golf Course Oversight Committee of the City of North Salt Lake on Wednesday, February 9, 2022 by unanimous vote of all members present.



Wendy Page, City Recorder