



CITY OF NORTH SALT LAKE

EAGLEWOOD GOLF COURSE OVERSIGHT COMMITTEE MEETING NOTICE & AGENDA August 10, 2022

Posted August 4, 2022

Notice is given that the City of North Salt Lake Eaglewood Golf Course Oversight Committee will hold a meeting on **August 10th** at 5:00 p.m. at City Hall in the Council Conference Room located at 10 East Center Street, North Salt Lake, Utah.

The following items of business will be discussed; the order of business may be changed as time permits.

AGENDA ITEMS

1. Welcome
2. Minutes Approval for July 13, 2022
3. Search Engine Optimization (SEO) and Social Media Update
4. Construction Project Update
5. Golf Simulator Open House Overview
6. Grill/Snack Shack Name Discussion
7. Adjourn

The public is invited to attend all public City meetings. If you need special accommodations to participate in a public City meeting, please call the City office at 801-335-8709. Please provide at least 24 hours' notice for adequate arrangements to be made.

Notice of Posting:

I, the duly appointed City Recorder for the City of North Salt Lake, hereby certify that the foregoing agenda was posted on the Utah Public Notice website, at city hall, and sent to the required newspapers this 4th day of August, 2022.

Dated this 4th day of August, 2022.





1 CITY OF NORTH SALT LAKE
2 EAGLEWOOD GOLF COURSE
3 OVERSIGHT COMMITTEE MEETING
4 ANCHOR LOCATION: CITY HALL
5 10 EAST CENTER STREET, NORTH SALT LAKE
6 JULY 13, 2022

7
8 **DRAFT**
9

10 Chair John Logan called the meeting to order at 5:00 p.m.

11
12 COMMITTEE PRESENT: John Logan, Chair
13 Roger Graves
14 Court Huish
15 Ron Jibson
16 Karen Mills
17 Lisa Watts Baskin, City Council
18

19 STAFF PRESENT: Ken Leetham, City Manager; Tyler Abegglen, Golf Course General
20 Manager.
21

22 1. APPROVE MINUTES
23

24 The Golf Committee minutes of June 8, 2022 were reviewed and approved.
25

26 Committee Member Graves moved to approve the June 8, 2022 minutes as amended. Committee
27 Member Jibson seconded the motion. The motion was approved by Committee Members Graves,
28 Huish, Jibson, and Mills.
29

30 2. REVENUE UPDATE
31

32 Tyler Abegglen reported on revenue and said the numbers presented did not include the audit or
33 the miscellaneous revenue from the cell phone towers and office space rentals which was around
34 \$100,000. Fiscal year 2022 was at approximately \$2 million with a record set in June for the
35 highest monthly revenues in the history of the golf course.
36

37 Ken Leetham asked if concession revenue was also included. Tyler Abegglen replied
38 affirmatively.
39

40 Court Huish stated that there was a \$160,000 increase over the previous year or an approximate
41 9% increase. Tyler Abegglen said that rounds were down 4% but revenue was up 9%.
42

43 Roger Graves commended Tyler for his efforts on a record-breaking year even with the
44 renovations, a closed restaurant, and other barriers. Tyler Abegglen commented that he had great
45 support staff.

46
47 Tyler Abegglen reported on rounds and said they were about 2,000 rounds and \$3,000 short from
48 last year at 6,700 rounds. He noted merchandise revenue was \$300,000 with \$46,000 in June. He
49 said there were numerous tournaments this year with several in June.

50
51 Tyler Abegglen commented on the push for online bookings and that walk-in customers would
52 be charged more. He also spoke on dynamic pricing for July when the course was slow. He
53 stated revenues for July were on track to meet or exceed last year's July revenue of \$262,000.

54
55 Court Huish asked about cost control related to the remodel. Tyler Abegglen replied that he was
56 very aware of costs and what was being spent. He said the focus for the last fiscal year had been
57 on improving the building and amenities. This fiscal year he would be much more conservative.

58
59 Tyler Abegglen said \$1.4 million had already been spent on the remodel but said that there
60 would not be repair or maintenance expenses for AC, plumbing, golf carts, irrigation controllers,
61 etc. for some time.

62
63 Ron Jibson asked if there had been any customer comments about the course related to water
64 conservation. Tyler Abegglen replied that they were pushing for positive Google reviews and
65 those that had been received were a mix of positive and negative reviews for the same day. He
66 said it depended on the golfer but the course was at 4.6 or 4.7 rating and was the highest rated in
67 Davis County.

68
69 Karen Mills commented that the course was in great shape considering the water conservation
70 and said the greens were in great shape. Tyler Abegglen replied that staff was still working on
71 converting some of the sprinkler heads to half circle from full circle.

72
73 Court Huish asked how Eaglewood compared to other golf courses. Ron Jibson commented that
74 the country club courses had supplemental water so they were green but from a public course
75 standpoint the course was comparable to other courses.

76
77 Roger Graves asked if the Bountiful Ridge course relied on Weber Basin water and said they
78 were not conserving water. He assumed they had an additional water source.

79
80 John Logan said he recently brought several players from Park City who said Eaglewood was in
81 good shape.

82
83 Tyler Abegglen clarified that the watering was 90% tees, 60% fairways, and 100% greens. Ken
84 Leetham said staff really looked at allocating water with the initial 60% water reduction to

85 preserve the greens. He said there was an ability to supplement with culinary water if necessary,
86 which meant the greens, fairways, and tee boxes would not be lost.

87

88 3. CONSTRUCTION PROJECT UPDATE

89

90 Tyler Abegglen reported on the construction project and said the original construction manager
91 left the job which resulted in a difficult two weeks. He said there was now progress including
92 completion of the golf simulators which were anticipated to be operational by the end of the
93 week. He indicated the exterior hardie board and cement were currently being done with the
94 stone and paint to be completed soon. He stated the front decking would be installed on July 18th
95 and the exterior deck columns had been ordered. He explained the timber columns would now be
96 metal as the wood had a 9 week lead time. He acknowledged the pro shop was currently in
97 disarray but cabinets, countertops, and flooring would be installed next week. He added interior
98 painting of the building would be done later in the fall.

99

100 Court Huish asked about the expected November completion date for the event center. Tyler
101 Abegglen replied that he would walk with the contractor tomorrow to see if that was still a
102 realistic expectation. He said no events had been booked from October 2nd to November 19th to
103 allow for the renovations. Mr. Abegglen mentioned they had several events scheduled for
104 December.

105

106 Tyler Abegglen anticipated the exterior of the building would be completed in the early fall
107 including replaced landscaping. The restaurant had received approval from the Health
108 Department to operate. He said the next step was to determine what to do with the current
109 concessionaire.

110

111 Ken Leetham reported that a 90 day notice was given to the current concessionaire. The City's
112 attorney and the concessionaire's attorney were working on a settlement to address claims. He
113 said this was keeping the City from making decisions on moving forward.

114

115 Tyler Abegglen said that sandwiches, drinks, and snacks could be provided and there were job
116 postings for some positions.

117

118 Roger Graves asked what the City lost in revenues over the last year with the dysfunctional
119 restaurant. Tyler Abegglen replied that the City only received around 12% with the
120 concessionaire earning around \$200,000 in a good year.

121

122 Ken Leetham said that he felt opportunities were being lost but not necessarily revenue over the
123 existing concessionaire.

124

125 Roger Graves said the bottom line was with the remodeled space there would be a brighter
126 picture and reiterated high revenues over the last fiscal year with all the challenges.

127

128 Ken Leetham commented that the concessionaire made some claims and no longer wanted to
129 invest or hire staff after they received the City's demand letter. He said hopefully their exit
130 would happen before the 90 days.

131

132 The Committee discussed hiring a caterer or having food trucks at the course for the rest of the
133 season.

134

135 Ken Leetham said the reason the City had not been more proactive was because they had been
136 accused of getting ahead of the settlement such as removing the current concessionaires name or
137 saying that they were no longer involved with the course. He said the City did not want to
138 disparage them or make any statements until the settlement was completed.

139

140 Tyler Abegglen reported on the deck and said it would be one of the last items completed due to
141 concrete issues, obtaining supplies such as wood. He said the hope was for a September 1st
142 completion.

143

144 4. DISCUSSION ON THE CITY'S 2022 LIBERTY FEST

145

146 Tyler Abegglen reported that Liberty Fest went well, and City staff and volunteers were able to
147 do good job of cleaning up afterwards.

148

149 Ron Jibson commented the car show seemed smaller this year with fewer vehicles on the grass.

150

151 Tyler Abegglen said they had a booth that was well received this year so staff would provide this
152 again next year.

153

154 Roger Graves asked if there was any damage to the course during the events. Tyler Abegglen
155 replied that there was some but nothing attributed to vandalism this year. He said there was also
156 some burn marks from the fireworks.

157

158 Karen Mills asked how many volunteers signed up this year. Ken Leetham responded that there
159 were about 30 volunteers who helped with garbage cans and other cleanup.

160

161 Tyler Abegglen spoke on internet searches related to the golf course and the information on how
162 advertising funds were spent. He usually spent around \$1,500 a month on advertising with \$500
163 specifically for the event center. Mr. Abegglen said the next advertising promotion would be for
164 the golf simulators.

165

166 Roger Graves asked about quantifying the return on investment for advertising. Tyler Abegglen
167 said that he could see the specifics from the Google ads such as keyword searches, how many

168 people visited the website from a keyword search, etc. He said running ads and good reviews
169 would push the course to the top of the search results.

170

171 The Committee spoke on preparing a long range plan including an increase as the renewed
172 popularity in golf could fade.

173

174 John Logan said golf courses needed to look at improving the speed of play and course etiquette.
175 He suggested a deposit that could be refunded if the players finished within a certain timeframe.
176 Mr. Logan spoke on how improving the speed of play would allow for more rounds and
177 increased revenues.

178

179 Ron Jibson mentioned that the monitors at Hidden Valley would show a golfer if they were
180 behind on play and that the golf marshal may ask them to skip a hole. Tyler Abegglen replied
181 that the new golf carts would have this ability. He said the carts were anticipated to arrive in
182 August.

183

184 Council Member Baskin asked if the new golf carts would have lights as this was a concern with
185 the older carts during Liberty Fest. She suggested next year that two or three carts, which were
186 used for shuttles during Liberty Fest, have LED lights.

187

188 Court Huish spoke on Tyler Abegglen's interview for the general manager position and how his
189 focus on social media and other ideas, which set him apart from the other applicants, had helped
190 to move the course forward. Tyler Abegglen replied that he would do the same thing for the
191 event center and café.

192

193 Ken Leetham said that there would be more discussions about food services and the
194 opportunities in the future. He said golf may flatten but food services would continue to increase.

195

196 Tyler Abegglen spoke on the bond proceeds and the expenditures. He reviewed the budget and
197 what was spent. Mr. Abegglen highlighted the line items including available funds that would be
198 used for sprinkler heads, key fob/gate for maintenance, renovation of the snack shack, tee
199 repairs, simulators, event center furnishings, parking lot, HVAC, marquee boards, trashcans,
200 paint, etc. He said approximately \$1.4 million had been spent so far and the project was under
201 budget at this point.

202

203 Roger Graves asked about the initial timeline for completion of the remodel with the previous
204 contractor. Tyler Abegglen responded that the initial completion date was July 1st.

205

206 Roger Graves asked about increasing golf course fees and the City's increasing costs of doing
207 business. Ken Leetham replied City staff performed projections and reviewed the consumer price
208 index (CPI). He said the City focused on cost of living and used a consulting firm to perform a

209 compensation analysis for employee wages. Mr. Leetham spoke on how the City wanted to
210 remain competitive particularly in regard to employee compensation.

211
212 The Committee discussed increasing costs at the course and the overall increased costs for
213 everything such as housing. The pricing should reflect the quality of the course and the services
214 offered such as new golf carts and remodeled building.

215
216 Ken Leetham said golf was a discretionary choice and raising prices right now was a great
217 strategy. He said staff would carefully review fees including event pricing, wedding pricing, and
218 charging more at the restaurant once the renovations were complete.

219
220 5. ADJOURN

221
222 The meeting was adjourned at 6:06 p.m.

223
224 *The foregoing was approved by the Eaglewood Golf Course Oversight Committee of the City of*
225 *North Salt Lake on Wednesday August 10, 2022 by unanimous vote of all members present.*

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227
228 _____
Wendy Page, City Recorder