



CITY OF NORTH SALT LAKE

**EAGLEWOOD GOLF COURSE
OVERSIGHT COMMITTEE MEETING
NOTICE & AGENDA
NOVEMBER 10, 2020
*Amended***

Posted November 9, 2020

Notice is given that the City of North Salt Lake Eaglewood Golf Course Oversight Committee will hold a meeting on **November 10, 2020** at 4:00 p.m. via **Zoom videoconference***. The host location will be City Hall, 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. JZW Presentation
3. Building Design Discussion
4. Audio Equipment Discussion
5. Approval of Meeting Minutes;
 - a. 3/16/20
 - b. 3/25/20
 - c. 4/23/20
 - d. 4/24/20
 - e. 6/17/20
6. Adjourn

The public is invited to attend all public City meetings. The electronic meeting information is below:
Zoom is inviting you to a scheduled Zoom meeting.

Topic: Eaglewood Golf Oversight Committee Mtg
Time: Nov 10, 2020 04:00 PM Mountain Time (US and Canada)

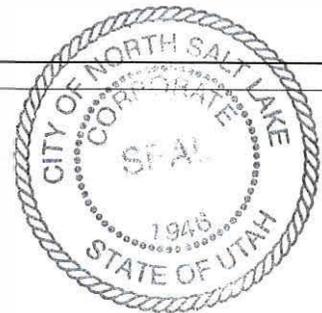
Join Zoom Meeting
<https://us02web.zoom.us/j/83225362681>

Meeting ID: 832 2536 2681
Find your local number: <https://us02web.zoom.us/j/kMxgD5Z5D>

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 November 9, 2020.

Dated this 9th day of November, 2020.





PROJECT NUMBER
20087

ISSUE DATE:
OCTOBER 19, 2020

REVISIONS:

No.	Date	Description

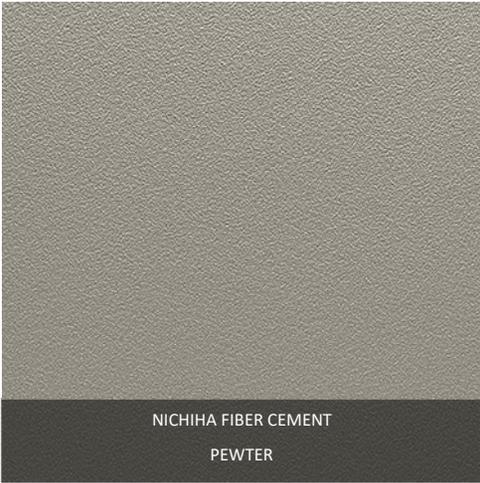
CONSULTANT

**NSL GC CLUB HOUSE
OPTION A
NORTH SALT LAKE, UT**

RENDERING

G1.0





NICHIHA FIBER CEMENT
PEWTER

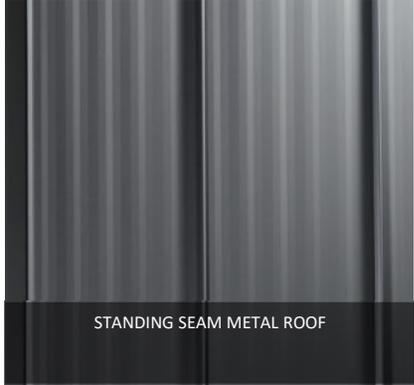


WINTERPOINT DRY STACK
STONE CONNECTIONS



EUROPEAN WHITE OAK STAINED COLUMNS

BLACK METAL PLANTER BOXES



STANDING SEAM METAL ROOF

EXTERIOR MATERIAL COLOR PALETTE A

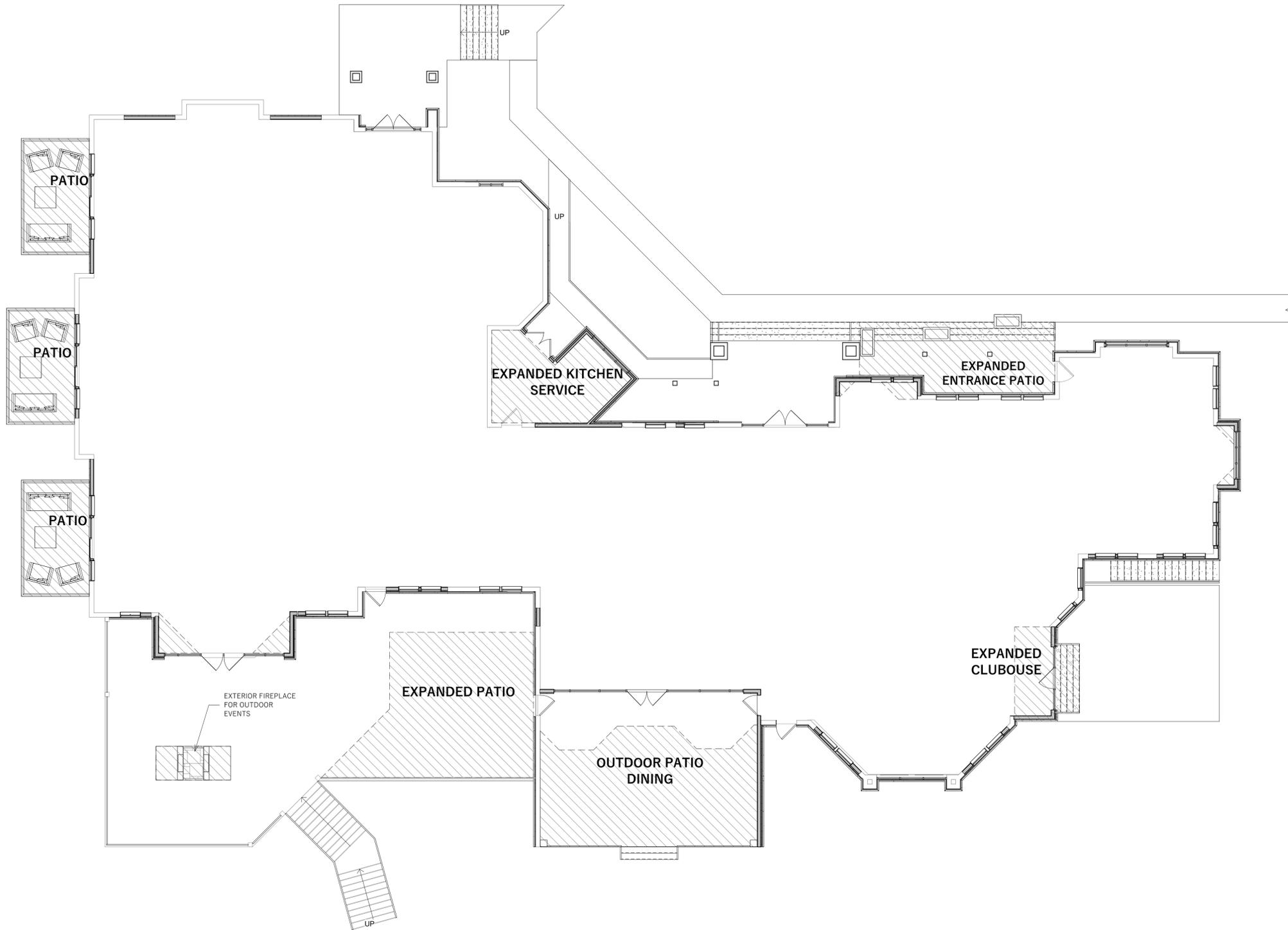
No.	Date	Description

CONSULTANT

NSL GC CLUB HOUSE
OPTION A
NORTH SALT LAKE, UT

MAIN LEVEL PLAN

A1.1

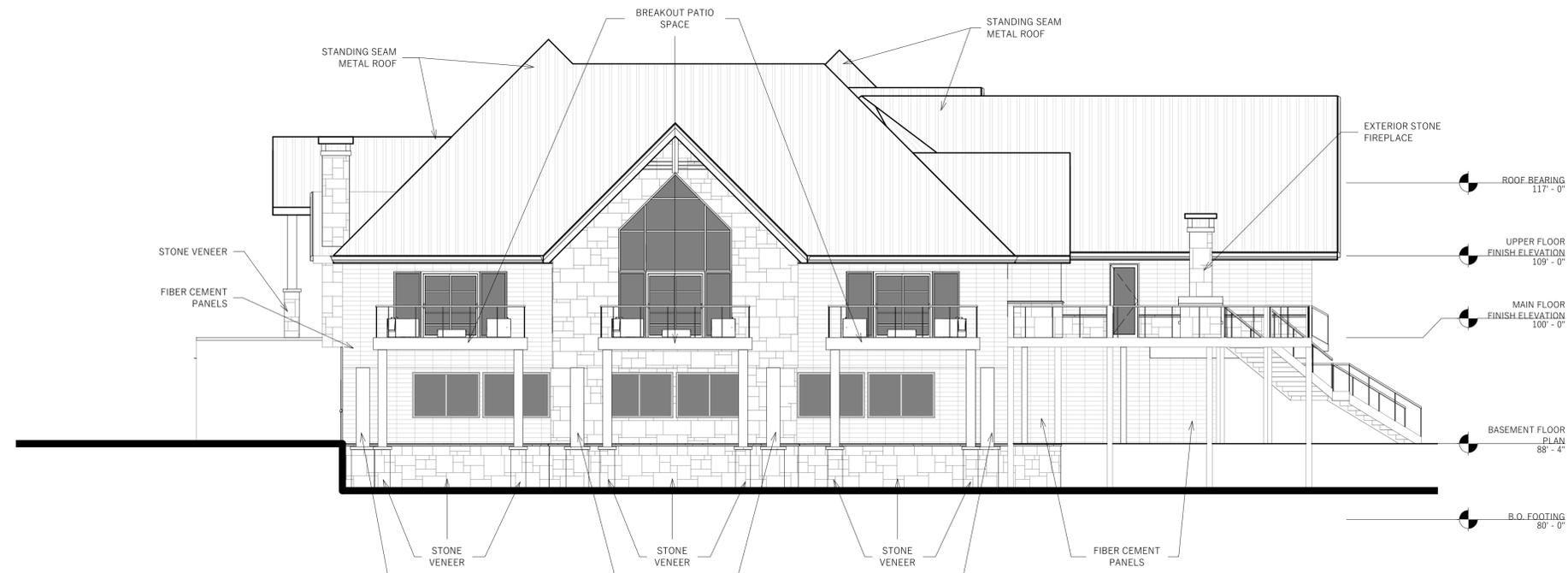


1
A1.1
MAIN FLOOR PLAN
1/8" = 1'-0"

LEGEND
NEW ADDITION



3
 A2.1 FRONT ELEVATION
 1/8" = 1'-0"

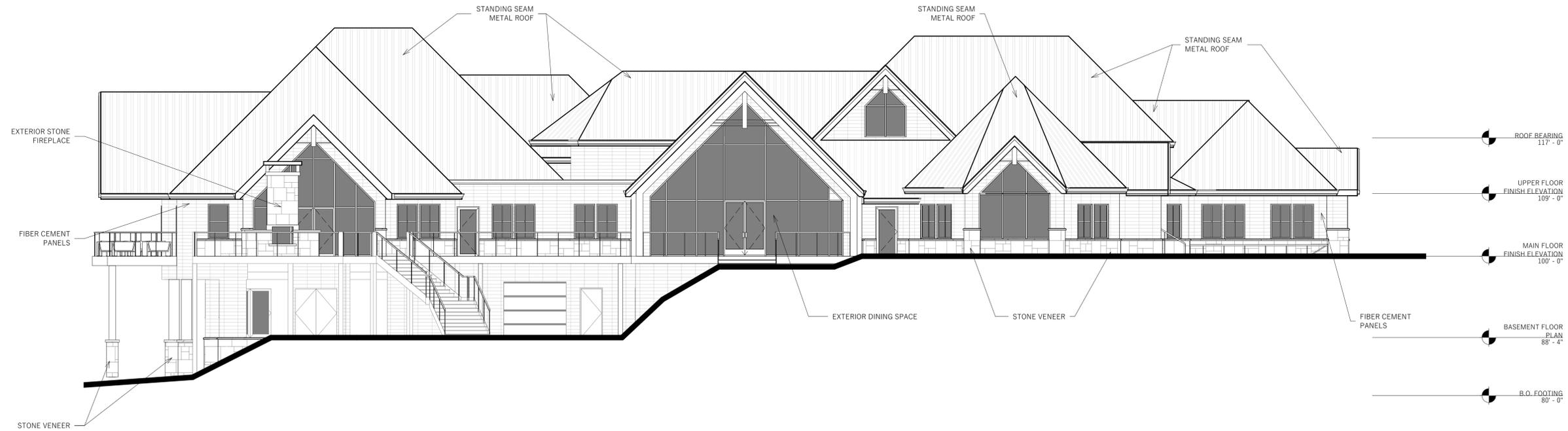


2
 A2.1 LEFT SIDE ELEVATION
 1/8" = 1'-0"

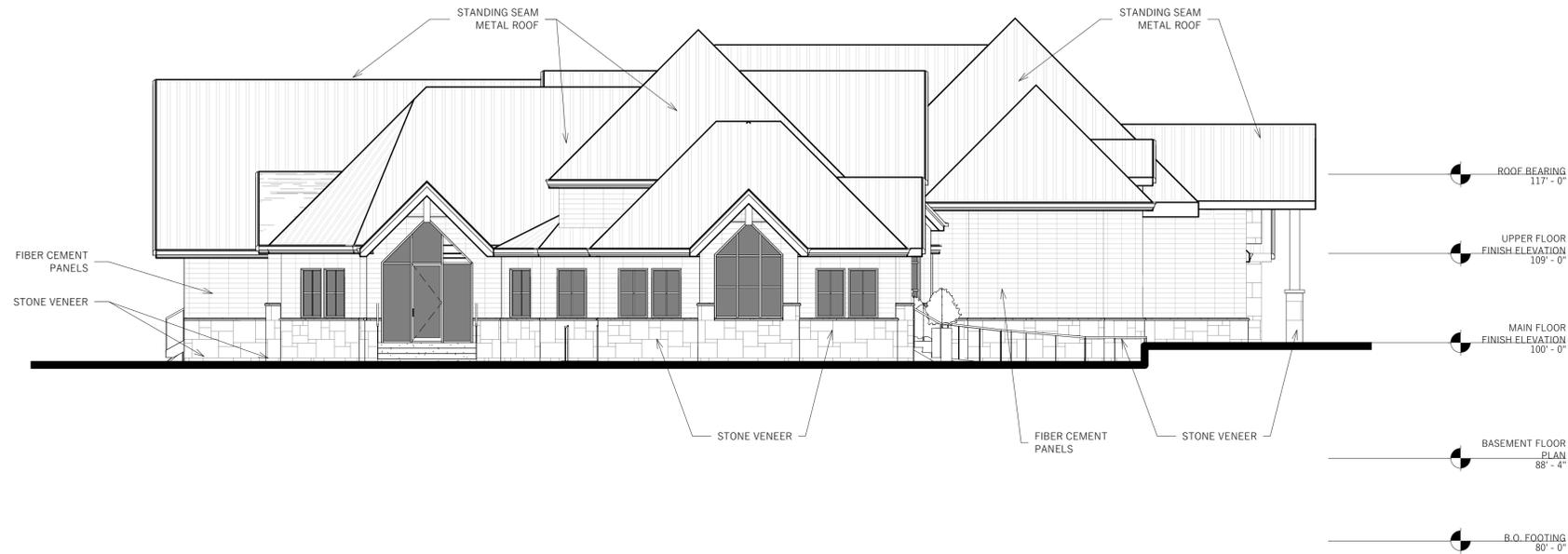
No.	Date	Description

CONSULTANT

NSL GC CLUB HOUSE
OPTION A
NORTH SALT LAKE, UT



1
A2.2 REAR ELEVATION
1/8" = 1'-0"



2
A2.2 RIGHT SIDE ELEVATION
1/8" = 1'-0"

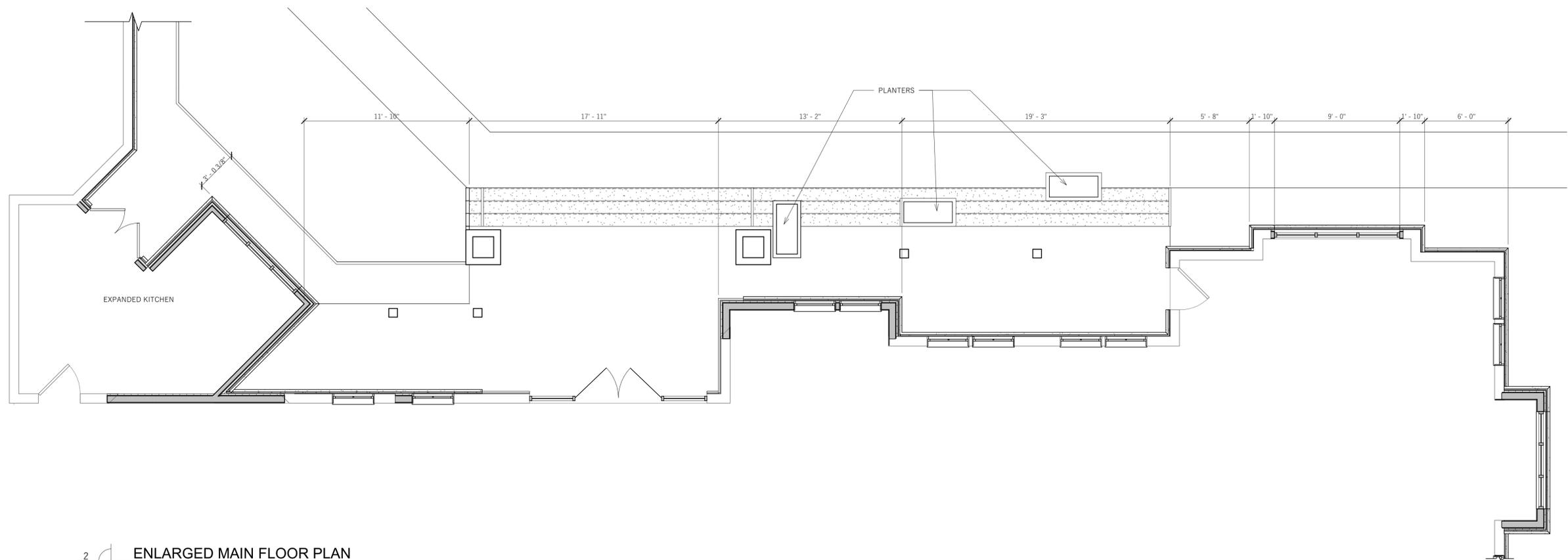
ELEVATIONS

A2.2





1
 A3.1 FRONT ELEVATION ENLARGED
 1/4" = 1'-0"



2
 A3.1 ENLARGED MAIN FLOOR PLAN
 1/4" = 1'-0"

PROJECT NUMBER

20087

ISSUE DATE:

OCTOBER 19, 2020

REVISIONS:

No.	Date	Description

CONSULTANT

NSL GC CLUB HOUSE
 OPTION B
 NORTH SALT LAKE, UT

RENDERING

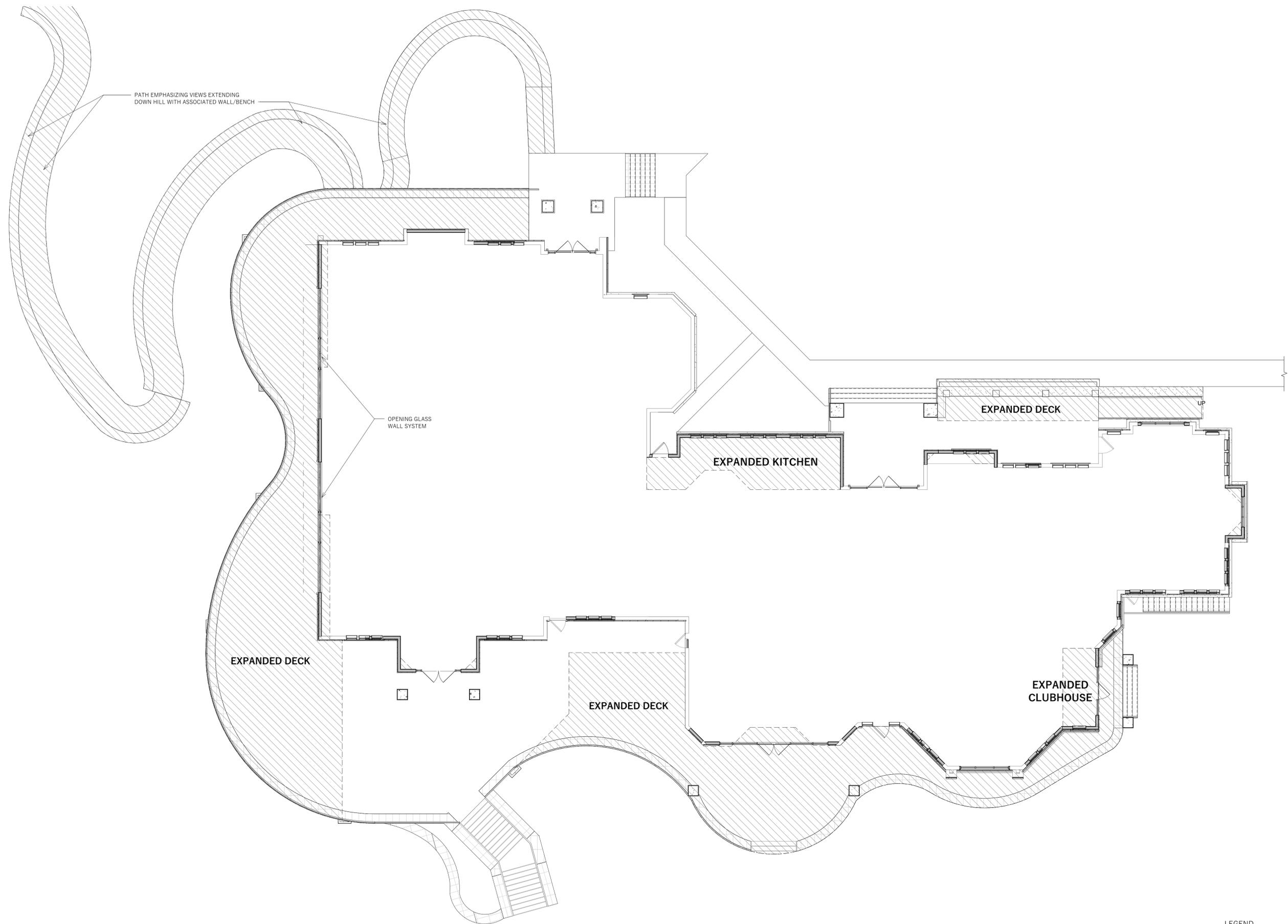
G1.0





EXTERIOR MATERIAL COLOR PALETTE B

**NSL GC CLUB HOUSE
OPTION B
NORTH SALT LAKE, UT**



PATH EMPHASIZING VIEWS EXTENDING DOWN HILL WITH ASSOCIATED WALL/BENCH

OPENING GLASS WALL SYSTEM

EXPANDED KITCHEN

EXPANDED DECK

EXPANDED DECK

EXPANDED DECK

EXPANDED CLUBHOUSE

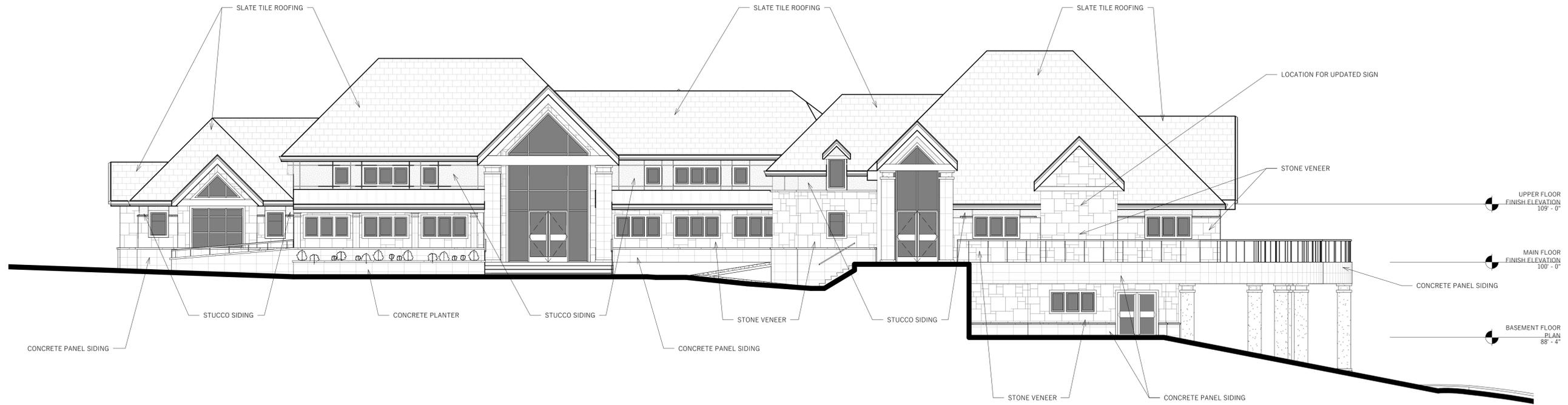
LEGEND

 NEW ADDITION

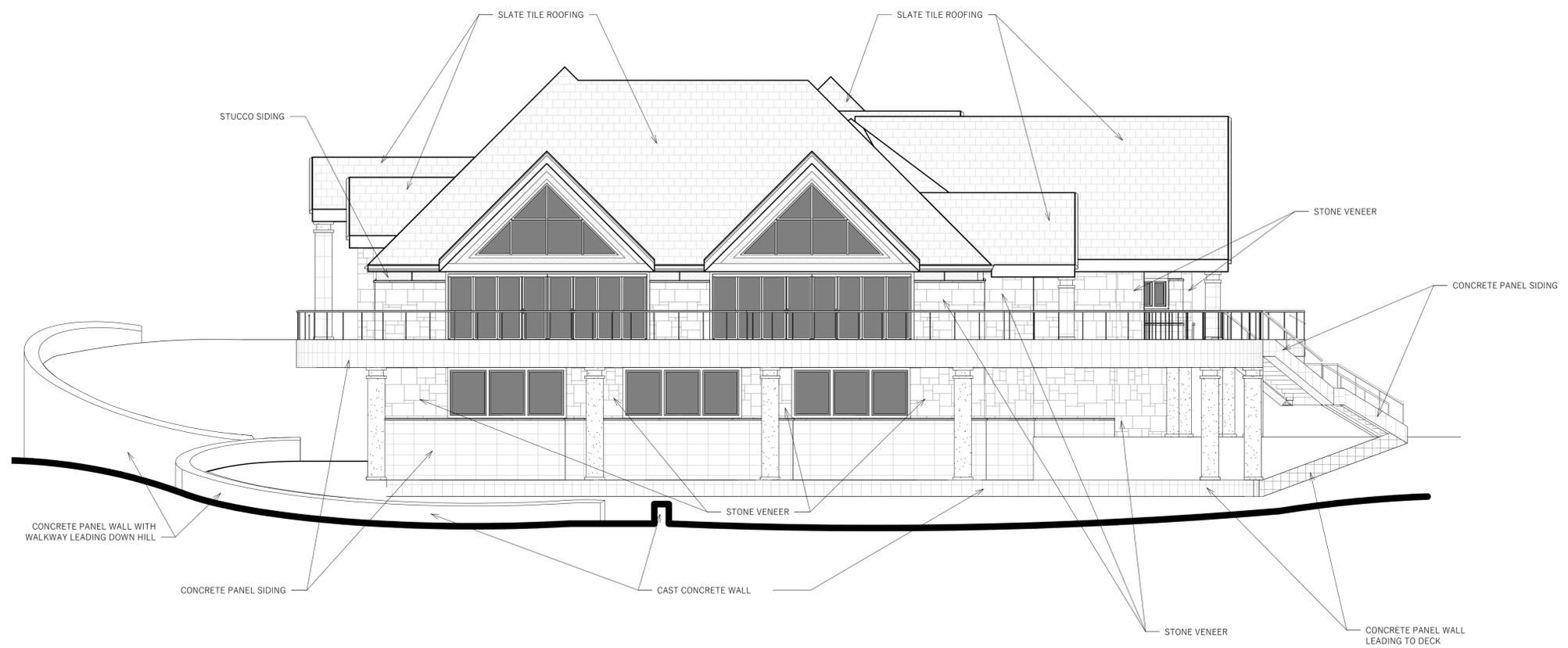


MAIN FLOOR PLAN
1/8" = 1'-0"

No.	Date	Description

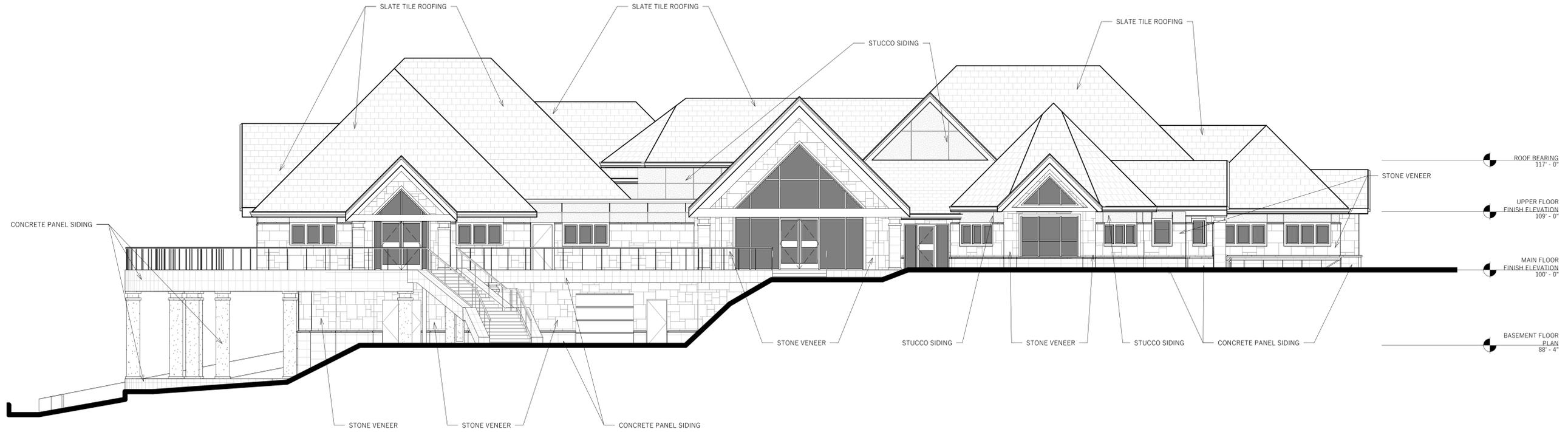


3
A2.1
FRONT ELEVATION
1/8" = 1'-0"

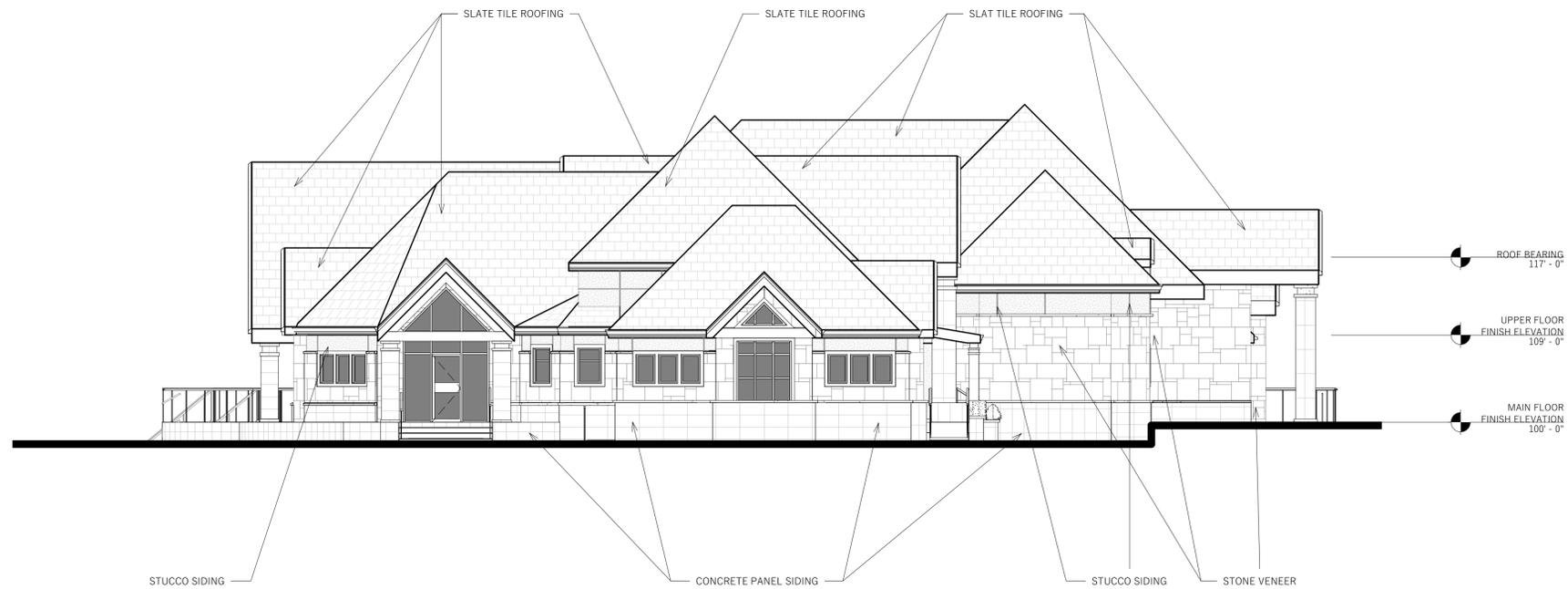


2
A2.1
LEFT SIDE ELEVATION
1/8" = 1'-0"

No.	Date	Description



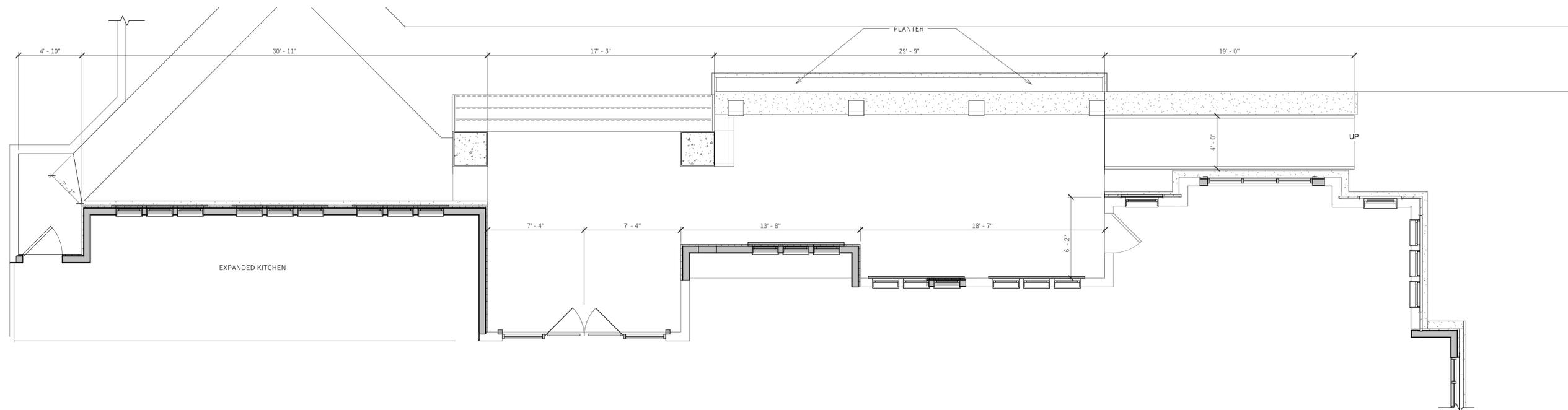
1
A2.2 REAR ELEVATION
1/8" = 1'-0"



2
A2.2 RIGHT SIDE ELEVATION
1/8" = 1'-0"



1
A3.1 ENLARGED FRONT ELEVATION
1/4" = 1'-0"



2
A3.1 ENLARGED FRONT FLOOR PLAN
1/4" = 1'-0"

PROJECT NUMBER

20087

ISSUE DATE:

OCTOBER 19, 2020

REVISIONS:

No.	Date	Description

CONSULTANT

NSL GC CLUB HOUSE
 OPTION C
 NORTH SALT LAKE, UT

ALT RENDERING

G1.0



PROJECT NUMBER

20087

ISSUE DATE:

OCTOBER 19, 2020

REVISIONS:

No.	Date	Description

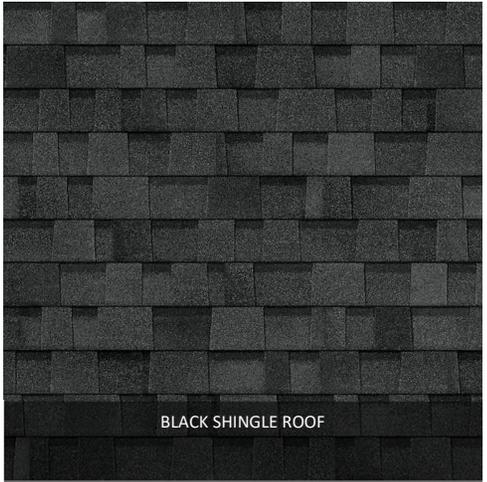
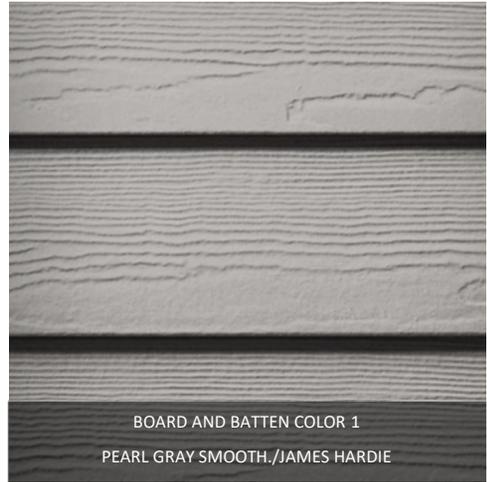
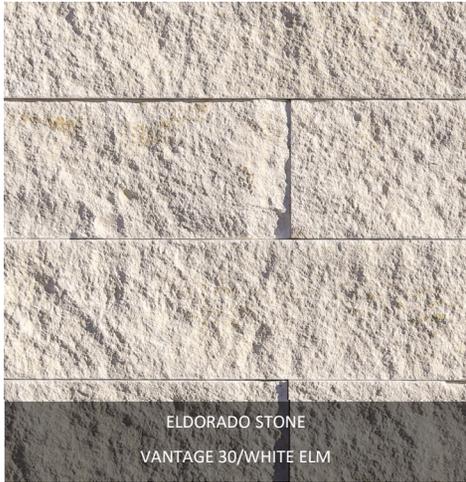
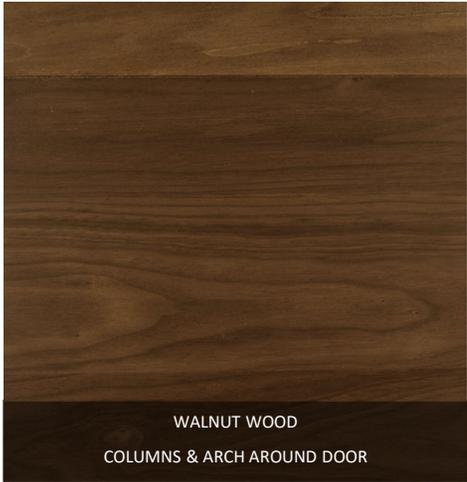
CONSULTANT

NSL GC CLUB HOUSE
 OPTION C
 NORTH SALT LAKE, UT

RENDERING

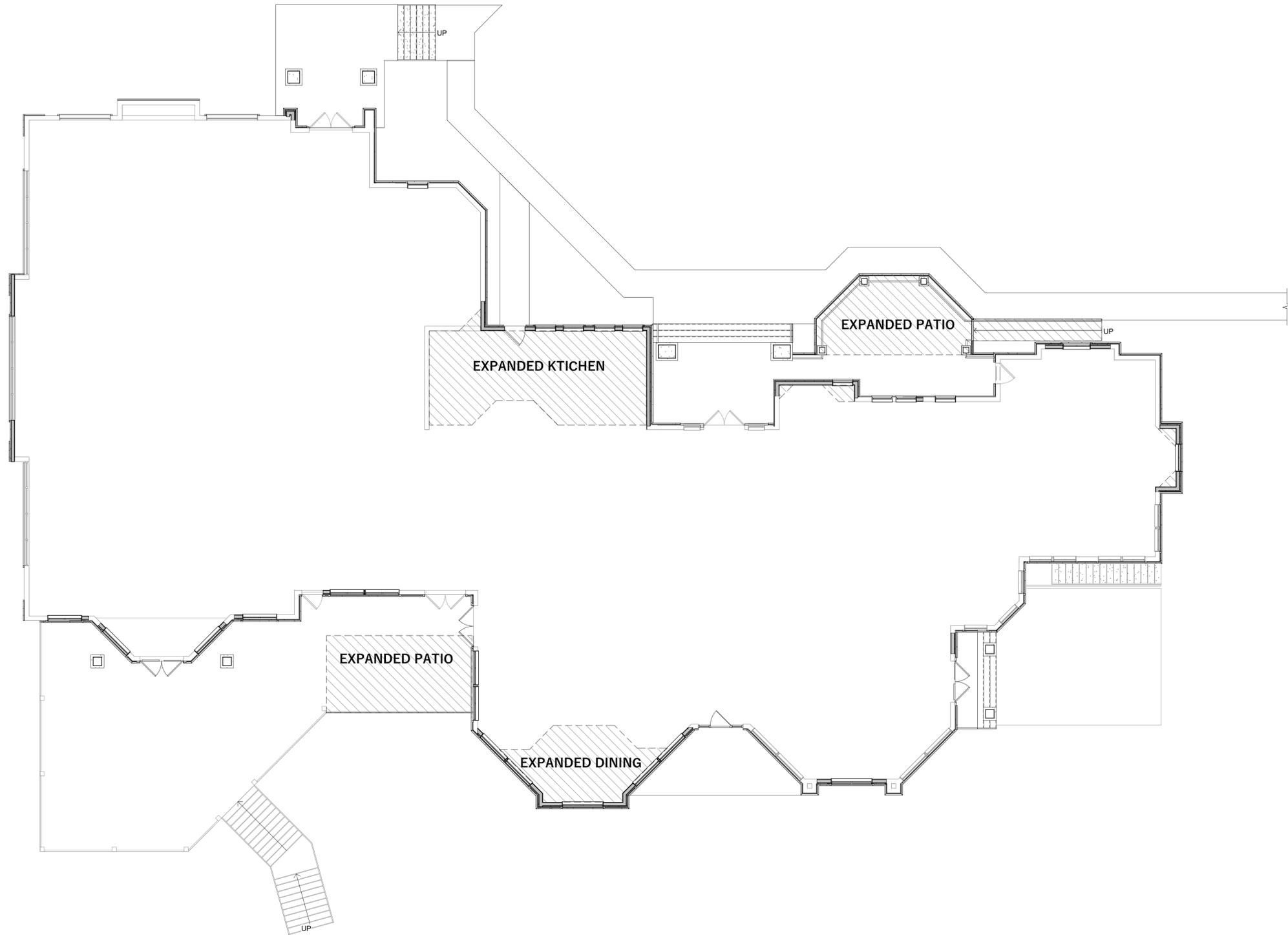
G1.0





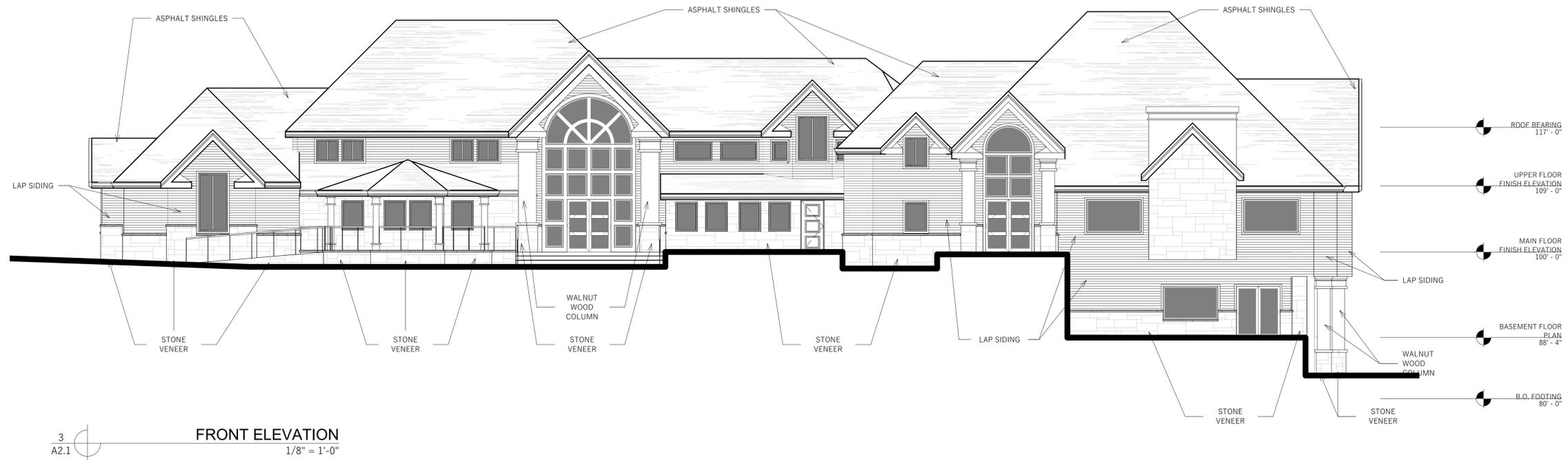
EXTERIOR MATERIAL COLOR PALETTE C

**NSL GC CLUB HOUSE
OPTION C
NORTH SALT LAKE, UT**

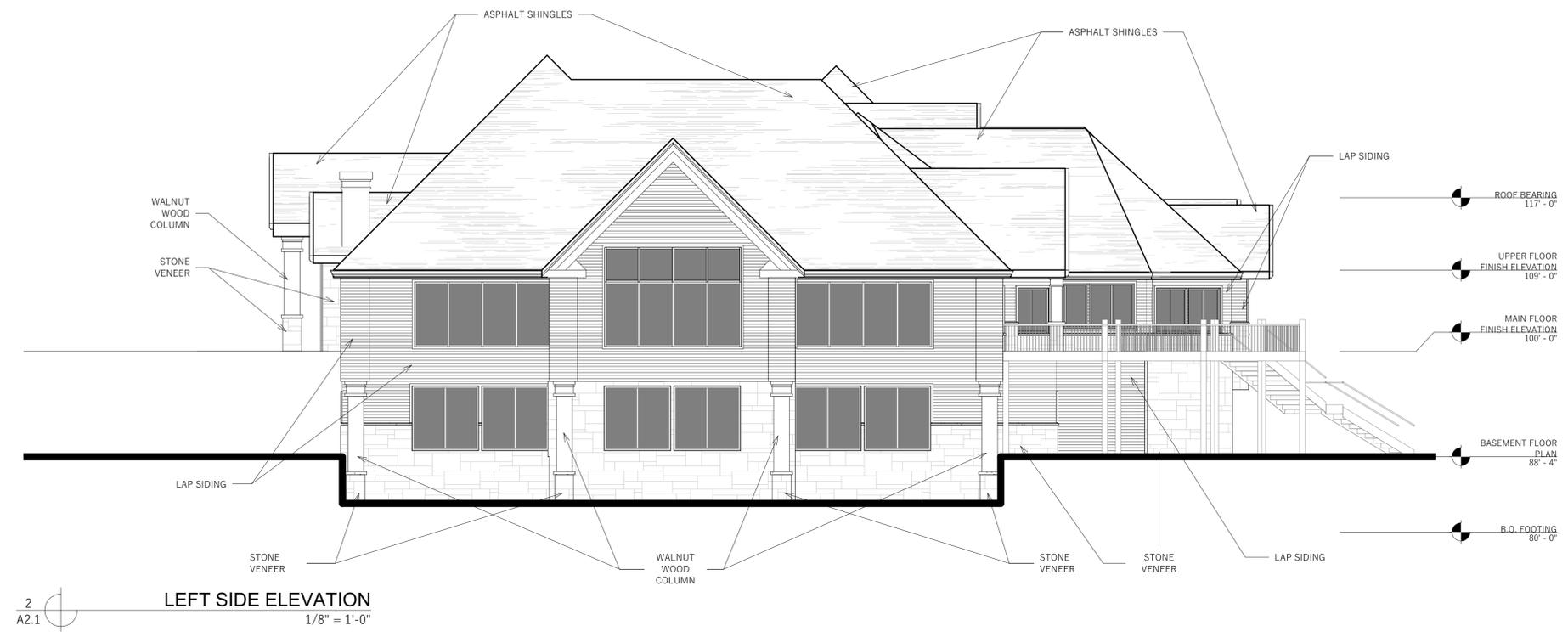


1
A1.1  MAIN FLOOR PLAN
1/8" = 1'-0"

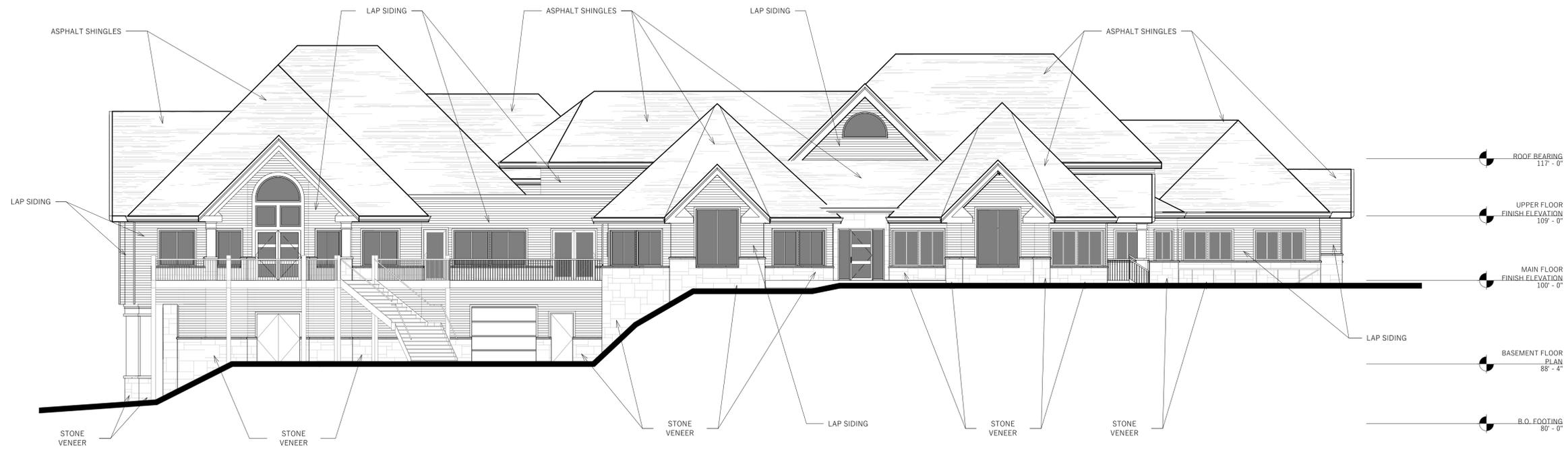
LEGEND
 NEW ADDITION



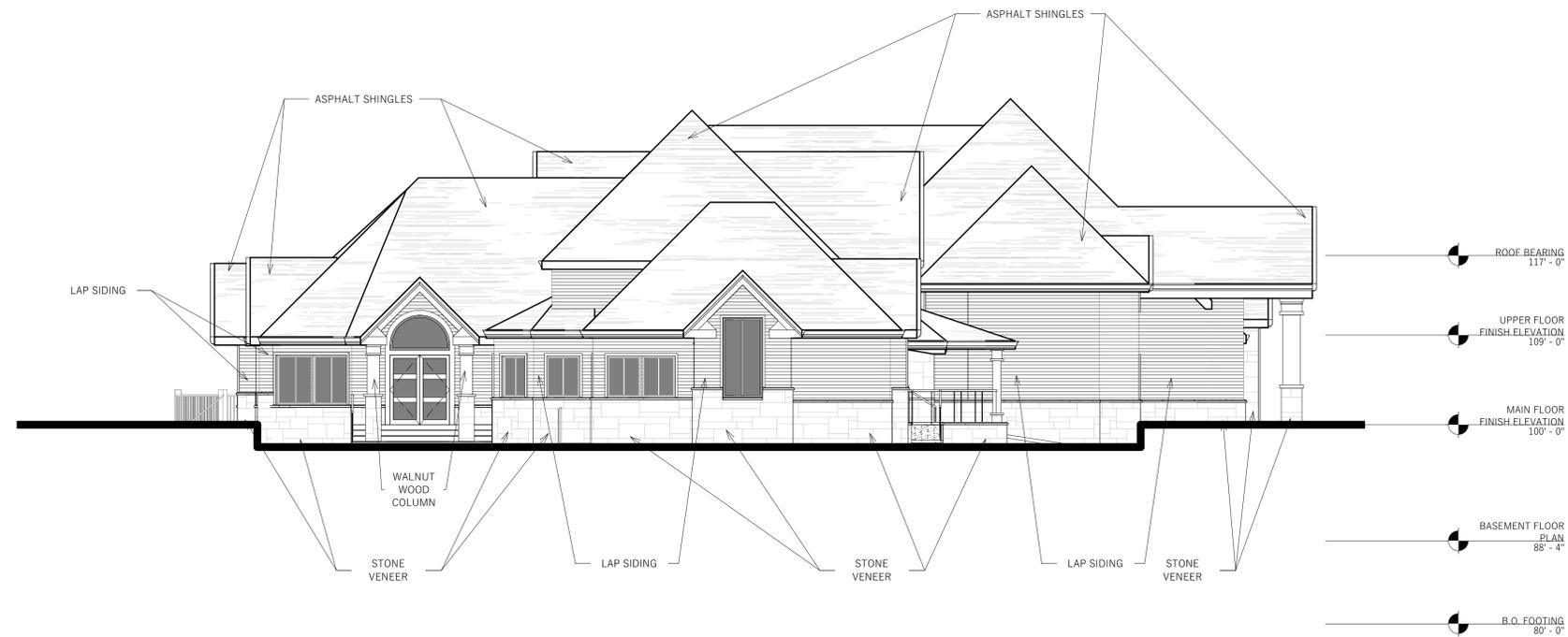
3
 A2.1
FRONT ELEVATION
 1/8" = 1'-0"



2
 A2.1
LEFT SIDE ELEVATION
 1/8" = 1'-0"



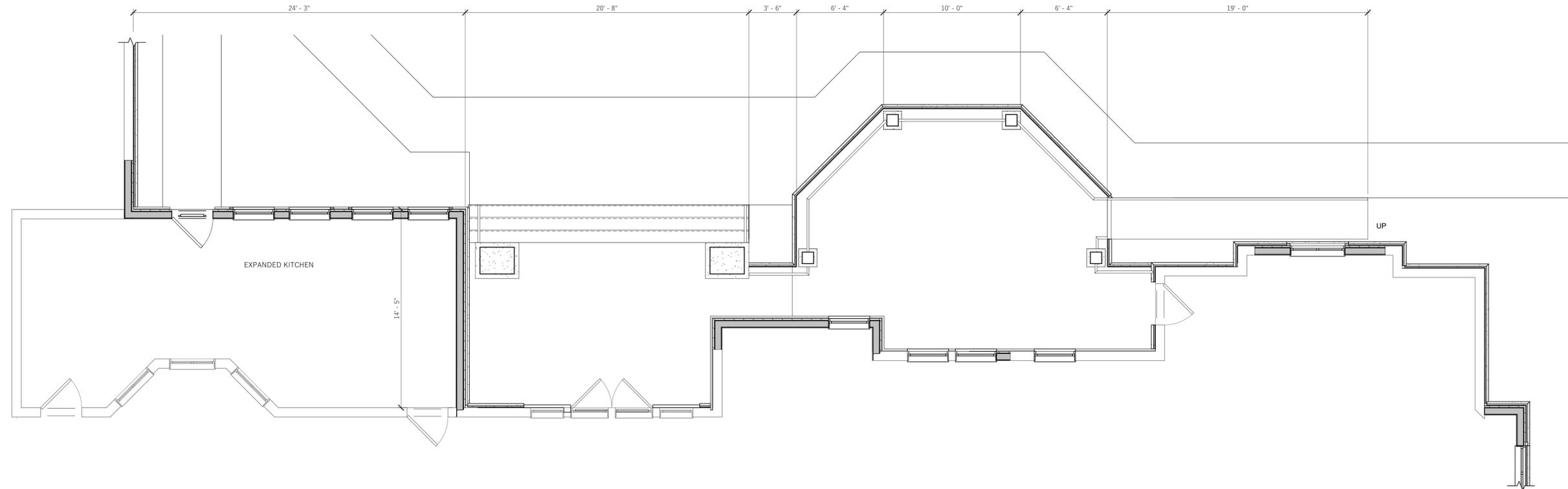
1
A2.2 **X ELEVATION**
1/8" = 1'-0"



2
A2.2 **RIGHT SIDE ELEVATION**
1/8" = 1'-0"



1 FRONT ELEVATION ENLARGED
 A3.1 1/4" = 1'-0"



2 MAIN FLOOR PLAN ENLARGED
 A3.1 1/4" = 1'-0"

Golf Committee Meeting

OCTOBER

Social Media Review

	Lifetime Total Likes	Page Engaged Users	Total Reach	Organic Reach	Paid Reach	Cost
June	1506	1697	28779	28746	0	\$0.00
July	1520	1733	114598	28251	86648	\$197.98
August	1526	9366	104827	17669	87521	\$274.53
September	1530	15888	114446	19779	94477	\$211.51

Advertising and Marketing

Afternoon Special on Weekend – Facebook

Event Center Advertising – Facebook

Blip Advertising – (60,000 Impressions/Cars)

Discount Merchandise – Up to 40% Off

Google Advertising (Now Going)

Fall/Winter Rate Promotion – Estimated 2nd week of November (Weather Dependent)

Upcoming

- New Signage on Roads for Eaglewood
- Signage around the Building
- Black Friday Specials
- Merchandise Discounts
- Christmas Discounts
- Tree Damage Donations
- Online Store for Holiday Shopping

Advertising and Marketing

HOLE	1	2	3	4	5	6	7	8	9	OUT	10	11	12	13	14	15	16	17	18	IN	TOT	Rating/Slope
Black	430	455	549	232	404	336	383	159	538	3486	457	410	403	444	434	187	500	174	316	3325	6811	70.7/120
Blue	392	424	530	184	362	319	363	142	524	3240	444	397	365	425	395	159	480	134	296	3087	6335	69.0/115
White	355	389	454	155	322	307	327	117	445	2871	413	384	345	409	322	134	412	120	272	2801	5682	66.1/110
Handicap	5	1	3	11	13	15	9	17	7		4	12	10	6	2	16	8	18	14			
Par	4	4	5	3	4	4	4	3	5	36	4	4	4	4	4	3	5	3	4	35	71	HCP ADJ
Red	300	364	434	128	293	287	259	107	374	2546	381	340	321	383	242	104	401	105	243	2520	5066	67.0/113
Handicap	7	1	3	17	11	13	9	15	5		4	10	12	2	8	16	6	18	14			

Score: _____ Date: _____ Attest: _____ Tee Time: _____

Course Rules

- Repair all ball marks and rake bunkers.
- Fill divots with sand provided.
- Keep carts on cart path around green and tees, no exceptions.
- All yardage markers are measured to the center of the green.
- Maintain proper pace-of-play.
- Allow faster players to play through.
- No personal coolers or alcoholic beverages may be brought onto premises.
- Proper attire and soft spike golf shoes only.
- Out of bounds: Defined by white stakes, all roadways and fence-lines.
- Water Hazards: Yellow stakes or lines.
- Lateral Hazards: Red stakes or lines.

Tyler Abegglen
PGA General Manager
Weston Kimber
Superintendent
Brent Moyes
PGA Head Golf Professional
John Broberg
PGA Assistant Golf Professional

PIN LOCATIONS

Gary L. Barker dba GBCO
Licensed Agent
801-652-1515
gbarker@msn.com
1422 Eastwood Place Dr.
Bountiful, UT 84002
Life • Annuity • Medicare

Legacy Tours
Marriage Education Cruise Adventure
www.legacytours.com • 801-888-9103

ADVANCED TREE SERVICES
GRASS MASTERS
TREE TRIMMING & REMOVAL • STUMP REMOVAL
LANDSCAPING • SHRUB TRIMMING & REMOVAL
EMERGENCY SERVICES & MORE
CONTACT US TODAY FOR A FREE ESTIMATE!
801-272-3344
WWW.ADVANCEDTREESERVICESUT.COM

UTAH POOLPROS
UTAH'S POOL & SPA EXPERTS
801-859-8061 • utahpoolpros.com

SYVETTE ASHTON
801-726-2103
syvetteashton.com
Thinking about buying or selling real estate? Contact me today for a FREE market analysis!

Barton Creek SENIOR LIVING
Barton Creek Senior Living Under New Management!
Call or stop by for your Personal Tour!
499 East 500 South, Bountiful, Utah 84002
801-298-4700
Please Call to inquire about our monthly Move-in Specials!

BEEGONE PEST CONTROL
RODENTS • ANTS WASPS • SPIDERS
801-823-2463 • BEEGONEPESTCONTROL.COM

Quality Custom Home Builder
Residential & Commercial
801-341-4688 | PO Box 140299 | North Salt Lake, UT 84014
www.qualitycustomhomes.com

BECOME A COURSE SPONSOR
Sweets available now!
800-824-8311

HAVE A SWEET DAY
JOIN US FOR Play PGi MiniGolf Village Inn

Orangetheory FITNESS
85 W 500 S | Bountiful UT
Mention Eaglewood for 10% OFF CLASS
First time visitors and new members only.

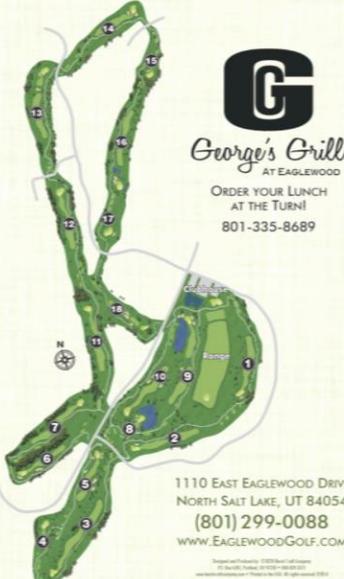
CJ Auto Works
If We Can't Fix It, We'll Shoot It
801-296-2744 • 1635 S. 500 W. • Woods Cross, UT 84015

Jamie Kinder (810) 910-7594
golff@ranlife.com
The road to finding your dream home can be a long one! get there faster.

RANLife
Home Loans | Rental Estate



Gorge's Grill
AT EAGLEWOOD
ORDER YOUR LUNCH AT THE TURN!
801-335-8689



1110 EAST EAGLEWOOD DRIVE
NORTH SALT LAKE, UT 84054
(801) 299-0088
WWW.EAGLEWOODGOLF.COM



Eaglewood Golf Course



1110 EAST EAGLEWOOD DRIVE
NORTH SALT LAKE, UT 84054
(801) 299-0088
WWW.EAGLEWOODGOLF.COM

DESIGNED AND BUILT BY ARCHITECTURAL GREENWORKS
P.O. BOX 140299 • NORTH SALT LAKE, UT 84014
801-299-0088 • WWW.EAGLEWOODGOLF.COM
PHOTOS BY THE LOCAL SALTS PHOTOGRAPHY

SPONSOR



Eaglewood Golf Course
GOLF COURSE GUIDE BOOK

Loyalty Program

\$10 for Individual and \$15 for a couple

5% off of All Merchandise

5% off of all Punch Cards

Loyalty Points (1 Point for every dollar spent)

Redeemable for Carts, Range or Green Fees

The exchange rate can be set in our POS system.

i.e. Spend \$100 in Green Fees get \$10 off a future green fee.



Punch Cards

\$150 for Regular 10 Punch Card Valid M-F - \$15 Per Round

\$280 for Regular 20 Punch Card Valid M-F - \$14 Per Round

-Incentivize individuals to buy a 20 Punch Card

-Remove the Senior and Junior Punch Cards

-Keep Punch Cards consistent

RANGE PUNCH CARDS

\$80 for 20 Small Range Baskets

\$130 for 20 Medium Range Baskets

\$160 for 20 Large Range Baskets

September Numbers

Golf Committee Report				
September-20				
	2020	2019	2018	2017
Revenue	\$236,725	\$149,726	\$149,098	\$128,254
Rounds	9,549	6,204	7,243	5,773
Driving Range	\$11,005	\$3,886	\$5,106	\$8,841
Pro Shop Sales	\$21,520	\$21,324	\$23,998	\$24,301



October Review

Thru October 22nd

	2020	2019	Difference
Month to Date	\$143,304	\$45,506	\$97,798
Rounds	5527	2560	1354
Revenue per Round	\$25.93	\$17.78	\$8.15
Driving Range	\$7,797	\$1,919	\$1,796
Pro Shop Sales	\$12,158	*\$25,668	\$(13,510)

*October 4, 2019

\$20,198 Merchandise Payment



2020 Projected	2019 Actual	Difference
\$166,260	\$59,495	\$106,765
6,00	3051	2396
\$25.58	\$17.50	\$8.08

FY 21 – FY20 Comparison

Golf Committee Report

FY 21 - FY 20 thru October 22

	FY 21	FY20	Difference
Revenue	\$902,540	\$530,940	\$371,600



Audio System

Pro-Shop and Café are in need of a Audio System.

This system needs to be updated. Performance Audio would be a premium system with touch displays, bells and whistles. I do not feel we would need that type of system. The \$10k to \$12k system would be sufficient for our needs.

Show and Tell Audio - \$9,922

AVWORX - \$8,500

Performance Audio - \$28,000

CITY OF NORTH SALT LAKE
EAGLEWOOD GOLF COURSE OVERSIGHT COMMITTEE
MEETING MINUTES
MARCH 16, 2020

DRAFT

The meeting was called to order at 5:30 pm.

PRESENT: Council Member Brian Horrocks
Committee Member Roger Graves
Committee Member Court Huish
Committee Member John Logan
Committee Member Karen Mills
Committee Member Ryan Curtis

STAFF PRESENT: Ken Leetham, City Manager; Janice Larsen, Finance Director; Brent Moyes, Golf Course Director, Linda Horrocks, City Recorder.

OTHERS PRESENT: Mayor Len Arave.

1. WELCOME AND INTRODUCTIONS

Ken Leetham addressed the committee, introduced City staff, and then invited the committee to introduce themselves and share a bit about their various backgrounds.

Mr. Leetham distributed paper copies of his PowerPoint presentation for that evening.

2. DISCUSSION OF POPOSED OPERATING PLANS AND BUDGET FOR FY2021

Mr. Leetham referred to the Golf Course Advisory Committee and their recommendation that the City hire a Golf Course General Manager. With that suggestion, he put together some details about the areas for which this position would have responsibility, including: managing all golf department employees, having oversight of all business units, financing, budgeting and fee recommendations, overseeing new initiatives, building repairs, marketing, social media, new customer outreach, image improvement, and revenue enhancement.

Roger Graves stated that PGA professional did all of their planning, marketing, and long-range planning during the winter, and that the course was already months behind for 2020. He said you cannot overestimate staffing, and that they needed to be quality individuals at all levels. Mr. Graves stated that everything was underperforming, and staffing was the key to successful operations all around.

John Logan stated that Eaglewood was low on staffing compared to everybody else. He stated that the best golf course around is Mountain Dell, but they charged a lot more. It was pointed out that Mountain Dell was also a 36-hole course. Court Huish asked if the City was handcuffed by a rule of a 40-hour work week. Mr. Leetham stated that the department head/general manager would be exempt and not limited to the 40 hours.

Mr. Leetham stated that increased staffing levels would allow having a golf pro presence at all times (110 hour demand). There would be increased teaching and league development, a decrease in accumulation of comp time/overtime, more long-range planning, better tracking, more accountability to the City Council, improved oversight, responsiveness and accountability in all of the City's business units, and better management and training of all City employees at the Course.

Court Huish asked who this general manager would report to. Ken Leetham said directly to the City Manager, but would definitely receive input from this Advisory Committee.

Roger Graves said the City should take advantage of the expertise on this committee and use it as a resource. He added that since it was an oversight committee, he would like to see it as a more proactive, supportive group. He stated that recently John Logan went over and helped at the course and cleaned up the front of the clubhouse because it needed to be done. He suggested not just branding this body as “watchdogs” but a body that would contribute to the success of golf operations.

Ken Leetham brought up other initiatives that could be considered by the golf course committee and new general manager including: aggressive marketing, ambitious customer outreach, new golf software – ForeUp (currently being incorporated), building and roof repair, additional wedding revenues, corporate memberships, etc.

Mr. Leetham passed out financial information including proposed financial and pricing changes at the golf course.

Brent Moyes stated that Eaglewood’s biggest obstacle to rates was the Bountiful Ridge Golf Course. He said they had raised their cart rates, and were planning to raise their golf rates as well, but that they were currently level with Eaglewood for green fees. Mr. Moyes then added that compared to the SLC courses, Eaglewood’s fees were quite a bit less.

Roger Graves said the \$2 increase was a good amount of an increase, but that residents in Davis County were very sensitive to rate increases, so they did not want to suggest anything higher.

John Logan said he thought the Eaglewood rates should be increased a little bit more and to give some flexibility, and be able to give discounts. People like to feel like they get a deal, and he used the example of offering a resident rate.

Ken Leetham asked if the City’s fee resolution could be more vaguely written, and instead of requiring City Council approval for every little amount, build in some flexibility. Brent Moyes

said there was currently some leeway, and that they did do some negotiating with tournaments, etc.

Roger stated that the most popular tee times could be priced higher, and slower times could be priced lower – using dynamic pricing.

Court Huish said it was important to give more flexibility to the people running the course so they can do what they need to do - experiment, try things, and learn without being totally limited.

Roger Graves stated that if the course did raise rates, the public/golfers would expect better service. Club fittings lead to more equipment sales, professional lessons, more men's/women's association events, and with more staffers, hopefully, Eaglewood could implement some of that.

Ken Leetham stated that he and Janice Larsen were the midst of the annual budgeting process. For the budget, he said they were proposing increases in cart fees, rounds, range fees, corporate memberships, concessions and banquet increases. Operating expenses were also listed. (*Financial information handouts to be included with the record.*) He reported that staff used a Municast module to make the projections.

Ken Leetham then said that the Coronavirus issues had created an unpredictable and unsure climate and that staff was looking at a way to keep the clubhouse closed and not serving food in the café. One suggestion was that golfers could prepay, or could pay using ApplePay and swipe their credit cards outside on the patio.

Roger Graves mentioned some golf guidelines other courses were using to limit crowds during the Coronavirus pandemic, including limiting the number of golfers, such as four, at a time in the pro shop. He then said Eaglewood needed to advertise heavily that it was open – as many other courses were closing during this time.

Ken recommended that the committee make a motion relating to the fees to pass along to the City Council at their upcoming meeting.

Roger Graves moved to adopt the fee schedule as written but with the flexibility to investigate a dynamic fee scale, and that the fee change should authorize City staff to use dynamic pricing if they felt it was the right thing to do, including a resident discount.

Council Member Horrocks suggested possibly including a percentage of plus/minus for the fee schedule.

John Logan suggested the City go with the 36 and 18 for surge pricing and perhaps modify it for annual memberships, or approve Ken Leetham's proposed rates, with a 10% flexibility.

Roger Graves made a substitute motion and moved to adopt the fee schedule as proposed with authority given to City Staff to implement dynamic pricing as needed and with the ability to establish a competitive annual trail fee for people utilizing their own golf carts on Eaglewood Golf Course. John Logan seconded the motion. The motion was approved unanimously by Ryan Curtis, Roger Graves, Court Huish, John Logan and Karen Mills.

3. OPEN DISCUSSION BY COMMITTEE

There was some discussion about terms of the committee. Court Huish and Ryan Curtis were selected to serve the initial four-year terms, and Karen Mills, Roger Graves, and John Logan would serve initial two-year terms.

Karen Mills moved to nominate John Logan as Committee Chairman and Ryan Curtis as Vice-Chairman. Roger Graves seconded the motion. The motion was approved unanimously by Ryan Curtis, Roger Graves, Court Huish, John Logan and Karen Mills.

Ken Leetham reminded the committee of future meeting dates, March 25th and April 1st.

Brian Horrocks wanted to mention the priority that the clubhouse needed to be updated, and Ken Leetham stated that he is putting together the RFP for the work to be done.

Roger Graves asked Ken Leetham for an update on the food services/concessionaire. Mr. Leetham said he met with the concessionaire the previous Friday. There was some disagreement with the concessionaire about hours of operation and they looked at posting the hours of operation and that they would have to remain open during those hours. The City also requested that the concessionaire allow the City to contract with a separate professional wedding planning company. Mr. Leetham said he personally thought it would take a professional group to increase the reputation and quality of receptions held at Eaglewood. He added that he had been speaking to a group who was looking at the wedding side of the Eaglewood business.

Ryan Curtis asked about the projections passed around and if the committee was privy to that information. Ken Leetham said they were, and that may be a good discussion for the next meeting.

Court Huish moved to allow City staff to advertise and hire an Eaglewood Golf Course General Manager. Ryan Curtis seconded the motion. The motion was approved unanimously by Ryan Curtis, Roger Graves, Court Huish, John Logan and Karen Mills.

Court Huish then asked about expectations and/or marching orders so that when the GM is hired, those are already outlined. John Logan agreed that they should outline the major problems, create a grand plan, then it was staff's job to implement those. He said that should be on the next agenda.

Council Member Horrocks asked about the hiring of a GM. Ken Leetham responded that it would require council approval, so his plan would be to present the finalist to the Council. He said he could also bring him/her or other candidates before this committee to review if they would prefer. Court Huish stated that the candidates should be brought to the committee.

Mayor Arave then addressed the Committee. He stated that this committee was very important, and yes, the golf staff would be accountable to the Oversight Committee. He added that timing was important and that he wanted to get the whole process started, and the quicker, the better.

The Mayor said he was hoping for creativity and suggestions from the Committee. He said they would probably have some things to try and some that may not work, but that they would learn. He said government moved slowly, and if the Committee there were active and involved, it would help things move more quickly. The Mayor stated that nothing would be written in stone and that the committee was made up of creative people with good ideas. Some things could be implemented quickly and some things would take more time. He said he had always liked the blank canvas approach, and that there were a lot of long-term objectives the City wanted to accomplish.

4. ADJOURN

Roger Graves moved to adjourn the meeting at 7:21 pm. Karen Mills seconded the motion and the meeting was adjourned at 7:21 pm.

Committee Chairman

City Recorder

1 CITY OF NORTH SALT LAKE
2 GOLF COURSE COMMITTEE MEETING
3 MARCH 25, 2020

4
5 **DRAFT**

6
7 Ken Leetham called the meeting to order at 11:00 a.m.

8
9 PRESENT: Mayor Len Arave
10 Committee Member John Logan
11 Committee Member Roger Graves
12 Committee Member Court Huish
13 Committee Member Corey Markisich
14 Committee Member Jason Taylor
15 Committee Member Brian Horrocks?

16
17 STAFF PRESENT: Ken Leetham, City Manager; Janice Larsen, Finance Director; Brent Moyes,
18 Golf Course Director; Linda Horrocks, City Recorder.

19
20 PUBLIC PRESENT:
21

22 1. GOLF COMMITTEE MINUTES

23 John Logan commented that there was a discussion about trail fees and charging an annual
24 fee instead of a fee per round. He said the discussion also included having a medallion on
25 their personal golf cart to reflect the annual membership fee. He said he did not see this
26 discussion reflected in the minutes.

27 Committee Member ? (female) moved to accept the Golf Committee meeting minutes of .
28 Committee Member Huish seconded the motion. Unanimous.

29 2. REPORT ON CURRENT COURSE OPERATIONS-BRENT MOYES

30 Brent Moyes reported that he attended a meeting on Monday with other Davis County area
31 golf professionals, the Davis County Health Department and the County Commissioners. He
32 said the Davis County Health Department determined that it was acceptable for the golf
33 course to remain open as long as certain precautions were taken. Mr. Moyes spoke on the
34 changes that had been made including spacing out tee times, no walk on play, play by
35 reservation only, tee time reservations by phone or online, sanitizing all the carts between
36 play, frequent bathroom sanitizing, credit card payments only, closure of the range,

37 Ken Leetham shared the best golf playing practices notice for players, which included
38 avoiding touching the flagstick, avoiding bodily contact, keeping cell phones and other
39 devices in personal bag, not using scorecards and pencils, cleaning out garbage from carts
40 following play, not sharing golf clubs, and single rider cart use if requested. Staff would also

41 sanitize carts between uses and players were encouraged to use their own sanitizer and
42 disinfectant.

43 **Committee Member ?** asked if any additional courses had closed since the golf committee
44 meeting last week. Brent Moyes replied that all of the Salt Lake City courses had closed
45 down. He said Davis Park and Valley View closed for several days but had reopened for the
46 weekend. Some pro shops were closing completely while others would have limited access.
47 Mr. Moyes said he had limited the pro shop to three customers at a time and the café was
48 take-out only.

49 Committee Member Logan asked if there were other ways to avoid customers accessing the
50 clubhouse. Brent Moyes replied that it was difficult to avoid handling customer credit cards.

51 Committee Member Logan asked if the driving range would reopen. Brent Moyes responded
52 that he was unsure how to limit the amount of players and the access. He said most courses
53 had closed their ranges. He also explained how it was difficult to sanitize the equipment.

54 3. PREPARE FINAL RECOMMENDATION FOR CITY COUNCIL RELATED TO FEES

55 Commissioner Huish asked what the City Council had disliked about the dynamic pricing.

56 Ken Leetham shared the Eaglewood Golf Course fee schedule showing the proposed price
57 increases to those present.

58 Ken Leetham replied that the City Council's main concern with the dynamic fee was that
59 customers might get irritated if the fees were varied and were unsure what they would be
60 before they arrived at the course.

61 Committee Member Logan commented that there were already several varied fees including
62 for seniors, afternoon rates, etc. Ken Leetham said the City Council wanted more information
63 on the highs and lows of what the fees would be.

64 Mayor Arave commented that there was not a problem with discounting but the concern was
65 surcharges and the appearance of someone getting specialized rates.

66 Council Member Horrocks said that it was important that the golf course have the ability to
67 discount but there were some concerns about making changes.

68 Committee Member Logan discussed the golf course fees and the proposed changes
69 including a \$2 increase per 9 holes for both the green and cart fees.

70 Committee Member Graves said the sentiment of the City Council during their meeting was
71 that they wanted fixed fees posted and did not like the dynamic pricing.

72 Committee Member Logan suggested that the proposed price increase be recommended to
73 the City Council for approval.

74 **Committee Member Logan moved to accept the fee schedule as presented by Ken**
75 **Leetham during this meeting. Committee Member (female) seconded the motion.**
76 **Unanimous.**

77

78 Ken Leetham spoke on the upcoming City budget review for the next fiscal year and said it
79 would include the Golf Enterprise Fund. He commented that the proposed numbers were a
80 little fluid and did not include the salaries for a mechanic and a golf course general manager.
81 Mr. Leetham said the Golf Course Committee would have a chance to make a
82 recommendation on the budget to the City Council who would not adopt the final budget
83 until June.

84 Committee Member Logan commented on the bids for the concrete, roof replacement, etc. at
85 the golf course and felt it was important for one Committee member to be involved in the
86 meetings with the contractors and when the proposals were received to ensure the proposed
87 work was what needed to be done. Mr. Logan also said it was important for the Committee to
88 be involved in marketing meetings as well. He suggested position changes were another thing
89 that was important for the Committee to be aware of and that Brent Moyes should let
90 employees know who was being hired, etc. rather than hearing the information through the
91 grapevine. He asked if there was any concern with these suggestions from the City's
92 standpoint.

93 Ken Leetham said that the Committee should decide which member(s) would like to be
94 present during contractor and marketing meetings, etc. He said he would welcome the
95 assistance of any Committee Member as it was critical to have their involvement. Mr.
96 Leetham also said they had advertised the general manager position on Monday and once
97 several good applications had been received that the Committee could review the
98 applications and make recommendations on preferred candidates.

99 Committee Member Huish said that while he was not a marketing expert he had some
100 experience and would like to be involved in the marketing meetings.

101 Ken Leetham said until the Committee Members had time to make the appointments he
102 would invite available Committee Members to attend meetings.

103 **Committee Member (female)** commented that the Committee would be available to assist
104 with contracts as well.

105 Committee Member Logan said that another goal was to have the Committee tour the
106 clubhouse and golf course to identify all the problem areas but said that this may need to be
107 individual tours due to the COVID-19 situation. He also said that the Committee should start
108 to regularly update the golf course's social media and the website. Mr. Logan said several
109 areas to focus on included social media, the website, operations, player's associations,

110 promotions, banquet facility, partnering with the tennis facility, a gym proposal, improving
111 guest experiences, and employee policies. He asked how the work should be divided.

112 Committee Member Huish commented that the person hired for the general manager was
113 critical. He said they needed to have a good understanding of guest services to establish
114 corporate culture, the standards, and values to incorporate it throughout the business.

115 Committee Member Logan said that the general manager would have a lot to do and asked if
116 Committee Members could help. He asked if students could help with social media. Ken
117 Leetham replied that the City had a staff member that was working to improve the golf
118 course website. He said that another staff member, Linda Horrocks, could handle social
119 media for the course.

120 The Committee discussed the marketing company and how they would be responsible for
121 social media with oversight by staff.

122 Committee Member Logan asked if the Committee's role would be involvement in hiring
123 staff and as an advisory board and less of a direct role in doing things. Ken Leetham clarified
124 how involved the individual Committee Members would be in the daily operations of the golf
125 course. He said once the initiatives were in place the Committee's role would be oversight
126 and accountability. Mr. Leetham said they would meet often to ensure progress was made
127 and any issues were resolved. He said the general manager, Brent Moyes, and himself would
128 be accountable to the Committee and the City Council. He thanked John Logan and Roger
129 Graves for their efforts but said they did not have to help out at the clubhouse in the future.

130 The Committee discussed when to hold the next golf committee meeting. Ken Leetham
131 suggested that the proposed April 1st meeting date be pushed back as they were waiting to
132 receive more applications for the general manager position. He said the next meetings could
133 include video conferencing with potential applicants. Mr. Leetham also said they would be
134 meeting with contractors and the marketing group next week and would reach out to the
135 Committee via email to see who was available to participate in those video conferencing
136 meetings.

137 Ken Leetham commented that the golf course was running out of sanitizing wipes and Lysol
138 products and said if the Committee Members found and were able to purchase these items
139 that the City would reimburse them for those purchases. He said the City had a supplier for
140 these items but were currently behind in supplying them.

141 **Committee Member ?** asked how business in March was for the course in general. He asked
142 about rounds in comparison to last year and if revenue had been impacted by weather or the
143 virus this year. Brent Moyes replied that he felt the weather had been more impactful. He
144 said the course was actually ahead in rounds this year compared to last year as the course was
145 not open in March 2019 at all.

146 Ken Leetham said that the closures in Salt Lake County has had an impact on the courses that
147 were still open. **Committee Member ?** said there was pent up demand for individuals to get
148 out and do something which provided an opportunity for the golf course.

149
150 4. ADJOURN

151
152 The meeting was adjourned **at 2:06 p.m.**

153
154
155
156
157
158

Mayor

City Manager

CITY OF NORTH SALT LAKE
EAGLEWOOD GOLF COURSE OVERSIGHT COMMITTEE
MEETING MINUTES
APRIL 23, 2020

The meeting was called to order at 2:30 pm via video conference.

PRESENT: Chairman John Logan
Council Member Brian Horrocks
Committee Member Ryan Curtis
Committee Member Roger Graves
Committee Member Court Huish
Committee Member Karen Mills

STAFF PRESENT: Ken Leetham, City Manager; Linda Horrocks, City Recorder.

OTHERS PRESENT: Tyler Abegglen, Mike Garrison, Charles Clinton, Scott Longenecker, Golf Course General Manager applicants.

1. WELCOME AND INTRODUCTIONS

Ken Leetham stated that he had a list of questions that he would ask the general manager candidates after which the committee would have the opportunity to ask any other questions they would like. He explained that the candidates will join the video conference one by one approximately 35 minutes apart.

2. VIDEO INTERVIEWS

Interviews were held with the following candidates:

- Tyler Abegglen
- Mike Garrison
- Charles Clinton
- Scott Longenecker

3. OPEN DISCUSSION BY COMMITTEE

The committee then had a brief conversation about the candidates. Mr. Leetham said that after all of the interviews, the top three would then be brought in for a set of second interviews, and at this time, the Mayor and City Council would probably get involved in the decision process.

4. ADJOURN

The meeting was adjourned at 5:40 pm.

Committee Chairman

City Recorder

CITY OF NORTH SALT LAKE
EAGLEWOOD GOLF COURSE OVERSIGHT COMMITTEE
MEETING MINUTES
APRIL 24, 2020

The meeting was called to order at 2:30 pm via video conference.

PRESENT: Chairman John Logan
Council Member Brian Horrocks
Committee Member Ryan Curtis
Committee Member Roger Graves
Committee Member Court Huish
Committee Member Karen Mills

STAFF PRESENT: Ken Leetham, City Manager; Linda Horrocks, City Recorder.

OTHERS PRESENT: Scott Klemme, Steven Marrett, Chris Stover and Bruce Summerhays, Jr., Eaglewood Golf Course General Manager applicants.

1. WELCOME AND INTRODUCTIONS

Ken Leetham stated that the process for the interviews that day would be the same as the previous day with asking interview questions that had been emailed to the committee. After that set of questions, the committee would have the opportunity to ask any other questions they would like. He explained that the candidates will join the video conference one by one approximately 35 minutes apart.

2. VIDEO INTERVIEWS

Interviews were held with the following candidates:

- Scott Klemme
- Steven Marrett
- Chris Stover
- Bruce Summerhays, Jr.

3. OPEN DISCUSSION BY COMMITTEE

The committee then had a brief conversation about the candidates. Mr. Leetham said that after all of the interviews, the top three would then be brought in for a set of second interviews, and at this time, the Mayor and City Council would probably get involved in the decision process.

4. ADJOURN

Chairman Logan adjourned the meeting at 5:40 pm.

Committee Chairman

City Recorder

1 CITY OF NORTH SALT LAKE
2 EAGLEWOOD GOLF COURSE
3 OVERSIGHT COMMITTEE MEETING
4 JUNE 17, 2020

5
6 **DRAFT**
7

8 John Logan, Committee Chair, called the meeting to order at 6:00 p.m.
9

10 COMMITTEE PRESENT: John Logan, Chair
11 Ryan Curtis
12 Roger Graves
13 Court Huish
14 Karen Mills
15 Brian Horrocks, City Council
16

17 STAFF PRESENT: Ken Leetham, City Manager; Tyler Abegglen, Golf Course General
18 Manager; Andrea Bradford, Minutes Secretary.
19

20 1. COVID-19 UPDATE
21

22 Tyler Abegglen reported that the pro shop and the driving range were now open to the public.
23 The restrooms on the golf course were also open and followed the same regulations as the parks
24 with sanitization twice a day. He said plexiglass had been installed in the pro shop, hand sanitizer
25 was available, and staff was practicing social distancing measures.
26

27 Council Member Horrocks commented that Davis County was close to moving to the “green”
28 new normal risk phase and then the number of COVID-19 cases increased and he felt that it
29 would no longer move into the green phase this golf season. Tyler Abegglen said he thought it
30 would remain in the yellow “low” risk phase for the rest of the year.
31

32 Roger Graves asked if customers were required to wear a mask in the pro shop. He asked if there
33 were inexpensive masks that could be offered to customers. Tyler Abegglen replied that there
34 was signage recommending the use of masks and social distancing but customers were allowed
35 to enter without one. He said masks and gloves were available for employees to use.
36

37 Council Member Horrocks said his company, which was based in Chicago, discouraged offering
38 masks to their tenants due to potential liability issues.
39

40 Tyler Abegglen commented that the requirement for masks and other measures would be
41 reevaluated per the County and the City Council recommendations.
42

43 John Logan said that a portion of the public would not comply and there would not really be a
44 way to enforce it. He said as long as the golf course employees were wearing masks they may be
45 somewhat protected.

46

47 2. SOCIAL MEDIA REVIEW

48

49 Tyler Abegglen reported that as of June 1st there was not much of a social media presence for the
50 golf course. He said he had made an attempt to increase this by posting two to three posts per
51 week on Facebook, Twitter, Instagram and through the feeds and stories. He said over the last
52 two weeks there were 32 likes on Facebook, 3,000 people reached through different posts, 309
53 page views, and an increase from 25 to 674 followers on Instagram. The golf course Instagram
54 username was “eaglewoodgc”.

55

56 Court Huish commented that Facebook was a dying medium and Twitter, Instagram and
57 Snapchat were the more popular social media options. Mr. Abegglen replied that his focus was
58 mostly on Instagram. He said that they had just done a Father’s Day promotion with a giveaway
59 of 18 holes with a cart that had over 75 entries so far.

60

61 Tyler Abegglen also said that Tom Kirkland from KSL 5 had retweeted the Men’s Association
62 tweets. The Twitter account had 101 followers with 25 new followers and 1,000 views over the
63 last two weeks. He said there would be more Instagram and Facebook promotions after Father’s
64 Day.

65

66 Council Member Horrocks asked about the use of TikTok. Tyler Abegglen said TikTok was very
67 popular and video based. He said they would have a golf pro monthly or weekly minute and
68 could use TikTok for that.

69

70 Roger Graves asked if all of the social media sites were being cross promoted on the website.
71 Tyler Abegglen said he had not yet included feeds on the website but there were links to the
72 social media profiles.

73

74 Ryan Curtis asked about the content strategy for the weekly social media posts. Tyler Abegglen
75 replied that the posts would be something to engage the public including promotions, stories for
76 daily updates, reminders, etc. He also said he had been promoting George’s Grill as well.

77

78 Council Member Horrocks commented that that his wife would take photos of the sunset and
79 would get multiple retweets and likes. Tyler Abegglen said he would love any content and
80 pictures provided by residents and staff. He also spoke about a drone photographer who would
81 be coming out to take videos and photos of the course.

82

83 Council Member Horrocks talked about premature failure in the parking lot and suggested that it
84 needed to be crack sealed.

85

86 The Committee commented on the views from the reception area and the option for indoor
87 dining in this area.

88

89 Court Huish suggested posting videos of staff performing trick shots and pro tips along with
90 posts promoting golf lessons on Instagram. Tyler Abegglen said it was on his agenda to map out
91 a schedule for social media posts each month. He said content would be prepared and ready to go
92 including a July 4th promotion.

93

94 Ryan Curtis suggested that staff create online personas for people that followed Eaglewood.
95 Roger Graves commented that crazy things would get people talking.

96

97 3. DRIVING RANGE AND RATE DISCUSSION

98

99 Tyler Abegglen reported on the driving range and said it was previously closing at 6 p.m. The
100 hours have been changed to dawn until dusk every day except Tuesday. He said it would take
101 some education to let people know the hours had changed. The course was being closed early to
102 clean up the golf balls so they weren't stolen. Mr. Abegglen said that he did an experiment to
103 compare the cost of replacing balls versus staying open later and determined it was worth it to
104 stay open later. He said that the course did close early on Tuesdays to allow staff to clean up the
105 balls before the grass is mowed on Wednesday morning.

106

107 The Committee recommended closing early on Sunday night to allow for Monday morning
108 mowing. Tyler Abegglen replied that he would prefer this but it was hard to get staff to come in
109 on Sunday especially when the school year starts.

110

111 Roger Graves asked how long it took to pick the range with the new range picker. He also asked
112 about golf ball theft at night. Tyler Abegglen replied that it took approximately two and a half
113 hours with three employees. He said the theft was not that prevalent. He said a box of 24 dozen
114 balls cost \$100 but this equaled out to the sale of twelve large buckets of balls.

115

116 Roger Graves said the driving range was the biggest advantage over Bountiful Ridge Golf
117 Course, which was the nearest competitor, and should be better utilized.

118

119 The Committee further discussed the hours of the range and the potential to add lights to allow
120 for later play.

121

122 Karen Mills asked if social distancing of six feet on the driving range was still being maintained.
123 Tyler Abegglen replied that the spacing seemed to be working but did cause a five to ten-minute
124 wait.

125 Ryan Curtis said the driving range was a symptom of the culture. He asked what else had been
126 identified as opportunities. Tyler Abegglen responded that there were certain things that would
127 be changed or altered.

128
129 John Logan suggested that a chipping area would be nice to add to the long term list. He said this
130 could be done through the addition of a fence. Tyler Abegglen replied that there was limited
131 space but this request could be reviewed.

132
133 Tyler Abegglen then reported on small, medium, and large bucket of balls sizes, which were
134 currently \$5, \$8, and \$10 respectively. He suggested adjusting the size of the buckets so that the
135 extra-large bucket would be the large bucket, etc. and also increasing to \$6 for the small bucket
136 next year.

137
138 The Committee discussed whether rates had to be approved by the City Council. Tyler Abegglen
139 said that policy required the City Council to approve fee schedules on an as needed basis.

140
141 Karen Mills recommended that the adjustment to the bucket sizes so that the extra- large bucket
142 would be the large bucket at the cost of \$10.

143
144 Roger Graves asked for Mr. Abegglen's opinion of the range balls. Tyler Abegglen felt that the
145 pinnacle balls were a good quality but said he would be ordering the equitable ball without the
146 Titleist or golf course logo for less money. This would save money and allow for the purchase of
147 newer baskets and pyramid stacks for corporate tournaments.

148
149 John Logan commented that the senior discount was too much and that no other courses offered
150 that large of a discount. He suggested that the discount should be \$2 at the most and that it was
151 currently \$5 or \$6. Tyler Abegglen replied that when he started there was the regular rate and
152 then multiple discounted rates. He said some of these discounts were eliminated but the Friday,
153 Saturday, Sunday afternoon discount would remain the same after 2 p.m.

154
155 The Committee asked that the discounted rates be increased and proposed to the City Council.
156 Tyler Abegglen replied that the fees structure for senior and junior rates remain for the rest of
157 this year.

158
159 Court Huish said he was excited for the range to be open later for multiple reasons. He said the
160 instructors needed to be available after hours as well. He also suggested that Tuesday or
161 Wednesday night could be a youth night at the range. Tyler Abegglen replied that staff had
162 discussed having a date night special and could consider a youth night as well.

163
164 The Committee then discussed young kids hanging out at the golf course and if it was an issue.
165 Tyler Abegglen replied that there had been some complaints from other golfers on the course.

166

167 Court Huish said there were no markers on the driving range. Tyler Abegglen replied that this
168 had also been discussed and permanent markers needed to be purchased. He said these little
169 amenities would make the course look nicer.

170
171 The Committee discussed perception and how creating a private club like feel and appearance for
172 the course would allow for an increase in rates, etc.

173

174 4. MERCHANT PROCESSING DISCUSSION

175

176 Tyler Abegglen reported that the merchant processing system was an issue. He said he spent
177 every day for two weeks trying to fix the point of sale (POS) system and integrate it with World
178 Pay. Staff has since made the decision to move to Square merchant processing. Mr. Abegglen
179 said this system would result in more work for him as he would have to reconcile but said Square
180 had a lower processing fee, which would save the course approximately \$4,700 per year in fees.

181

182 Roger Graves suggested keeping an eye out for an even better system and said staff and the
183 committee had to keep track of all these little things.

184

185 5. ADVERTISING AND MARKETING

186

187 Tyler Abegglen reported that there was event center Google advertising and the Men's
188 Association Google ads that were going. He said the next ad campaign would advertise for
189 burgers and a driving range special as well as a giveaway of a Titleist wedge or a Callaway
190 fairway wood over the week of July 4th. These campaigns would run on Facebook and Instagram.

191

192 Roger Graves said he could ask the Titleist and Callaway reps to donate the clubs. He said
193 people were really motivated by contests and prizes like this.

194

195 Tyler Abegglen also said he would have a Ladies Day promotion next week as well with half off
196 drinks. He said they would promote Wednesdays as Ladies Day.

197

198 The Committee asked if staff was contributing and buying in on changes, ideas, etc. Tyler
199 Abegglen replied that while staff was not media savvy that they were contributing and coming
200 up with ideas. He welcomed advertising and marketing ideas from the committee as well.

201

202 Roger Graves asked what the advertising and marketing budget for the upcoming fiscal year
203 would be. Tyler Abegglen replied that it was \$25,000 for the fiscal year starting on July 1st.

204

205 Roger Graves spoke about how services were exchanged for play, etc. in the past. Tyler
206 Abegglen responded that he was against trades. He said he would rather pay and know exactly
207 what was being received. He said the University of Utah had approached staff about trading
208 \$15,000 worth of advertising for free golf and after reviewing this he felt that what the course

209 was offering exceeded what they offered. Mr. Abegglen felt that by not offering trade that
210 everyone was treated fairly.

211
212 Ryan Curtis asked which of the promotions were measureable and how the Google ads were
213 working. Tyler Abegglen replied that Google Ads and Google analytics would show clicks and
214 follow through on upcoming posts and promotions. He said he had a schedule prepared for what
215 was being spent on marketing to determine what worked via page views, etc.

216
217 Roger Graves asked about tracking the return on investment such as wedding bookings per
218 advertisements. Tyler Abegglen responded that there was a form on the event center page for
219 reservations, which would track this. He also said they would offer Google review promotions.

220
221 The Committee then discussed the potential for exaggerated numbers via Google analytics and
222 accurate tracking. Council Member Horrocks relayed a story from the Davis County Mosquito
223 Abatement Board and an excessive amount of hit on the website based on a search for the word
224 “mosquito.”

225
226 Tyler Abegglen commented that Google would input and change the ad words being used
227 including words that were relatively similar. He said he would have to check Google ad words
228 every day to ensure that the right words were being used.

229
230 The Committee then discussed ad words, SEO and the website, advertisements and external
231 links. Tyler Abegglen commented that the course had external links on the PGA website.

232
233 6. UPDATE ON UPCOMING CORPORATE TOURNAMENTS AND STRATEGY
234

235 Tyler Abegglen then reported on corporate tournaments with the first scheduled tournament was
236 for July 17th. He said several tournaments from April and May had been cancelled or rescheduled
237 per the gathering regulations for COVID-19. Mr. Abegglen commented that Valley View and
238 Bountiful Ridge courses were holding tournaments with little to no restrictions and said that he
239 was not sure if he or the City were comfortable proceeding without some safety measures in
240 place. He said they would still practice social distancing, spread the carts out, recommending the
241 use of masks, discouraging gathering, having virtual check-in, etc. He said his concern was
242 losing tournaments as other courses had no restrictions.

243
244 Ryan Curtis said he was surprised organizers were taking those risks. Roger Graves
245 recommended promoting the safety measures at the course to attract tournaments.

246
247 Roger Graves asked if Davis County Health Department had given the green light for golf
248 courses to operate without restrictions. Ken Leetham replied that the Health Department had
249 encouraged the City and the golf course to follow social distancing practices and published
250 instructions for course operations. The current County condition was yellow.

251
252 Tyler Abegglen commented that he would work with Ken Leetham on guidelines and
253 procedures. He said they would offer box lunches and guide players to golf carts and ensure they
254 were spaced out.

255
256 The Committee discussed the reasons for cancelled tournaments including COVID and course
257 closures. Tyler Abegglen said that some were probably cancelled due to financial reasons and
258 some were probably held at other courses.

259
260 7. FINANCIAL STATUS UPDATE

261
262 Tyler Abegglen compared the revenue for May 2019 at \$151,000 with \$153,000 for May 2020.
263 He said the rounds were up significantly and the revenue per round was low due to the lack of
264 carts and discounted rates. For June 15, 2019 revenue was \$109,000 compared to June 15, 2020
265 at \$103,000. He said there was a tournament last year, which contributed to the higher revenue
266 last year.

267
268 The Committee discussed the discounted rates in May 2020, which allowed everyone to play at
269 the senior discount.

270
271 Karen Mills commented that many players were only doing nine holes since carts were not
272 available. Roger Graves also said the restaurant and other portions of the course were closed at
273 many golf courses due to COVID.

274
275 John Logan said he would like to create a financial subcommittee to review every line item and
276 expense to truly provide oversight.

277
278 Roger Graves felt that this was a good idea but felt the Committee did not need to look over
279 staff's shoulder. He said the City needed to track everything as in the past there seemed to be
280 some surprises at the end of every fiscal year.

281
282 Council Member Horrocks commented that twenty years ago the golf course manager let his
283 friends play for free and he was unsure if that perception had ever gone away.

284
285 Karen Mills said that technology has helped to resolve that issue as golfers had to pay online
286 when signing up for a tee time, etc.

287
288 Tyler Abegglen said that the policy manual was put in place to provide guidelines. He said these
289 were the types of things that had to be corrected. Ken Leetham said that he had worked for the
290 City for ten years and the golf course fees and discounts for full-time employees were never
291 formalized. He said the written policy that Tyler created for employees would help to fix some of
292 the problems.

293

294 Tyler Abegglen said he did not want to give preferential treatment to anyone and there would be
295 no gray area. This would help employees to avoid difficult situations as well.

296

297 Roger Graves asked if staff was tracking everything at the golf course and if the Committee
298 needed to be a second layer. Ken Leetham commented that he supported the idea of the Golf
299 Course Committee reviewing the finances to help them understand the financial strategies as
300 well as the deficit and how to help Tyler correct that deficit. He said the committee members
301 were chosen for their areas of expertise.

302

303 John Logan said he had viewed the course and specified several areas of concern including the
304 need for the bathrooms to be cleaned at least three times per day, that the door to the men's room
305 near the 11th tee needed to be repaired, that the signs around the course were dirty and faded, the
306 tee markers needed to be cleaned or repainted, some signage needed to be replaced, and pin
307 positions fixed. He said the bathrooms needed to be sanitized, the cart paths needed to be cleaned
308 up including the dirt holes, mowing should be reduced in some areas, and paint was needed in
309 some of the restrooms. He also suggested obtaining feedback from players.

310

311 Court Huish said that staff should have time to paint in the winter months and suggested that a
312 to-do list be made.

313

314 Tyler Abegglen commented that there was a list of all of the cart paths and needs. He said that
315 the company who would be providing aeration services in July had a root extractor that staff
316 could use to cut out some of the roots and remove some trees along the cart paths to help
317 eliminate issues. Mr. Abegglen said he had asked Weston to make a schedule based on priority
318 items with associated pricing.

319

320 Roger Graves asked about the maintenance of the rough and that it seemed inconsistent. He also
321 asked if Weston supervised his staff and held them accountable. Tyler Abegglen said that he
322 thought it was maintained at 2 ½" but said it was just fertilized so it may be higher. He said he
323 would follow up with Weston regarding accountability.

324

325 Roger Graves also said that there needed to be a beverage cart when the course was busy as the
326 vending machines did not work.

327

328 Court Huish asked about George's Grill and if Tyler had reviewed their financials. Tyler
329 Abegglen replied that this was on his to-do list. He said they also used Square so that would be
330 easy for him to review. Mr. Abegglen said that reservations for the event center were down but
331 the café had done well lately. He explained that they would be down due to the lack of
332 tournaments and events at the course.

333

334 Court Huish asked if George and Tanya Longi were being more or less aggressive. He also asked
335 if the restaurant could become a destination. Tyler Abegglen replied that he felt they were
336 encouraged and had several meetings for weddings. He felt that the restaurant could eventually
337 be a destination with marketing.

338
339 Ken Leetham commented that the exterior of the building needed to be improved. He said that
340 some repairs to the concrete and railing were being done.

341
342 The Committee spoke on the Café building a following and how this would take time, the quality
343 of the food, the need for them to have consistent hours, improved attitudes, etc.

344
345 Ryan Curtis said he had no confidence that the Café would be open in the evenings after he was
346 done playing golf.

347
348 Tyler Abegglen stated that the Café had agreed to fixed hours of 7 a.m. to 7 p.m. Monday to
349 Thursday and 6 a.m. to 8 p.m. Friday and Saturday. He said the hours needed to be posted on the
350 website and the door. Mr. Abegglen said they would also be offering a Father's Day lunch and
351 dinner special. He said he would help them to promote their specials as well.

352
353 Ryan Curtis asked if staffing was still an issue. Tyler Abegglen said the pro shop staff was good.
354 He said they would have a need for course marshals once the tee times were decreased to nine-
355 minute increments.

356
357 8. GOLF COURSE POLICY DISCUSSION

358
359 Tyler Abegglen then reported on policies related to City employee permissions on the course,
360 staff uniforms, etc. He recommended that children under five would not be allowed on the golf
361 course. He said it was distracting and unsafe for younger children to be on the course. Mr.
362 Abegglen then spoke on the use of private carts on the course and said eventually they should no
363 longer be allowed.

364
365 Ken Leetham suggested that a use fee could be charged for those that wanted to use private carts.

366
367 Tyler Abegglen commented that about 20 individuals used private carts and said that most
368 courses in the country did not allow them. He said they wanted to encourage golfers to use the
369 carts at the course.

370
371 Tyler Abegglen then reported that the golf cart repairs would be completed by the end of the
372 week. He also spoke on July projections and said he felt it would be well over the \$120,000
373 revenue from last year. Mr. Abegglen spoke on aeration of the course and said that the course
374 would not be offering a discounted golf rate as a different aeration method would be used this
375 year that would not be as noticeable. He then said he would continue to update the Committee on

376 revenues even when the revenue committee was setup. He felt that the more the Committee knew
377 the more they could help.

378

379 Roger Graves asked about employee training and said it was inconsistent in the past. Tyler
380 Abegglen said he had not had training yet as the point of sale system was so hard for staff to use.
381 He said he had worked with each staff member and his biggest concern was that there had been
382 no training or consistency. Mr. Abegglen said training would be part of the culture, along with
383 the policy manual, and would be a high priority.

384

385 Roger Graves said many of the staff had not received training and needed to learn how to
386 communicate or address customers. Tyler Abegglen replied that his vision was to create a semi
387 private country club experience. This would include knowing customer's names, appearance of
388 the pro shop and course, and cleanliness, etc.

389

390 Committee Member Curtis commented that there was a need for things like a standardized shirt,
391 a nametag, etc.

392

393 Court Huish thanked Tyler for stepping into this role at a difficult time and implementing
394 changes. He said that Tyler had the Committee's support and urged him not to give up. Tyler
395 Abegglen commented that he appreciated the support and that it was a hard to begin in the
396 middle of the year and during a pandemic. He said staff knew things needed to change and were
397 100% onboard.

398

399 Roger Graves said the course lacked leadership, vision, and execution before and that he felt like
400 things were on the right track now.

401

402 Ken Leetham expressed how Tyler Abegglen was the perfect person for the position. He saw
403 Tyler and the Committee laying a foundation that would last for decades. Mr. Leetham said he
404 was excited to see these permanent institutional changes and how thrilling it was to see how
405 great the course could be. He felt that every effort put in today would result in dividends later on.

406

407 Council Member Horrocks commented on the political demographics of the City and how future
408 leaders of the City may not live near the golf course. He said his concern was for several years
409 from now when residents and leaders may not support the golf course, which was a great asset.

410 9. ADJOURN

411

412 **At 8:00 p.m. Karen Mills moved to adjourn the meeting. Roger Graves seconded the**
413 **motion. The motion was approved by Committee Members Curtis, Graves, Huish, Logan**
414 **and Mills.**

415

416

417

418

419

Committee Chair

City Recorder