

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

FINAL

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

PRESENT: Mayor Len Arave
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.

PUBLIC PRESENT:

1. GOLF COMMITTEE MINUTES

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

Karen Mills moved to accept the Golf Committee meeting minutes of . Committee Member Huish seconded the motion. Unanimous.

2. REPORT ON CURRENT COURSE OPERATIONS-BRENT MOYES

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

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

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

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

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

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

3. PREPARE FINAL RECOMMENDATION FOR CITY COUNCIL RELATED TO FEES

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

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

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

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

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

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

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

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

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

Committee Member Logan moved to accept the fee schedule as presented by Ken Leetham during this meeting. Karen Mills seconded the motion. Unanimous.

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

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

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

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

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

Karen Mills commented that the Committee would be available to assist with contracts as well.

Committee Member Logan said that another goal was to have the Committee tour the clubhouse and golf course to identify all the problem areas but said that this may need to be individual tours due to the COVID-19 situation. He also said that the Committee should start to regularly update the golf course's social media and the website. Mr. Logan said several areas to focus on included social media, the website, operations, player's associations, promotions, banquet facility, partnering with the tennis facility, a gym proposal, improving guest experiences, and employee policies. He asked how the work should be divided.

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

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

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

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

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

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

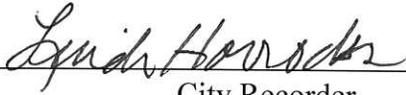
Karen Mills asked how business in March was for the course in general. He asked about rounds in comparison to last year and if revenue had been impacted by weather or the virus this year. Brent Moyes replied that he felt the weather had been more impactful. He said the course was actually ahead in rounds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

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

4. ADJOURN

The meeting was adjourned at 2:06 p.m.

The foregoing was approved by the Eaglewood Golf Course Oversight Committee on Tuesday, November 10, 2020 by unanimous vote of all members present.



City Recorder