

CITY OF NORTH SALT LAKE
EAGLEWOOD GOLF COURSE
OVERSIGHT COMMITTEE MEETING
AUGUST 7, 2020

FINAL

John Logan, Committee Chair, called the meeting to order at 3:00 p.m.

COMMITTEE PRESENT: John Logan, Chair
Ryan Curtis, Vice Chair
Roger Graves
Court Huish
Brian Horrocks, City Council

EXCUSED: Karen Mills

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

1. FY 20 REVIEW

Tyler Abegglen reported that an audit was performed the following day so the information he would be presenting would not be the final audit numbers. He spoke on the 2019-2020 fiscal year with total revenues of \$1,164,811 and total expenses of \$1,334,811 for a total deficit of approximately \$170,000 without depreciation. This was a lower deficit than last year but in the previous fiscal year \$93,000 was spent on capital improvement projects while this year no funds were spent on improvements. He also said that \$10,300 worth of equipment was sold in the last fiscal year, which resulted in some additional revenue.

Ken Leetham clarified that these were pre-audit numbers and the final numbers would be ready by December. Tyler Abegglen said that staff was confident in these numbers, particularly revenue and expenses.

Roger Graves asked for a year-over-year comparison for April, May, June and July. Tyler Abegglen replied that this June was the same as last June while April and May were down compared to last year. He explained that the reduction was mostly attributed to COVID including having to spread out tee times and not being able to use golf carts.

Council Member Horrocks mentioned depreciation and the Committee had a discussion on depreciation related to the building and the course as well as uncontrollable expenses. They also discussed the need to borrow money for maintenance and repairs if these costs were not factored in to the budget.

2. FY 21 JULY REVIEW

Tyler Abegglen compared the fiscal year 2021 July financials with the previous three years, which included July 2020 revenues of \$265,424 compared to \$129,000 in 2019, \$122,000 in 2018 and \$126,000 in 2017. He then said the number of rounds this year were 10,855 in July compared to 6,900 in 2019, 6,800 in 2018 and 7,000 in 2017.

Ken Leetham commented that fees were higher this year as well.

Tyler Abegglen reported that the numbers for the driving range in 2017, 2018 and 2019 were about \$7,000 each year compared to \$15,294 in July of 2020.

Ken Leetham said the City previously had some contracts in which services were traded for free golf. He also said there were some misunderstandings that some people were entitled to free golf at the course. Mr. Leetham said the purpose of the policy statement was to end this practice and identify who would get a discount. He gave the example of the fire district employees that had been frequently playing for free at the course.

Tyler Abegglen said that the course lost some tournaments due to COVID but also to entities in which the course was doing a 100% trade for services. He said they were given the option to hold their tournament and pay to play but several declined. Mr. Abegglen said the daily play has made up for those cancelled tournaments.

Tyler Abegglen spoke on a situation where the City had \$15,000 in advertising in exchange for golf with the University of Utah (U of U). This included a one-minute spot during the football games and some radio advertising in exchange for vouchers for golf whenever they wanted. He said when he informed the U of U that they would be required to pay for golf going forward that they declined.

Roger Graves commented that the course was trending in a positive direction now.

Tyler Abegglen reported on the pro shop sales with \$18,000 in 2020 and said this was reasonably close to the last three years. He said he was pleased with the sales this year due to COVID as many people were booking times online and avoiding the pro shop. Mr. Abegglen also said there were no corporate tournaments in July.

John Logan asked what the projections for rounds were this year. Tyler Abegglen said he had projections through October. He said the projections for August were about \$220,000 in revenues with 9,000 rounds but felt that these numbers were conservative. The actual month to date numbers for August 1st to August 6th were \$45,000 in revenues and 1,900 in rounds. Compared to last year revenue, rounds, and the driving range were up from last year.

The Committee discussed factors that may affect the numbers including the heat and the start of the school year, which usually resulted in a drop in play.

Roger Graves asked if there were any tournaments scheduled for August. Tyler Abegglen replied that one tournament had already occurred with the players spending several thousand in merchandise. He said there were nine more tournaments in August, which were scheduled for weekdays. This allowed for Saturdays to remain open for general play.

Ken Leetham asked about the Interform tournament. Tyler Abegglen replied that Interform would be holding a one-day tournament with all day tee times versus a three day tournament. He felt that this would be similar.

Roger Graves asked about the tournaments with all day tee times and if the public was still able to play on those days. Tyler Abegglen responded that staff would intersperse public play between the tournament players.

Tyler Abegglen spoke on the inventory at the pro shop and said that he cancelled the June order, as the pro shop was not open for a time. He said he would place orders when inventory was low.

Roger Graves commented that it was a good thing that staff had previously preordered golf balls, as there had been a shortage due to the closure of the manufacturing facilities.

Council Member Horrocks commented that he assumed that George's Grill had been affected negatively. Tyler Abegglen replied that the revenues for June and July were down due to the lack of tournaments and events. He said that he was not able to meet with George and Tonya as the power was out in the building yesterday.

Court Huish commented that he felt the event center was underutilized and that there was a lot of potential for the space.

Tyler Abegglen spoke on the Delta Fire tournament and said the food and prizes were setup in the event center for the tournament, which allowed players to grab box lunches to go.

John Logan said he came to George's Grill to eat recently and said there were no umbrellas setup outside. He suggested the Committee should meet with George and Tonya. Tyler Abegglen replied that he spoke with them and they said they were looking at new patio furniture and umbrellas.

Roger Graves said that George had spoken about putting out umbrellas a month ago. He said they were treading lightly and felt that this year may break them. Mr. Graves said he if it was him he would try to make things work.

The Committee discussed the event room and restaurant including the potential there.

Roger Graves asked if it would be beneficial for George and Tonya to attend a Committee meeting. Tyler Abegglen responded affirmatively.

Ken Leetham spoke on contract changes especially due to the uncertainty this year. He felt that it would be a good idea for George and Tonya to meet with the Committee.

Roger Graves said that he wanted the Iongis to feel like the Committee was there to help and support them. He felt like the Committee had some good ideas that may help the restaurant to be successful.

Council Member Horrocks commented that there could be a synergy between the golf course and the restaurant that would be beneficial to both.

3. SOCIAL MEDIA REVIEW

Tyler Abegglen reported on the social media review including promotions like Google reviews, Fourth of July giveaways, and ads on Facebook and Instagram. He said that the Eaglewood had almost 1,000 followers on Instagram and his goal was to have 1,500 by the end of the year. Mr. Abegglen focused on Facebook analytics including the total reach, which was 28,779 in June and 114,598 in July, which were views, comments and likes on Facebook and Instagram. Organic reach, which was people searching for the site outside of paid ads, included 28,746 searches for June and 28,251 in July. He said the paid advertising at \$197 for July was 86,648 people who viewed or interacted with the profile. This advertising included the Men's Association, the event center, video ads, etc.

Roger Graves asked if this advertising had generated any business for the event center. Tyler Abegglen replied that they had received more calls but the referrals for the calls were not being tracked at this time.

Roger Graves asked if any weddings were booked for this year. Tyler Abegglen replied that there were five weddings booked for this year including one in August and two in September.

4. ADVERTISING REVIEW

Tyler Abegglen reported on the drone videos and images of the golf course and had been added to the website. He then spoke on advertising on Facebook including an afternoon special on the weekend and promotion of the event center. Upcoming promotions included a discounted special with George's Grill, a drawing for golf passes, a Ladies Day special, and billboard advertising.

Court Huish asked about Facebook and Instagram advertising. Tyler Abegglen replied that if he advertised on Facebook it would also post on Instagram and cost the same amount as just advertising on Instagram.

Tyler Abegglen also reported on new signage on the roads to Eaglewood, including near City Hall, and signage around the course. He also spoke on compatibility issues with the website and Google ads.

Mr. Abegglen showed examples of the digital billboards that would appear in Kaysville and Salt Lake County. He said the ads would feature a promotion for an afternoon weekend special that included golf carts.

Roger Graves commented on the billboard and said he appreciated the logo on the ad that included the event center with the golf course.

5. COVID-19 REGULATIONS AND REVIEW

Tyler Abegglen reported on COVID 19 and not reducing the restrictions. He said masks were required in the pro shop for all employees, carts were disinfected and cleaned after play, masks were required by golfers in the pro shop, players were encouraged to ride together, and flags were in cups on foam risers. He said that about 90% of the customers visiting the pro shop wore masks.

Ken Leetham suggested a box of masks be available for customer use in the pro shop.

Tyler Abegglen spoke on the Back to Golf Guidelines per the PGA and said that the City was in between the phases of restricted programming (which limits play to 50 players or more) and the new normal with fewer restrictions.

The Committee discussed restrictions and masks as well as how it was not mandatory to wear masks in Davis County.

6. AERIE CIRCLE AND MONT CLAIR TREES

Tyler Abegglen reported on the issue with trees and the homeowners on Aerie Circle and showed the location near hole #11. He said there have been issues over the years with debris from the cottonwood trees and a dead Chinese elm. He said the cottonwood trees protect the homes from golf balls but the homeowners have requested removal of the cottonwood trees and the Chinese elm. Mr. Abegglen recommended allowing the homeowners to remove the trees with the condition that they replace the cottonwood trees with other trees such as 14' cottonless cottonwoods and 7' pine trees. He explained that the homeowners were required to sign a waiver that they were aware that once the trees were removed their homes would not be protected.

Tyler Abegglen clarified that the homeowners would pay for the cost of the new trees and the removal of the existing trees.

Roger Graves commented that he would like to see a formal agreement put together that the homeowners would pay for the removal of the old trees and the installation of the new trees.

Ken Leetham asked for clarification that a contractor would perform the tree removal services and installation. Tyler Abegglen replied that he informed the homeowners that someone who was licensed and insured must perform the work.

Court Huish asked if the cottonless cottonwood trees would grow quickly. Tyler Abegglen said he could call the nursery and confirm.

Tyler Abegglen asked for confirmation that he could proceed with drafting the agreement and having it reviewed by the City attorney. The Committee agreed that this was the best course of action.

Tyler Abegglen then reported on issues with stray balls, which affected the homeowners in Mont Clair, crossing Eagleridge Drive from the #5 tee box. The Committee discussed several solutions including angling the #5 tee box or the placement of trees as well as how to prevent stray balls from hitting cars or pedestrians as well.

7. GOLF COURSE POLICY APPROVAL

Tyler Abegglen presented the the golf course policy for review.

John Logan commented that there should be a requirement that golf carts needed to stay on the golf path. Tyler Abegglen said signage could be placed around the course as well.

Roger Graves said the section about pets on the course was ambiguous and should be revised to say “no pets” on the course. The Committee felt this was appropriate outside of service animals.

The Committee discussed pets on the course after hours. Ken Leetham said the real solution would be to fence the golf course.

Tyler Abegglen commented on skateboarders on the course. Roger Graves replied that unless there was a written policy that it would be difficult to enforce anything.

The Committee discussed how employees were adjusting to the new General Manager and the changes to the course. Tyler Abegglen said that if anyone heard any comments or complaints that he wanted to be made aware so he could make any adjustments if necessary.

Tyler Abegglen stated he would appreciate any additional feedback from the Committee on the golf course policy. He said he would make the revisions on pets, bikes, skateboards, etc. and send it to the Committee for review before it was presented to the City Council.

Roger Graves also suggested the wording change from “golf professional” to “general manager”. Tyler Abegglen replied that he would review the policy and make the change were applicable.

Ken Leetham commented that the changes to the policy needed to be made quickly as it would be presented to the City Council at their next meeting.

Tyler Abegglen commented that there had been some issues with kids on the course. He said that was why he wanted to send a memo to the neighbors that kids were not allowed on the course especially during golfing hours.

Court Huish left the meeting at 4:20 p.m.

Roger Graves asked if neighbors were bringing their personal carts onto the course without paying green fees. Tyler Abegglen replied that he did have to speak with one individual about this issue. He said he would like to get cameras on the golf course particularly for areas that were not visible from the pro shop.

Roger Graves suggested that staff could possibly go out and check those areas during the day.

Tyler Abegglen said that he would eventually like to eliminate private golf carts on the course eventually.

John Logan suggested charging an annual fee and requiring a sticker be placed on the private carts. Tyler Abegglen replied that he did not like allowing a pass because that eliminated control over purchases. He also said there were issues with kids younger than 16 driving the carts.

Tyler Abegglen commented that the reason why he did not want to do season passes was because it was harder to control costs. He suggested an elimination of the private golf carts through a slow transition. Current carts would be grandfathered in with a private cart fee and only the owner would be allowed to use the cart. This offer would not be extended to nonresidents or new private golf carts. He said this process was done in Utah County to eliminate private carts. Mr. Abegglen asked why individuals should dictate what the City, or other courses, could do on their own courses.

Roger Graves asked when an entity signed up for a corporate event if they paid in advance for all the players. Tyler Abegglen replied that they would be requiring a deposit in the future but had not been requiring payment for each player in advance.

Tyler Abegglen commented that he had been working with Tonya Longi on catered events and that individuals were required to prepay for every guest so he could look at implementing a similar policy for the golf course related to corporate tournaments.

8. APPROVAL OF PAST MEETING MINUTES

The committee did not address the post meeting minutes.

9. OPEN DISCUSSION BY COMMITTEE

John Logan commented that good progress had been made at the golf course.

Roger Graves said everyone seemed pleased with the new aura and attitude at the course. He said many factors were contributing to the new and improved bottom line.

Tyler Abegglen provided a quick update on the yardage markers for the driving range and said they would be installed next week. He also said he had new scorecard boxes for holes #1 and #10.

10. ADJOURN

The meeting was adjourned at 4:30 p.m.

The foregoing minutes were approved by the Eaglewood Golf Committee by procedures adopted in City Ordinance 2013-06.

A handwritten signature in blue ink that reads "Linda Horrocks". The signature is written in a cursive style and is positioned above a horizontal line.

Linda Horrocks, City Recorder