

CITY OF NORTH SALT LAKE
EAGLEWOOD GOLF COURSE
OVERSIGHT COMMITTEE MEETING
MARCH 10, 2021

FINAL

Tyler Abegglen called the meeting to order at 5:04 p.m.

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

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

1. WELCOME

The agenda was reordered to accommodate Committee members who were excused early due to other engagements.

2. DRIVING RANGE FEE SCHEDULE AND YOC DISCUSSION

Tyler Abegglen reported on a recommendation to change the driving range fee schedule. He proposed increasing the small range ball bucket to \$6, the medium bucket to \$9, and the large bucket to \$11. He also proposed to change the driving range hours with the opening hours to be Monday through Saturday from sunrise to sunset. The range would close on Sunday evenings two hours before sunset versus the current closure on Tuesday evenings.

John Logan commented that the pricing looked comparative to other courses in the valley. He also thought it was a good time to close on Sunday evenings as that was a slower time.

Roger Graves asked about the range ball machine. Tyler Abegglen replied that the coin operating mechanism in the machine needed to be repaired. It would cost \$1,000 to fix the mechanism or \$5,000 to add a credit card reader. He said the benefits of having customers come into the pro shop to pay was the ability to have a face to face interaction and the potential for an additional purchase. Mr. Abegglen suggested that the machine could be sold for approximately \$1,000.

Roger Graves asked how many balls were in a medium size bucket. Tyler Abegglen replied that there were 45 balls in a small bucket, 70 balls in a medium bucket, and 90-100 in a large bucket.

Court Huish said the course used to offer a punch card and asked if this was still an incentive. Tyler Abegglen replied that there was a punch card for \$70, which he raised to \$100. This included 20 small buckets for \$100 for a cost savings of \$20. He then said the family pass was discontinued due to misuse.

Roger Graves suggested offering a punch card for 20 medium buckets for \$200. Tyler Abegglen replied that this could be implemented if the Committee recommended it. He said they could offer punch cards for small, medium, and large buckets that provided a 20% discount.

Committee Member Huish moved to approve the small bucket for \$6, the medium bucket for \$9 bucket, and the large bucket for \$11 as well as the creation of a punch card system for small and medium buckets with a 20% discount. Committee Member Graves seconded the motion. The motion was approved by Committee Members Logan, Curtis, Graves, Huish, Mills, and Horrocks.

Tyler Abegglen reported on private golf carts on the course and said the current fees were \$6 per 9 holes or \$12 per 18 holes. He said he would like to see the private golf carts eventually phased out and recommended grandfathering all current carts by registering and documenting them.. Mr. Abegglen said this would link a golf cart to a person or family and all drivers would need a valid driver license regardless if it were a private cart. He said no new carts would be allowed after this season.

Roger Graves asked how many private carts were being used on the golf course. Tyler Abegglen estimated around 15 to 20 and said this equaled a loss of around \$5,000. He suggested identifying the carts with a sticker or some type of registration.

John Logan commented that he did not see how current owners could be upset as they would be grandfathered in. He felt it was time to eliminate private golf carts as well. Roger Graves was in agreement.

Council Member Horrocks said that the owners of the private golf carts could be informed that while there was not currently a fee to use them that this could change. Tyler Abegglen replied that there was a fee to play but he was also recommending a fee to be placed on the registration list.

Committee Member Graves moved to keep the current fee to use the carts, to eventually eliminate the use of all private carts, and to request all private carts be registered. Council Member Horrocks seconded the motion.

Ken Leetham asked if this motion included all the items recommended by Tyler Abegglen.

Committee Member Graves amended his motion to include that the current fees would be \$6 per 9 holes or \$12 for 18 holes, all private carts need to be registered and listed on the grandfathered list, drivers must be 16 years old with a license, regardless of private cart or not, and no new private carts after this season unless they are grandfathered in.

John Logan suggested that the Committee review raising the golf cart price for the next fiscal year. Tyler Abegglen replied that the plan was to raise the cart fees for regular carts with the potential to increase the private cart fee each year as well.

Committee Member Graves amended his motion to include the right to increase private cart fees by the same dollar amount as the regular cart fees. Council Member Horrocks seconded the amended motion. The motion was approved by Committee Members Logan, Curtis, Graves, Huish, Mills, and Horrocks.

Tyler Abegglen reported on the junior mini tour and said it was previously \$3 for 9 holes on Mondays. He suggested eliminating this and participating in the Youth on Course (YOC) program. YOC was a nationwide non-profit which helped to subsidize golf for juniors. Mr. Abegglen said that the City was on the waiting list this year so the course could offer YOC members a discounted rate of \$5 per 9 holes on Tuesdays as well as a YOC day to generate subsidy money. He said that once the golf course was part of the program that the Utah Golf Foundation would reimburse an amount moving forward.

Karen Mills asked what age group YOC included. Tyler Abegglen replied that it was for youth 17 and under.

Roger Graves commented that YOC was a great program as it developed future golfers and a win/win. He suggested scheduling YOC playtime opposite of prime tee times. Tyler Abegglen responded that YOC members would not be allowed to make a tee time and would be stand by play only.

Roger Graves asked if time would be reserved for YOC to play on Tuesdays. Tyler Abegglen replied that until the program was subsidized by the Utah Golf Foundation that he wanted to limit the discount to Tuesdays at this time.

Court Huish said he loved this idea as it was a great community service. Tyler Abegglen responded that it was his goal to get residents from all areas of the City to play at the golf course and other community events would be offered in the future.

Roger Graves spoke on other ideas for the junior golfers including offering a clinic prior to play as well as finding a sponsor to supply food.

Council Member Horrocks asked about working with the schools. Tyler Abegglen said he would like to have a golf day for the junior high and high school students. He commented that he could reach out to the schools to gauge interest.

Ken Leetham commented that the City had a summer rec program in the summer and fall, which included activities and youth soccer. He suggested that maybe golf classes could be included.

Committee Member Huish moved to follow the suggestions from staff regarding implementing a Youth on Course program. Committee Member Logan seconded the motion. The motion was approved by Committee Members Logan, Curtis, Graves, Huish, Mills, and Horrocks.

3. APPROVAL OF MINUTES

The Golf Committee minutes of February 10, 2021 were reviewed and approved.

Committee Member Graves moved to approve the minutes from February 10, 2021 as written. Committee Member Mills seconded the motion. The motion was approved by Committee Members Logan, Curtis, Graves, Huish, Mills, and Horrocks.

4. BUILDING DESIGN DISCUSSION

Tyler Abegglen showed an interior layout of the building to those present. He estimated that with the current scenario for a new roof, storefront and windows, exterior siding/stucco & stone, decks/patio/terrace/walkways, interior remodel & additions, planters/landscaping updates, fireplaces, structural upgrades & framing, HVAC, electrical, AV for the event center, demolition, plus contingency that the cost would be approximately \$3,085,560. Mr. Abegglen also presented a scaled down scenario with roofing, storefront and windows, exterior siding/stucco & stone, decks/patio/terraces/walkways, interior remodel & additions, planters/landscaping updates, fireplaces, structural upgrades & framing, HVAC, electrical, AV for event center, contingency, and demolition at \$1,828,270. He also said that JZW Architects had estimated new construction with demolition of the current building would be \$4.75 to \$5.5 million.

John Logan clarified that the Committee's vote at the last meeting was to approve the modification of the exterior with a comprehensive review of the interior at a later date. He felt the concept was fine but the details needed a more extensive review.

Roger Graves asked if there were any funds available through bonding or per the windstorm damage. He suggested that it may be worth constructing a new building if it would cost \$3 to remodel and \$4 to \$5 for a new facility. Ken Leetham replied that it may be a better option to look at a complete demolition. He proposed a smaller clubhouse with a pro shop and a separate building with a restaurant and event center but was unsure of the cost for that. Mr. Leetham said

interest rates were low but it was up to the City Council on the level of risk the City was willing to take. He also said not all of the proposed work was cosmetic and some repairs needed to be done such as the roof.

Ken Leetham also commented that there was an insurance payment for the roof damage at approximately \$62,000. He said the bids for a new roof were around \$200,000.

Roger Graves said he liked the idea of separate buildings. He said Willow Creek Country Club in Sandy provided separate accommodations for golf and events. Mr. Graves suggested looking at the viability and sustainability and whether to apply a band-aid or a long term fix.

Ken Leetham spoke on the timing related to borrowing money. He said one disadvantage was that the golf course only had one season of recovery, which may make it harder for the City Council to approve bonding or spending significant funds. Mr. Leetham also said the City would be reassessing the concessionaire's contract with the potential for a rental scenario rather than a performance related payment.

Court Huish commented that the building was 30 years old and was more like a house than a golf shop. He said starting from scratch may be easier to install the golf simulator bays and a better event/community center. Mr. Huish suggested that a review of the current building by a golf architect may be appropriate. He said he was pressed for time but would like to discuss this in further detail at a later date. Mr. Huish said that he would like to create a building that would last for 30 years and would be the jewel of the City. He said Utah was getting more desirable every year as a place to live.

Court Huish was excused at 6:00 p.m.

Roger Graves agreed with Court's opinion and said the roof was a high priority. He said that long term it may be better to have two separate buildings. Tyler Abegglen replied that there should be further evaluation of the needs of the City including the potential for golf classes through the rec program, possible City office space in the new building, etc.

John Logan was in favor of a feasibility study. He also expressed the need for year round revenue generators such as a restaurant and golf simulators. Mr. Logan said maybe it would be better to wait a few years before making a large investment.

Council Member Horrocks commented that he did not really want to spend \$2 million on the old building. He said the City was in a similar position with the old City Hall building and how it was more expensive to renovate than to build new. Tyler Abegglen replied that his struggle was spending the money now on the old building and the potential to spend even more than the cost of a new building over the next 30 years.

John Logan spoke on additional revenue and growth. He said there could only be a certain number of rounds played per year so there would need to be a focus on the restaurant and events. Mr. Logan estimated that the revenue potential could be \$200,000, which would cover the debt service cost of the new building. He said a consultant with experience in clubhouses/golf courses could advise the City on what would make sense.

Tyler Abegglen recommended Brian Curtis Studios or JRCA for golf course design. He said that these firms may be more expensive but were more golf course centered.

Roger Graves commented that certain items needed priority like the irrigation system. Ken Leetham replied that if the City was going to issue debt that he would advise including the irrigation system into that. He said that per the irrigation consultant, the estimate for replacement of the system was close to \$2.5 million but the system was not in as bad of shape as originally estimated.

Roger Graves said capital improvements needed to be budgeted for every year.

Tyler Abegglen clarified that it seemed like the Committee wanted to examine and evaluate what a new construction building would a) look like and b) benefit the City and the golf course. Roger Graves also suggested identifying new revenue streams, which would justify the expense.

Tyler Abegglen asked the Committee to send him their priorities for comparison.

5. REVENUE UPDATE

Tyler Abegglen showed a slide with the revenue updates with February rounds at zero, which was consistent with 2020. Revenue for February was \$5,878 compared to \$500 in 2020. The fiscal year 2021 golf revenue was \$1,018,805 compared to \$565,433 in FY 2020. The five year average for February was 56 rounds with \$2,389 in revenue.

6. ADVERTISING UPDATE

Tyler Abegglen reported that things were in good shape to get going in March. He said there would be ads for the Men's Association, Spark Golf, and the event center on Facebook, Instagram, and Google. There would also be billboards as well as ads at the golf course with a digital marquee board inside and A-frame signs outside. The Men's Association would start April 1st and the Spark League had 139 members. Mr. Abegglen showed examples of the advertising images for tournaments, ladies golf clinics, and a "Free clubs for kids day" event.

Roger Graves asked about the Northern Utah Open. Tyler Abegglen replied that it would be in the Book of Golf, which would be going out soon. He said registration was ready to go on the golf course website and would open April 1st.

Karen Mills was excused at 6:18 p.m.

The Committee had brief discussion about the high price of advertising in the Book of Golf and how advertising by other methods was less expensive.

7. ADJOURN

The meeting was adjourned at 6:20 p.m.

The foregoing was approved by the Eaglewood Golf Course Oversight Committee of the City of North Salt Lake on Wednesday April 14, 2021 by unanimous vote of all members present.



Linda Horrocks, City Recorder