

CITY OF NORTH SALT LAKE
EAGLEWOOD GOLF COURSE
OVERSIGHT COMMITTEE MEETING
ANCHOR LOCATION: CITY HALL
10 EAST CENTER STREET, NORTH SALT LAKE
AUGUST 10, 2022

FINAL

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

COMMITTEE PRESENT: John Logan, Chair
Roger Graves
Ron Jibson via Zoom
Karen Mills
Lisa Watts Baskin, City Council via Zoom

EXCUSED: Court Huish

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

1. APPROVE MINUTES

The Golf Committee minutes of July 13, 2022 were reviewed and approved.

Committee Member Graves moved to approve the July 13, 2022 minutes as written. Committee Member Mills seconded the motion. The motion was approved by Committee Members Graves, Jibson, and Mills.

2. SEARCH ENGINE OPTIMIZATION (SEO) AND SOCIAL MEDIA UPDATE

Tyler Abegglen reported he surveyed every golf course within a 75 mile radius of Eaglewood. He explained this survey showed the ratings and number of reviews for each of the courses and was ranked from highest to lowest ratings. He noted Wasatch State Park had the highest rating at 4.8 followed by Eaglewood at a 4.7 rating. Local competitors Valley View, Bountiful Ridge, Lakeside, and Davis Park all received ratings of 4.5 to 4.6. He said Eaglewood had 1,034 reviews compared to Lakeside who had the next highest number of reviews at 733. Mr. Abegglen said the negative reviews the course had received were mostly related to the Grill and construction at the course with some mixed reviews of the greens.

Karen Mills commented the greens and fairways were in good shape considering the drought conditions. She said the last rainstorm washed some gravel onto the cart paths near holes 12 and 13. Tyler Abegglen replied hole 12 became a pond when there was a lot of rain.

John Logan asked if there was a plan for remediation as it was eroding the base of the asphalt. He suggested concrete curbing. Tyler Abegglen responded they would have to view the site including the manhole covers and ways to divert water. He reviewed the location of the covers and the storm drain system at the golf course via Google Maps with the Committee.

Tyler Abegglen reported on Search Engine Optimization (SEO) data from March through August 2022. He said there were 33,952 business profile interactions using search terms like “golf courses near me”, “Eaglewood”, or “Salt Lake golf”. He indicated over 18,000 of those searches were for “Eaglewood golf course.” He stated there were 19,498 website clicks for the same time period. Mr. Abegglen explained that 101,000 people actually viewed the business profile with 57,844 searches that showed the business profile. He shared how the Google ad campaigns were performing and said there were three ads running right now for the event center, general golf course, and afternoon special promotion. He acknowledged there were 5,500 impressions with a 1,000 person click through rate (CTR) which meant the average cost per click (CPC) was \$0.87 at a cost of \$879 for the three ads.

Councilmember Baskin asked for clarification on click through rates and cost per click. Tyler Abegglen explained the cost for the event center ad was \$422.62 with 413 clicks, a CTR of 1.03% and an average CPC of \$1.02. He said if they booked one event a month from the ad then the cost of the ad would be worth it.

Tyler Abegglen said the majority of the visitors who clicked through to the website then visited the tee times. He indicated between two to five percent for the click through rate was ideal and all three ads were between one percent and four percent. He spoke on the number of followers for Instagram at 1,771 and Facebook at 1,800. Mr. Abegglen said he would do advertising for the golf simulators once they were completed as well as an ad for the fall tournaments.

3. CONSTRUCTION PROJECT UPDATE

Tyler Abegglen reported on the construction schedule for the golf course renovation. He noted the finish trim, front decking, finish electrical for the interior, roller shades, below deck concrete, and roof were anticipated to be completed in August. He stated the framing of the outdoor deck would begin in three weeks, the event center remodel would begin on October 2nd, landscaping would start on August 23rd, and completion of the south exterior would be mid-September.

4. GOLF SIMULATOR OPEN HOUSE OVERVIEW

Roger Graves asked if there would be a front desk or check-in area for the golf simulators. Tyler Abegglen replied staff would handle the simulator, the event center, and tee times during the slower winter months.

Tyler Abegglen explained how the memberships for the golf simulators and tee times would work. He stated there would also be an emphasis on golf lessons once the building was completed.

Roger Graves and Karen Mills spoke on demonstration days, fittings, lessons, and upselling equipment.

Tyler Abegglen reported on the golf simulator open house which was tentatively scheduled for August 27th from 3 p.m. to 9 p.m. and August 28th from 12 p.m. to 9 p.m. He stated there would be printed materials, desserts or pizza, drawings for a free of membership, walkthroughs of the Trackman system as well as access and availability, information on memberships and bookings, and the tournament launch.

Ken Leetham asked about the cost of a membership for the golf simulator. Tyler Abegglen replied that it would be \$2,400 for a 12 month membership or \$1,400 for a 6 month membership. He said they would wait to offer a punch card until after the memberships were open.

Ken Leetham questioned how many memberships could be sold before capacity was reached. Tyler Abegglen responded he anticipated selling 20 to 25 of the 12 month memberships this year and 10 or 15 of the 6 month memberships. He said Bountiful limited the number of their memberships and were open 24 hours a day.

Ron Jibson asked if the anticipated time for play had been factored in for the reservation times. Tyler Abegglen said that expectations would be set to let players know how long a course might take to play and limits could be set for reservations.

Roger Graves commented many simulators had a two hour minimum to play a course but one hour was plenty of time to practice or hit balls. He said the Trackman liaison recommended setting the system to not allow putts.

Tyler Abegglen commented that he would ask the Trackman rep for information on scheduling and play time from other facilities with the Trackman system.

Roger Graves asked if the wall between the two simulators needed to be extended to avoid distractions if both bays were in use at the same time. Tyler Abegglen replied that they could look at adding a slide track curtain between the bays.

Roger Graves asked about having drinks and snacks available in the simulator rooms. Tyler Abegglen said they would have water bottles available and potentially a vending machine. He mentioned that they could order food from the café as well.

Tyler Abegglen invited the Committee members to come view the golf simulator.

5. GRILL/SNACK SHACK NAME DISCUSSION

Tyler Abegglen asked for feedback on a name for the grill/snack shack.

Roger Graves suggested keeping it simple with The Grill or The Café at Eaglewood.

Councilmember Baskin suggested several names including The Albatross, The Pin, Duffers, Number 19, The Bunker, Top Bite, Birdie's Bunker, One Under, The Club, The Green Apron.

John Logan suggested the name Eagle Eats.

Tyler Abegglen commented that customers always asked where "The Grill" was so he was in favor of Roger's suggestions.

Roger Graves asked about the status of the current concessionaire. Ken Leetham replied the City's counteroffer returned to the concessionaire today. He spoke on the settlement and said the City's latest and final offer was sent to the Longi's today.

Roger Graves questioned if the rest of the season was salvageable. Tyler Abegglen responded the next two months would be difficult foodwise. He submitted the application for the beer license yesterday and a conditional permit would be issued until the City received their business license. He indicated the pro shop and kitchen would need to be completed for the fire inspection and then a business license could be issued. He anticipated that the beer license could then be issued for September 1st.

Tyler Abegglen said he had several applications for the beverage cart and one application for a line cook. He commented they were waiting on the settlement to be completed before they hired a kitchen manager. Mr. Abegglen explained he created a tentative menu as part of the alcohol license that he could share with the Committee. He hoped to have employees setup to learn from a professional chef and planned to further explore food costs.

Ken Leetham said the intention was to hire City employees to run the café instead of a concessionaire. Tyler Abegglen replied there were several ways that golf courses ran their food services including in house operations that may or may not make money or food services that were run by concessionaires that may or may not be successful. He commented the majority of

golf courses broke even but he wanted to make money, particularly in the café. Mr. Abegglen wanted to have the café available to the public and to offer music nights, public events, and even food truck roundups.

Roger Graves said that the winter months could be used to test out the golf simulators and public events. Tyler Abegglen commented they could test out options like having breakfast at the café.

Ken Leetham said the right manager would help to drive the café in a good direction and being successful.

Roger Graves asked if the food services manager would be a position with the City that offered benefits. Ken Leetham replied this was his preference including incentivizing the wage in a similar way as the golf course director.

John Logan said the key was to offer health benefits plus incentives as this would ensure the employee focused on the costs as well as increasing sales.

Tyler Abegglen commented a fulltime employee would be the best to maintain continuity with the café.

John Logan was in favor of a fulltime manager position and said there were no restaurants in that area. He said the local Sunshine Café was good for breakfast but not dinner and if the Golf Course café offered dinner that they could build up a clientele. Tyler Abegglen replied they would offer the café food through DoorDash, Uber Eats, and other delivery services.

Karen Mills asked if the hours for the manager would be flexible to allow for more hours during peak season. Ken Leetham replied if they were an exempt management employee they could work as many hours as needed with bonus pay. He also said that the longer hours in the summer and the incentives could hopefully balance out the winter months and retain a year round employee.

Tyler Abegglen commented even if the hours of operation were limited as long as the café had a good product, similar to the Sunshine Café, people would plan around it. He said they would lean on the expertise of a professional café manager.

Ron Jibson mentioned the dining experience at Wasatch State Park Golf Course and said a great manager and employees made all the difference. Tyler Abegglen commented they needed to offer competitive wages and to look for employees that were personable and helpful.

Roger Graves asked about the current concessionaire and the kitchen equipment. Tyler Abegglen replied the City owned some of the equipment and once the settlement was completed the

concessionaire's equipment would need to be removed within a certain time period. He also said after the settlement the City could begin to sell food items.

Karen Mills asked about the status of the golf carts. Tyler Abegglen responded the golf carts should be shipped in one week. He said there was some frustration as the original delivery date was supposed to be in July.

Roger Graves asked if the cart storage area was ready. Tyler Abegglen replied it was not yet completed.

6. ADJOURN

The meeting was adjourned at 6:11 p.m.

The foregoing was approved by the Eaglewood Golf Course Oversight Committee of the City of North Salt Lake on Wednesday November 16, 2022 by unanimous vote of all members present.



Wendy Page, City Recorder