

CITY OF NORTH SALT LAKE
EAGLEWOOD GOLF COURSE
OVERSIGHT COMMITTEE MEETING
ANCHOR LOCATION: CITY HALL
10 EAST CENTER STREET, NORTH SALT LAKE
NOVEMBER 16, 2022

FINAL

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

COMMITTEE PRESENT: John Logan, Chair via Zoom
Roger Graves
Karen Mills

EXCUSED: Court Huish, Ron Jibson, Lisa Watts Baskin, City Council

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

1. APPROVE MINUTES

The Golf Committee minutes of August 10, 2022 were reviewed and approved.

Committee Member Graves moved to approve the August 10, 2022 minutes as written. Committee Member Mills seconded the motion. The motion was approved by Committee Members Graves, Mills, and Logan. Committee Members Huish and Jibson and Councilmember Baskin were excused.

2. REVENUE UPDATE

Tyler Abegglen compared fiscal year round totals from 2016 through 2023. Round totals were \$48,111 in fiscal year 2016, \$46,847 in FY 2017, \$44,984 in FY 2018, \$44,459 in FY 2019, \$46,814 in FY 2020, \$70,890 in FY 2021, \$67,523 in FY 2022, and \$38,604 in FY 2023. The fiscal year was measured from July to July of each year.

He then compared the fiscal year total golf revenues from 2016 through 2023. Golf revenues for FY 2016 were \$1,014,981, \$986,907 for FY 2017, \$968,455 for FY 2018, \$991,450 for FY 2019, \$1,025,561 for FY 2020, \$1,859,840 for FY 2021, \$2,018,794 for FY 2022, and \$1,172,307 for FY 2023. He said revenues for this October were \$231,000 which was due to several September tournaments being paid in October. November included two days of golf, merchandise sales, and a \$35,000 payment for a September tournament. Merchandise credits

have been cleared out with a balance of \$9,000 that has not been spent. The only remaining invoice was from Roy High School for merchandise.

Mr. Abegglen said they would run a black Friday sale for a week and a Christmas promotion. Staff would be available for merchandise sales and winter projects Monday through Saturday 9 a.m. to 5 p.m. Part of the course may be open during this weekend as it was a little warmer. He reported that merchandise sales were \$178,000 through November and expected the FY to end around \$300,000 which was similar to last year.

Roger Graves asked how much inventory remained in the shop. Tyler Abegglen replied that they would do inventory in January and estimated there was approximately \$65,000 remaining. He said this was intentional for the holiday sales.

Tyler Abegglen said the course had an e-commerce website with gift cards and punch cards that he would advertise for a Black Friday sale. He said he also ordered holiday sweaters, Nike outdoor, and spring merchandise.

Roger Graves asked how the clubhouse construction affected sales. Tyler Abegglen responded that revenue was higher compared to prior years but felt that it still affected sales. He said revenues were at an all time high even compared to the last two fiscal years.

Tyler Abegglen said there was a staff meeting today that included upselling, training, etc. Those present included Brent, Tyler, Allen, and several employees including two seasonal employees.

John Logan commented that there was good staff right now. Tyler Abegglen replied that they also talked about ways to put the course above other public courses.

3. RATE PROPOSALS

Tyler Abegglen shared the proposed golf course rates for 2023. This included a regular base rate of \$19 for nine holes/walking and \$38 for 18 holes. Regular base rates with a cart were \$30 for nine holes and \$58 for 18 holes. These rates would be the every day rates.

Youth on Course rates would be \$5 for nine holes/walking and \$10 for 18 holes. Youth on Course with a cart would be \$15 for nine holes and \$30 for 18 holes Monday through Wednesday. Junior rates would be \$12 for nine holes/walking and \$24 for 18 holes. Junior rates with a cart would be \$21 for nine holes and \$42 for 18 holes Monday through Wednesday.

Rates for Ladies Day, which was Wednesday, would be \$25 for nine holes with a cart or \$45 for 18 holes with a cart. The punch card rate for everyone would be \$15 for nine holes/walking or \$30 for 18 holes. The rates for punch card with a cart would be \$25 for nine holes or \$50 for 18 holes anytime excluding holidays. The PGA book rate would be \$45 for 18 rounds with cart

available Monday through Thursday anytime and Friday through Sunday after 2 pm. Cart fees were \$10 for nine holes or \$20 for 18 holes for golf course or private carts.

The main changes would be the regular base rate for nine holes walking increased from \$18 to \$19 or eighteen holes walking increased from \$36 to \$38, the Junior rate for nine holes walking to \$12 for eighteen holes, the Ladies Day with cart from \$20 and \$40 to \$25 and \$45 and would include league fees, the PGA book rate from \$ to \$45 for eighteen holes with cart, and the private cart fees. He said this was in the middle to higher end compared to other public courses in the area.

Roger Graves asked if the small increase was worth the pushback that might be received. He said this could be justified with the new carts, etc. Tyler Abegglen replied that he had some concerns last year when some rate increases were made but did not receive very much pushback then. He also said the new building and increased pay for employees also justified the increase.

Tyler Abegglen said he was working on a report with a budget comparison to Bountiful Ridge and other Davis County golf courses.

Tyler Abegglen commented that the increased cost to \$45 for the Ladies Day rate would cover game fees and require them to participate in the Ladies League.

Roger Graves asked how many women were in the Ladies League that would be affected by the rate increase. Tyler Abegglen replied that there were around 80 women in the Ladies League. The Men's League had 155 players with 45 to 55 playing each week.

Roger Graves asked about those on the list for private carts. Tyler Abegglen responded that there were approximately 12-18 carts on the list that were grandfathered in and should slowly fade out.

Tyler Abegglen spoke on the employee benefit and said that there were less than a dozen who had utilized the benefit. He expressed that more employees should play and participate in the Leagues.

Tyler Abegglen reported that the event center rates for a six hour rental increased to \$2,300 and \$3,000 for a twelve hour rental. He said in comparison to other event centers this was middle rate.

Karen Mills asked about event center rentals and tournaments. Tyler Abegglen responded that they would start to charge a flat fee for Friday at \$8,000 and Saturday at \$10,000 for tournaments to try and eliminate them being booked for the weekends. He said Eaglewood tournaments would be held when the event center was already booked for weddings.

Tyler Abegglen commented that if there were leftover funds from the bond that he would like to do a pavilion area on the back of the range for tournaments. He also proposed a 10% discount for the event center for all City residents. There would be a \$300 fee for a ceremony, \$500 non-refundable deposit, a \$250 alcohol deposit, and a \$500 refundable damage/cleaning deposit.

Roger Graves asked about liability with serving alcohol at the event center. Ken Leetham replied that the City did not have any liability but the bartender who was serving would need to have liability insurance.

Roger Graves questioned if someone hosting a wedding could bring their own alcohol or not. Tyler Abegglen responded that it depended on whether it was a reception with rotating guests or a luncheon. He said people would not be allowed to bring their own alcohol but would need a bartender to serve it.

Karen Mills asked if alcohol was allowed in the golf simulator room. Tyler Abegglen said that it was not allowed and asked that it be reported if seen. He would have signage stating that outside alcohol could not be brought into the area.

Ken Leetham mentioned looking into ways to order food from the Grill to be delivered to the simulator area.

4. SEASONAL PAY RANGES

Tyler Abegglen reported on seasonal pay ranges and said that pay would be based on grade. Grade 1 would be \$10-15 an hour and included outside services and snack shack employees. Grade 2 would be \$12-\$18 an hour and included customer service, social media manager, starter, and grounds maintenance. Grade 3 would be \$14 to \$19 an hour and included cooks or equipment operators. These rates were for non-benefited seasonal positions. He shared the seasonal steps proposal for each grade. Mr. Abegglen compared the part time pro shop budget from 2020 to 2022. For 2020 the budget was \$82,400 and the actual cost was \$62,176. For 2021 the budget was \$65,000 and the actual cost was \$63,754. For 2022 the budget was \$65,000 and the actual cost was \$47,513. The 2022 budget adjustment was \$82,000.

John Logan asked if the seasonal employees also received the free golf benefit. Tyler Abegglen replied that as long as the seasonal employees were actually working and not just trading shifts, they would receive the benefit after hours.

The Committee discussed pay compared to other places, tips, snack shack hours, beverage carts, etc.

Tyler Abegglen commented that he would not be opposed to having the snack shack open to the public and not just those playing the course.

Roger Graves asked if there was room for picnic tables near the snack shack. Tyler Abegglen showed a map of the area and said a pathway and small parking lot could be added to the area depending on the customers (public access or golfers only).

5. KITCHEN MANAGER POSITION

Tyler Abegglen reported on the kitchen manager position. He said the hiring process would begin in December with an anticipated start date of mid January or February. The salary range would be Grade 16 (\$39,000 to \$57,000) based on experience with a bonus structure based on gross revenue of the food operation (to be negotiated upon employment) which was an estimated \$5,000 to \$10,000 bonus on average and full benefits.

Karen Mills asked about the schedule for the kitchen manager and if it would be a fulltime/year round position. Tyler Abegglen replied that he anticipated they would have a schedule of 50 plus hours during peak season and then limited weekend hours in the off season.

Roger Graves asked if the manager would hire his own staff. Tyler Abegglen replied that he would work with the manger for the first year but hoped that the manager would have an idea on how many employees to hire.

6. 2023 WINTER PROJECTS

Tyler Abegglen reported on winter projects including golf cart GPS programming and advertisements, tournament sponsors, employee incentives schedule, social media schedule, association/tournaments preparation, organizing and prep for the season, grill menus/tv (order management/training), finalize bond expenditures, and FY 24 budget preparation. The cart GPS systems would arrive in February.

The Committee discussed the new golf carts, wheel covers, club cleaners, and pest control at the Clubhouse.

7. OPEN HOUSE DATES

Tyler Abegglen suggested several open house dates including Saturday February 11th and Saturday April 1st. The open house(s) would be from 10 a.m. to 5 p.m. and included catered food, drone photography and videography, a 3D interior mapping/walkthrough, and a professional photographer at the spring event.

Roger Graves suggested advertising for the event center in January for those looking to book events in the next year. Tyler Abegglen commented that as soon as he had photos for the website he would increase advertising.

Tyler Abegglen said there would be a December 3rd walkthrough/open house for the event center. He said the public was invited to come view the space on that day. The Committee members volunteered to help if needed.

Tyler Abegglen commented that he was hopeful the building would be completed before Christmas and would like to have holiday lighting placed on the outside. He said the exterior was expected to be completed by next Wednesday. The deck railing and siding was started today.

The Committee discussed having tall railing on the back deck that was placed close together to avoid children slipping over or through.

Tyler Abegglen said he was within \$10,000 to \$15,000 of the original budget overall. His biggest frustration was the extended timelines and obtaining materials. John Logan commented that most construction projects were behind schedule.

8. ADJOURN

The meeting was adjourned at 6:12 p.m.

The foregoing was approved by the Eaglewood Golf Course Oversight Committee of the City of North Salt Lake on Wednesday February 15, 2023 by unanimous vote of all members present.



Wendy Page, City Recorder