

**CITY OF NORTH SALT LAKE
EAGLEWOOD GOLF COURSE
OVERSIGHT COMMITTEE MEETING
ANCHOR LOCATION: CITY HALL
10 EAST CENTER STREET, NORTH SALT LAKE
FEBRUARY 15, 2023**

FINAL

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

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

EXCUSED: Ron Jibson

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

1. APPROVE MINUTES

The Golf Committee minutes of November 16, 2022 were reviewed and approved.

Committee Member Graves moved to approve the November 16, 2022 minutes as written. Committee Member Mills seconded the motion. The motion was approved by Committee Members Graves, Huish, Mills, Logan, and Councilmember Baskin. Committee Member Jibson was excused.

2. JUSTIN FIELD-INTRODUCTION

Tyler Abegglen introduced Justin Field as the new kitchen manager for Eaglewood Golf Course. Justin Field commented that he had started work on the menu, ordering equipment, and planned to hire some employees next week. He hoped the restaurant would be somewhere people could visit all year. He graduated from the International College of Hospitality Management, Cesar Ritz and has worked in fine dining for many years. Mr. Field said he also had experience working at the Hidden Valley Golf Course.

Court Huish commented that he was impressed with Justin Field's entrepreneurial nature and felt he had vision and could implement that vision.

John Logan said there were not any restaurants nearby and the need to promote in the area around the golf course. He suggested a Sunday brunch or Friday night special. Justin Field replied that he was looking at having a weekend BBQ special.

Court Huish commented that it was very important to advertise and make sure people knew the restaurant was there.

Roger Graves asked about the equipment needs. Justin Field responded that he had provided a final equipment list to Tyler Abegglen. He would also go to a restaurant supply store to pick up several small items.

Ken Leetham mentioned interviews and if there were any applicants. Tyler Abegglen said there were several interviews scheduled for Monday including one cook and beverage cart operators. Justin Field mentioned he had an individual he had previously worked with that would be a good hire as well.

3. CONSTRUCTION UPDATE-APRIL 1ST OPEN HOUSE

Tyler Abegglen reported that construction on the clubhouse was nearing completion. Remaining items to be completed including some painting, installation of railing on the back deck, and some minor items. He planned to have everything finished by March 15th including any touch-ups and other details.

Karen Mills commented that there was a need to put something above the exterior doors near the simulators to keep snow out or from falling onto customers. Tyler Abegglen explained that metal pieces would be installed to hold up the snow. He said this was an unexpected cost at around \$4,500 and hoped to have them installed soon.

4. TENTATIVE KITCHEN OPENING MARCH 1ST

Tyler Abegglen commented that March 9th was the new tentative opening day for the cafe. He said if the golf course opened earlier there would be some limited food options. The open house was scheduled for April 1st. Mr. Abegglen invited the Committee to attend and help if possible.

Ken Leetham said the City's annual budget meeting would also be April 1st in the morning but was hopeful the Council could attend the open house in the afternoon.

Tyler Abegglen anticipated several staff members to be present at the open house including himself, Justin Field, several golf pros, and two employees to answer questions about the event center. He said the open house would be from 2 p.m. to 9 p.m.

Ken Leetham said there would be a formal ribbon cutting, tours, and food. He invited the Golf Committee to participate in the ribbon cutting.

Tyler Abegglen commented that he would like to see residents from the surrounding neighborhood at the open house. He said they would advertise through paid marketing, a newsletter item, and email lists. Ken Leetham suggested inviting the county commissioners and mayors, managers, and staff from other cities. He said people were interested in the direction the golf course was going.

Roger Graves commented that this was a model situation in the golf community and people were watching. He said it went back to when the City considered partnering with Great Life to run the course.

Councilmember Baskin suggested inviting the city councilmembers from neighboring cities.

Tyler Abegglen said they would have appetizers and a tasting menu for the open house.

5. REVENUE UPDATE

Tyler Abegglen reported on the event center and said there were 46 events booked from now until June for 2023 with revenues of \$109,600. This was compared to 64 events in 2022. He anticipated additional bookings for the end of the year. He said 13 of the 46 events were from City residents. There were 32 six hour rentals and 14 twelve hour rentals.

Roger Graves asked about the event center booking process. Tyler Abegglen replied that they would contact Tracy Jump for availability and showings. He and Tracy would then handle contracts and payment.

Court Huish asked about food for the event center. Tyler Abegglen responded that he and Justin Field had a discussion about catering in house versus outside options. He said they would push for in house catering for tournaments.

Court Huish commented that he had ideas and opinions on catering from his professional life and would be happy to share his thoughts and be a resource. He said that there was at least a million dollars in revenue that could be made from catering/food.

Tyler Abegglen commented that event center revenues for fiscal years 2021 and 2022 were difficult due to COVID. He felt that once the renovations were complete and advertising was done that the revenues for the event center would be better than last year.

Councilmember Baskin asked about events with the previous concessionaire. Tyler Abegglen replied that catering wise they had a few events in the fall/winter but nothing moving forward.

Tyler Abegglen reported on fiscal year round totals and compared the years from 2016 to 2023. Fiscal year 2021 had 70,890 rounds, fiscal year 2022 had 67,523 rounds, and fiscal year 2023 had 38,604 year to date. The fiscal year total golf revenue for FY 2021 was \$1,859,840, for FY 2022 revenue was \$2,018,794, and for FY 2023 revenue was \$1,235,506 year to date.

6. WINTER PROJECT UPDATES

Tyler Abegglen reported on winter project updates including golf cart GPS programming and advertisement which would be installed in two weeks, tournament sponsors with three out of five tournaments confirmed, a social media schedule, association/tournament preparation, organizing and prep for the season, grill menu/television, finalize bond expenditures, and the fiscal year 2024 budget preparation. He said Yamaha would be installing the club cleaners, ball washers, and info holders tomorrow. He said the tournament sponsors would be on the GPS screens and score cards.

Tyler Abegglen commented that he planned to hire a part time social media/marketing employee this year. He said there would be a monthly and weekly schedule for social media.

Tyler Abegglen said the grill menu televisions would be installed on Friday with training including order management. He also spoke on finalizing the bond expenditures and was waiting on ALCO completion. The remaining items were the parking lot and exterior space near the driving range.

John Logan commented that the Committee would like to see the expense side of the equation as they had a responsibility to see the bottom line. Tyler Abegglen and Ken Leetham replied that they would send a PDF with line items for the budget year to date. Ken Leetham said they would share the proposed FY 2024 budget with the Committee as well.

Roger Graves asked how much of the bond money had already been spent. Tyler Abegglen responded that \$2.64 million was budgeted for the construction portion, He said the total bond was for \$4,125,000 total and they anticipated coming in under budget at \$3,900,000.

John Logan commented that there may be enough funds leftover to complete an outdoor pavilion. Tyler Abegglen responded there may be enough to do a smaller pavilion or outdoor space.

The Committee also discussed the need to resurface the parking lot and fix the drainage issues. Tyler Abegglen said he had quotes for restriping which could be done this year but any major fix would be next year. New lighting would be installed in the lower parking lot next week and all exterior lights would be fixed as well.

Court Huish spoke on the profits and loss and revenues for food and beverage. He said there was a need to specifically track restaurant inventory and labor on a monthly and weekly basis. Tyler Abegglen replied that they would also separate out event center information as well.

John Logan recommended that someone oversee deliveries as well to ensure that each item was accounted for to ensure there were no shortages. He said this included auditing the inventory as well.

Tyler Abegglen spoke on water usage and compared aerial overview photos of County golf courses including Valley View, Davis Park, Lakeside, Bountiful Ridge, and Eaglewood in July 2022. He said it was a challenge to conserve and was frustrated that other courses did not adhere to the conservation measures. Ken Leetham commented that other agencies may have more control over how much water was available to them. He said the water available for Eaglewood was limited by Weber Basin Water Conservancy District. The available water contracted for was originally cut by 60%.

John Logan asked if comments had been received regarding the water conservation and appearance of the course. Tyler Abegglen replied that they had not really received any comments. He spoke on xeriscaping, native grasses/areas, irrigation replacement and adjustment, etc. at the golf course to help plan for future drought.

Karen Mills asked about the irrigation system which was approximately 27 years old. Tyler Abegglen said that a prominent golf course irrigation architect reviewed the system and said the main lines were ok but all the main gate valves would need to be replaced soon. He pushed for any leftover bond funds to be used for valve replacement. It was anticipated that the lateral and main lines would be functional for another 10-15 years.

Councilmember Baskin spoke on House Bill (HB) 188 at the legislature which would require owner and operators of golf courses to report their annual water use data to the Division of Water Resources (DNR) with the data to be published on the DNR and the golf course websites.

Tyler Abegglen said they had two metered pumps which would show how much water was being used and help to estimate the volume per sprinkler head.

Roger Graves asked how many sprinkler stations were completely automated. Tyler Abegglen replied that at least 80% were automated and all of the controllers were installed.

7. SOCIAL MEDIA ADVERTISING-TARGETING

Tyler Abegglen reported on social media and advertising. Current sources including Google as the main source at 80%, Facebook/Instagram at 10%, and Wedding Wire/The Knot at 10%. Future sources included influencers and paid posts or free golf as well as branded posts with

other companies. Last year the social media presence and targeting was underutilized. The advertising budget would be used on targeting all areas of operation.

Tyler Abegglen said the areas to advertise included corporate tournaments, Men's Association, Ladies Association, Junior Club, Junior Golf Camps, the Grill, and the Event Center. He would be working on new clubhouse images, new drone images, new 3D model for digital walkthrough, new video walkthrough, new food images and videos, and on course digital video advertising.

Karen Mills asked if the course was utilizing QR codes for booking golf time and ordering food. Tyler Abegglen replied that they had previously focused on direct links but could utilize QR codes more going forward. The GPS units on the golf carts would also allow for ordering at the Grill.

8. ADJOURN

The meeting was adjourned at 6:01 p.m.

The foregoing was approved by the Eaglewood Golf Course Oversight Committee of the City of North Salt Lake on Wednesday April 12, 2023 by unanimous vote of all members present.



Wendy Page, City Recorder