

CITY OF NORTH SALT LAKE  
EAGLEWOOD GOLF COURSE  
OVERSIGHT COMMITTEE MEETING  
ANCHOR LOCATION: CITY HALL  
10 EAST CENTER STREET, NORTH SALT LAKE  
APRIL 12, 2023

**FINAL**

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

COMMITTEE PRESENT: John Logan, Chair  
Roger Graves  
Karen Mills

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

STAFF PRESENT: Tyler Abegglen, Golf Course General Manager.

1. APPROVE MINUTES

The Golf Committee minutes of February 15, 2023 were reviewed and approved.

**Committee Member Graves moved to approve the minutes from February 15, 2023. 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 reported there were 300 rounds in March and the course was open two and a half days. He presented a chart comparing fiscal year rounds from 2016 through 2023 with 39,003 rounds in fiscal year 2023, 67,523 in fiscal year 2022, and 70,890 in fiscal year 2021. He commented if May and June were good months then he anticipated 6,500 in rounds. It was estimated that there was a loss of 3,500 rounds in March, 2,000 rounds in April, and 1,500 in November due to the weather.

Mr. Abegglen expected revenues would be \$2 million in the fiscal year with May and June. He reviewed fiscal year total golf revenue for fiscal years 2016 through 2023 and reported \$1,282,946 in revenues for fiscal year 2023, \$2,018,794 for fiscal year 2022, and \$1,859,840 in fiscal year 2021.

Roger Graves asked about any missed tournaments in the fiscal year. Tyler Abegglen replied that most of the tournaments did not begin until June.

Mr. Abegglen mentioned future events through June included 20 tournaments with 12 on weekdays and 8 on weekends with 2 tournaments in April, 3 tournaments in May, and 15 tournaments in June. He said there were 30 events through June with 12 on weekdays and 18 on weekends including 10 events in April, 12 events in May, and 8 events in June.

Tyler Abegglen spoke on the increased price for golf tournaments on weekends to allow for more full day weddings. He said this had resulted in more weekend events and weekday golf tournaments which was what he wanted to maximize revenue. He indicated the Saturday tournaments in June had a \$10,000 fee and there were some evening events on those days as well. It was anticipated that there would be additional tournaments as the weather improved.

Roger Graves asked about the number of tournaments last year. Tyler Abegglen replied there were approximately 40 plus tournaments last year and historically there was a 50 to 60 average high.

Tyler Abegglen spoke on the breakdown for revenues in the fiscal year with around \$20,000 in merchandise, \$60,000 driving range fees, the rest would be green fees, cart fees, etc.

### 3. 2023 DYNAMIC PRICING PROPOSAL

Tyler Abegglen reported on dynamic pricing and shared a model which showed days in advance, tee times, occupancy, and variations. He explained lower occupancy minus booking farther out equaled a higher discount while a higher occupancy minus booking closer equaled less of a discount. He noted this model leaned heavily on higher rates during peak times.

John Logan asked which program was used to determine the dynamic pricing and if any other courses in Utah utilized it. Tyler Abegglen answered it was part of the point of sale system, Chronogolf, and he adjusted the pricing. He said some of the golf courses in St. George utilized dynamic pricing.

The Committee spoke on dynamic pricing and how to avoid upset customers who would pay varying rates for the same tee time.

Roger Graves commented many resorts utilized dynamic pricing and said that the best way was to put a positive spin by using terms such as discounted rates versus dynamic pricing.

Tyler Abegglen mentioned the afternoon special on weekends after 2pm and said this would not be included as part of the dynamic pricing at this time. He acknowledged the special was \$25 for 9 holes and \$45 for 18 holes. He would also continue to offer a daily flash deal and an upsell at booking including food vouchers, etc.

**Committee Member Graves moved that the Committee supported the use of dynamic pricing. 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.**

Tyler Abegglen said the percentages in the model could be changed daily. He said he would provide a short update at the May Committee meeting.

#### 4. GRILL UPDATE

Tyler Abegglen reported on the Grill and said the hours of operations starting April 16, 2023 would be weekdays from 8 a.m. to 7 p.m. and weekends from 7 a.m. to 8 p.m. He noted these hours would be extended in the summer.

Roger Graves asked if the Grill would be open at the first tee time. Tyler Abegglen replied that there would be presale items available. He also said there would be a breakfast menu including burritos, oats, fruit parfaits, etc. Staff was also working on obtaining the banquet alcohol license to provide other items beyond beer and seltzers.

#### 5. CONSTRUCTION UPDATE

Tyler Abegglen provided a construction update on the outdoor deck. He said there had been a delay due to weather and contractor issues but the work must be completed prior to May 11, 2023. He stated renovations on all other major areas had been completed.

Roger Graves asked about the cleanup and punch list items. Tyler Abegglen replied the biggest issues were flooring with transition strips and broken tiles, paint touch ups, and the audio system.

Karen Mills asked about the warranties. Tyler Abegglen responded the warranty for the contractor was one year, the roof had a 50 year warranty, and various warranties for the materials. He spoke on some issues with the kitchen area including the wrong power outlets for equipment.

Tyler Abegglen said there was \$240,000 still available from the bond. He explained this would be used on the parking lot and drainage, a pavilion off the driving range that could be used for tournaments. He shared ideas and images for the pavilion including a pergola, tables, concrete flooring, and umbrellas.

Tyler Abegglen provided an update on the pond which was currently under engineering and final design. He showed the location of the pond on a map and said the project would go out for bid in June or July.

#### 6. BUDGETED EXPENSE REVIEW

Tyler Abegglen reported on the budget and explained the different funds or departments which were Clubhouse, Maintenance, Grill, and Event Center. He reviewed the ledgers and explained that the top sections were revenue and the report included expenses through March and revenues through February. He mentioned some highlights which included \$284,000 for the golf cart

trade-in, merchandise for the pro shop with projected revenue of \$300,000, operating supplies for the event center/Grill, and employees.

Roger Graves asked if the Grill was fully operational. Tyler Abegglen replied all of the employees had been hired including the seasonal cooks and the Grill was open now. He indicated the snack shack would open in May with hot dogs, drinks, and premade sandwiches.

Mr. Abegglen mentioned several other areas for review including the event center, golf carts and the GPS installation, and the simulators. He said they sold approximately 26 memberships during the winter with 10 members continuing through the summer. He also mentioned the current tenants and the lease expiration.

Mr. Abegglen and the Committee also discussed golf lessons with the pros, the simulators and demos, staffing, and golf cart use. Mr. Abegglen suggested signage near several of the tees stating that by operating the golf carts the driver/rider accepted all responsibility. Roger Graves recommended that this could be part of the online reservation. Karen Mills said it should also include the required age for the driver and minimum age for riders.

Roger Graves asked if the new golf carts had an ice chest, ball washer. Tyler Abegglen replied that they had ball washers/club cleaners but no cooler. He spoke on an idea to provide cooler bags with the course logo.

#### 7. OPEN HOUSE REMINDER

Tyler Abegglen reported on the updated date for the open house which would be on Thursday, May 11, 2023 and said the Golf Committee was invited to the ribbon cutting. The Committee offered to help with the open house.

#### 8. ADJOURN

The meeting was adjourned at 6:43 p.m.

*The foregoing was approved by the Eaglewood Golf Course Oversight Committee of the City of North Salt Lake on Wednesday June 14, 2023 by unanimous vote of all members present.*

  
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Wendy Page, City Recorder