

CITY OF NORTH SALT LAKE
EAGLEWOOD GOLF COURSE
OVERSIGHT COMMITTEE MEETING
ANCHOR LOCATION: CITY HALL
10 EAST CENTER STREET, NORTH SALT LAKE
OCTOBER 11, 2023

FINAL

Chair John Logan called the meeting to order at 5:08 p.m.

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

EXCUSED: Ron Jibson
Karen Mills

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

1. MINUTES APPROVAL

The Golf Committee minutes of July 12, 2023 were reviewed and approved.

Committee Member Graves moved to approve the minutes from July 12, 2023 as written. Committee Member Logan seconded the motion. The motion was approved by Committee Members Graves, Huish, and Logan. Committee Members Jibson, Mills, and Councilmember Baskin were excused.

2. FISCAL YEAR 2023 REVIEW

Tyler Abegglen reported on the revenues and expenditures for the fiscal year ending June 30, 2023. He indicated revenues included green fees, driving range, punch passes, cart fees, pro shop sales, event center rentals at approximately \$2.4 million. He noted expenses were detailed and included operations for the clubhouse, Café, greens, employees, etc. He mentioned net revenue over expenditures were \$2.15 million.

John Logan asked about the plans for the Café over the winter months. Tyler Abegglen replied that the tentative plan was to have the Café open Thursday, Friday, Saturday for lunch and dinner and a Sunday brunch. He stated premade food would be ready for Monday through Wednesday. He reported league play would be Monday, Friday, and Saturday mornings.

The Committee discussed ways to advertise winter hours and events, such as Sunday brunch, breakfast with Santa, at The Grill including through signage, flyers, newsletter, social media advertisement, etc.

Roger Graves asked in regard to tournaments scheduled for 2023. Tyler Abegglen replied that there were several more tournaments scheduled including the largest tournament of the year with \$40,000 in golf, food, and merchandise.

Tyler Abegglen spoke on purchasing a digital signage board for the corner with rotating messages for City and golf course events. He said preliminary costs for the signage were \$30,000.

Tyler Abegglen spoke on the key numbers for July to September revenue were green fees at \$565,436 (projected at \$1,150,888), cart fees at \$277,343 (projected at \$564,166), driving range at \$58,517 (projected at 132,791), and merchandise at \$165,873 (projected at \$355,869). He stated fiscal year 2023 July through September revenues were \$905,380 and fiscal year 2024 July through September revenues were \$1,378,799 with \$324,093 contributed to the event center.

Tyler Abegglen spoke on the event center bookings with dates for the winter months filling up. Staffing for the event center included three part time employees. He said they would hold open houses and bridal fairs next year.

The Committee discussed hiring someone with event center/wedding experience to help increase event center bookings.

Tyler Abegglen compared fiscal years 2016-2023 with a 19.33% increase from fiscal year 2022 at \$2,018,794 to fiscal year 2023 at \$2,408,936 with \$188,112 in food and beverage and \$110,445 in event center rentals. He compared merchandise sold by fiscal year from 2016 through 2023. He noted revenues were \$302,216 in fiscal year 2022 compared to \$307,737 in fiscal year 2023. He indicated fiscal year round totals were 67,523 in fiscal year 2022 compared to 65,683 in fiscal year 2023 with a 2.72% decrease compared to the previous year. He reported there were 5,539 less rounds in November and March as the course opened on April 15th.

3. INDEPENDENT CONTRACTOR-FULL TIME TEACHER

Tyler Abegglen reported on potentially hiring either an independent contractor or a part time employee as a golf course instructor. He stated this position would include teaching, coaching, and community engagement at the course.

Councilmember Baskin arrived at 5:53 p.m.

The Committee discussed the pros and cons of an independent contractor versus a part time employee. They also discussed the current golf instructors, needs at the course, current number of lessons, how to attract a good candidate, etc.

Tyler Abegglen said the PGA job posting would be October 31st through November 26th with interviews in December and a February hire date. He explained this would allow for time to receive input, scheduling for lessons, camps, and groups in 2024.

Committee Member Graves moved that staff follow the proposed outline for hiring an instructor. Committee Member Logan seconded the motion. The motion was approved by Committee Members Graves, Huish, Logan and Councilmember Baskin. Committee Members Jibson and Mills were excused.

4. KITCHEN STAFFING

This item was postponed.

5. GATEWAY PARKS PROPOSAL

Tyler Abegglen reported on a proposal from Gateway Parks and said this would be similar to what Gateway was offering at the Spanish Fork City golf course. He noted it included a platform and tubing area. He stated Gateway Parks proposed a five percent (5%) revenue share of gross annual revenue from snow tubing ticket sales. Mr. Abegglen explained further discussion was needed to negotiate power and water access, food and beverage, and renewal terms. He shared the five year revenue projections. He mentioned it was anticipated there would be approximately \$1 million in revenues for the first year.

Tyler Abegglen said the proposed operations were from 9 a.m. to 9 p.m. with session tickets ranging from \$20 to \$30 depending on the day and time with season passes at \$189.

The Committee discussed potential issues with the outdoor lighting and noise at night, preparation of land for tubing area, liability insurance, staffing, and monitoring the experience at Spanish Fork.

6. SPRING SIMULATOR EXPANSION

Tyler Abegglen reported on golf simulator expansion costs which included demolition, electrical, HVAC, plumbing, drywall, paint, flooring, furniture, A/V equipment, bathroom fixtures at \$39,000 and the Putt View system at \$32,000 for a total cost of \$71,000.

Tyler Abegglen provided another option to remove the existing tenants, expand the area, install a putting area with lounge, arcade games, etc. without the addition of the Putt View system.

Councilmember Baskin moved to utilize the downstairs area informally as a putting area and to forgo the Putt View system. Committee Member Graves seconded the motion. The motion was approved by Committee Members Graves, Huish, Logan and Councilmember Baskin. Committee Members Jibson and Mills were excused.

7. REVIEW OF COURSE IRRIGATION

Tyler Abegglen reported that part of the 2021 golf course bond project was the purchase and implementation of new irrigation controllers at \$150,000 and part head ancillary area alteration at \$40,000. He stated staff reduced the amount of areas being mowed and watered in and around areas of the golf course that were not in play and native grass areas were reintroduced in many areas. He mentioned in 2022 water reduction measures resulted in water savings and in 2023 staff continued water restrictions and native grass implementation which overall resulted in savings of water, equipment use, and employee hours. He showed aerial images of the course from 2021 through 2023.

Mr. Abegglen commented that a resident near Hole 17 had complained that these water saving measures and reintroduction of native plants was detracting from the beauty of the golf course.

The Committee had a discussion about the appearance of the native grasses, other golf course infringements and providing notices to those residents.

8. ADJOURN

The meeting was adjourned at 6:32 p.m.

The foregoing was approved by the Eaglewood Golf Course Oversight Committee of the City of North Salt Lake on Wednesday February 28, 2024 by unanimous vote of all members present.



Wendy Page, City Recorder

