



# CITY OF NORTH SALT LAKE

## EAGLEWOOD GOLF COURSE OVERSIGHT COMMITTEE MEETING NOTICE & AGENDA August 10, 2022

Posted August 4, 2022

Notice is given that the City of North Salt Lake Eaglewood Golf Course Oversight Committee will hold a meeting on **August 10<sup>th</sup>** at 5:00 p.m. at City Hall in the Council Conference Room located at 10 East Center Street, North Salt Lake, Utah.

The following items of business will be discussed; the order of business may be changed as time permits.

### AGENDA ITEMS

1. Welcome
2. Minutes Approval for July 13, 2022
3. Search Engine Optimization (SEO) and Social Media Update
4. Construction Project Update
5. Golf Simulator Open House Overview
6. Grill/Snack Shack Name Discussion
7. Adjourn

The public is invited to attend all public City meetings. If you need special accommodations to participate in a public City meeting, please call the City office at 801-335-8709. Please provide at least 24 hours' notice for adequate arrangements to be made.

Notice of Posting:

I, the duly appointed City Recorder for the City of North Salt Lake, hereby certify that the foregoing agenda was posted on the Utah Public Notice website, at city hall, and sent to the required newspapers this 4<sup>th</sup> day of August, 2022.

Dated this 4<sup>th</sup> day of August, 2022.





1 CITY OF NORTH SALT LAKE  
2 EAGLEWOOD GOLF COURSE  
3 OVERSIGHT COMMITTEE MEETING  
4 ANCHOR LOCATION: CITY HALL  
5 10 EAST CENTER STREET, NORTH SALT LAKE  
6 JULY 13, 2022

7  
8 **DRAFT**  
9

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

11  
12 COMMITTEE PRESENT: John Logan, Chair  
13 Roger Graves  
14 Court Huish  
15 Ron Jibson  
16 Karen Mills  
17 Lisa Watts Baskin, City Council  
18

19 STAFF PRESENT: Ken Leetham, City Manager; Tyler Abegglen, Golf Course General  
20 Manager.  
21

22 1. APPROVE MINUTES  
23

24 The Golf Committee minutes of June 8, 2022 were reviewed and approved.  
25

26 Committee Member Graves moved to approve the June 8, 2022 minutes as amended. Committee  
27 Member Jibson seconded the motion. The motion was approved by Committee Members Graves,  
28 Huish, Jibson, and Mills.  
29

30 2. REVENUE UPDATE  
31

32 Tyler Abegglen reported on revenue and said the numbers presented did not include the audit or  
33 the miscellaneous revenue from the cell phone towers and office space rentals which was around  
34 \$100,000. Fiscal year 2022 was at approximately \$2 million with a record set in June for the  
35 highest monthly revenues in the history of the golf course.  
36

37 Ken Leetham asked if concession revenue was also included. Tyler Abegglen replied  
38 affirmatively.  
39

40 Court Huish stated that there was a \$160,000 increase over the previous year or an approximate  
41 9% increase. Tyler Abegglen said that rounds were down 4% but revenue was up 9%.  
42

43 Roger Graves commended Tyler for his efforts on a record-breaking year even with the  
44 renovations, a closed restaurant, and other barriers. Tyler Abegglen commented that he had great  
45 support staff.

46  
47 Tyler Abegglen reported on rounds and said they were about 2,000 rounds and \$3,000 short from  
48 last year at 6,700 rounds. He noted merchandise revenue was \$300,000 with \$46,000 in June. He  
49 said there were numerous tournaments this year with several in June.

50  
51 Tyler Abegglen commented on the push for online bookings and that walk-in customers would  
52 be charged more. He also spoke on dynamic pricing for July when the course was slow. He  
53 stated revenues for July were on track to meet or exceed last year's July revenue of \$262,000.

54  
55 Court Huish asked about cost control related to the remodel. Tyler Abegglen replied that he was  
56 very aware of costs and what was being spent. He said the focus for the last fiscal year had been  
57 on improving the building and amenities. This fiscal year he would be much more conservative.

58  
59 Tyler Abegglen said \$1.4 million had already been spent on the remodel but said that there  
60 would not be repair or maintenance expenses for AC, plumbing, golf carts, irrigation controllers,  
61 etc. for some time.

62  
63 Ron Jibson asked if there had been any customer comments about the course related to water  
64 conservation. Tyler Abegglen replied that they were pushing for positive Google reviews and  
65 those that had been received were a mix of positive and negative reviews for the same day. He  
66 said it depended on the golfer but the course was at 4.6 or 4.7 rating and was the highest rated in  
67 Davis County.

68  
69 Karen Mills commented that the course was in great shape considering the water conservation  
70 and said the greens were in great shape. Tyler Abegglen replied that staff was still working on  
71 converting some of the sprinkler heads to half circle from full circle.

72  
73 Court Huish asked how Eaglewood compared to other golf courses. Ron Jibson commented that  
74 the country club courses had supplemental water so they were green but from a public course  
75 standpoint the course was comparable to other courses.

76  
77 Roger Graves asked if the Bountiful Ridge course relied on Weber Basin water and said they  
78 were not conserving water. He assumed they had an additional water source.

79  
80 John Logan said he recently brought several players from Park City who said Eaglewood was in  
81 good shape.

82  
83 Tyler Abegglen clarified that the watering was 90% tees, 60% fairways, and 100% greens. Ken  
84 Leetham said staff really looked at allocating water with the initial 60% water reduction to

85 preserve the greens. He said there was an ability to supplement with culinary water if necessary,  
86 which meant the greens, fairways, and tee boxes would not be lost.

87

### 88 3. CONSTRUCTION PROJECT UPDATE

89

90 Tyler Abegglen reported on the construction project and said the original construction manager  
91 left the job which resulted in a difficult two weeks. He said there was now progress including  
92 completion of the golf simulators which were anticipated to be operational by the end of the  
93 week. He indicated the exterior hardie board and cement were currently being done with the  
94 stone and paint to be completed soon. He stated the front decking would be installed on July 18<sup>th</sup>  
95 and the exterior deck columns had been ordered. He explained the timber columns would now be  
96 metal as the wood had a 9 week lead time. He acknowledged the pro shop was currently in  
97 disarray but cabinets, countertops, and flooring would be installed next week. He added interior  
98 painting of the building would be done later in the fall.

99

100 Court Huish asked about the expected November completion date for the event center. Tyler  
101 Abegglen replied that he would walk with the contractor tomorrow to see if that was still a  
102 realistic expectation. He said no events had been booked from October 2<sup>nd</sup> to November 19<sup>th</sup> to  
103 allow for the renovations. Mr. Abegglen mentioned they had several events scheduled for  
104 December.

105

106 Tyler Abegglen anticipated the exterior of the building would be completed in the early fall  
107 including replaced landscaping. The restaurant had received approval from the Health  
108 Department to operate. He said the next step was to determine what to do with the current  
109 concessionaire.

110

111 Ken Leetham reported that a 90 day notice was given to the current concessionaire. The City's  
112 attorney and the concessionaire's attorney were working on a settlement to address claims. He  
113 said this was keeping the City from making decisions on moving forward.

114

115 Tyler Abegglen said that sandwiches, drinks, and snacks could be provided and there were job  
116 postings for some positions.

117

118 Roger Graves asked what the City lost in revenues over the last year with the dysfunctional  
119 restaurant. Tyler Abegglen replied that the City only received around 12% with the  
120 concessionaire earning around \$200,000 in a good year.

121

122 Ken Leetham said that he felt opportunities were being lost but not necessarily revenue over the  
123 existing concessionaire.

124

125 Roger Graves said the bottom line was with the remodeled space there would be a brighter  
126 picture and reiterated high revenues over the last fiscal year with all the challenges.

127

128 Ken Leetham commented that the concessionaire made some claims and no longer wanted to  
129 invest or hire staff after they received the City's demand letter. He said hopefully their exit  
130 would happen before the 90 days.

131

132 The Committee discussed hiring a caterer or having food trucks at the course for the rest of the  
133 season.

134

135 Ken Leetham said the reason the City had not been more proactive was because they had been  
136 accused of getting ahead of the settlement such as removing the current concessionaires name or  
137 saying that they were no longer involved with the course. He said the City did not want to  
138 disparage them or make any statements until the settlement was completed.

139

140 Tyler Abegglen reported on the deck and said it would be one of the last items completed due to  
141 concrete issues, obtaining supplies such as wood. He said the hope was for a September 1st  
142 completion.

143

#### 144 4. DISCUSSION ON THE CITY'S 2022 LIBERTY FEST

145

146 Tyler Abegglen reported that Liberty Fest went well, and City staff and volunteers were able to  
147 do good job of cleaning up afterwards.

148

149 Ron Jibson commented the car show seemed smaller this year with fewer vehicles on the grass.

150

151 Tyler Abegglen said they had a booth that was well received this year so staff would provide this  
152 again next year.

153

154 Roger Graves asked if there was any damage to the course during the events. Tyler Abegglen  
155 replied that there was some but nothing attributed to vandalism this year. He said there was also  
156 some burn marks from the fireworks.

157

158 Karen Mills asked how many volunteers signed up this year. Ken Leetham responded that there  
159 were about 30 volunteers who helped with garbage cans and other cleanup.

160

161 Tyler Abegglen spoke on internet searches related to the golf course and the information on how  
162 advertising funds were spent. He usually spent around \$1,500 a month on advertising with \$500  
163 specifically for the event center. Mr. Abegglen said the next advertising promotion would be for  
164 the golf simulators.

165

166 Roger Graves asked about quantifying the return on investment for advertising. Tyler Abegglen  
167 said that he could see the specifics from the Google ads such as keyword searches, how many

168 people visited the website from a keyword search, etc. He said running ads and good reviews  
169 would push the course to the top of the search results.

170  
171 The Committee spoke on preparing a long range plan including an increase as the renewed  
172 popularity in golf could fade.

173  
174 John Logan said golf courses needed to look at improving the speed of play and course etiquette.  
175 He suggested a deposit that could be refunded if the players finished within a certain timeframe.  
176 Mr. Logan spoke on how improving the speed of play would allow for more rounds and  
177 increased revenues.

178  
179 Ron Jibson mentioned that the monitors at Hidden Valley would show a golfer if they were  
180 behind on play and that the golf marshal may ask them to skip a hole. Tyler Abegglen replied  
181 that the new golf carts would have this ability. He said the carts were anticipated to arrive in  
182 August.

183  
184 Council Member Baskin asked if the new golf carts would have lights as this was a concern with  
185 the older carts during Liberty Fest. She suggested next year that two or three carts, which were  
186 used for shuttles during Liberty Fest, have LED lights.

187  
188 Court Huish spoke on Tyler Abegglen's interview for the general manager position and how his  
189 focus on social media and other ideas, which set him apart from the other applicants, had helped  
190 to move the course forward. Tyler Abegglen replied that he would do the same thing for the  
191 event center and café.

192  
193 Ken Leetham said that there would be more discussions about food services and the  
194 opportunities in the future. He said golf may flatten but food services would continue to increase.

195  
196 Tyler Abegglen spoke on the bond proceeds and the expenditures. He reviewed the budget and  
197 what was spent. Mr. Abegglen highlighted the line items including available funds that would be  
198 used for sprinkler heads, key fob/gate for maintenance, renovation of the snack shack, tee  
199 repairs, simulators, event center furnishings, parking lot, HVAC, marquee boards, trashcans,  
200 paint, etc. He said approximately \$1.4 million had been spent so far and the project was under  
201 budget at this point.

202  
203 Roger Graves asked about the initial timeline for completion of the remodel with the previous  
204 contractor. Tyler Abegglen responded that the initial completion date was July 1<sup>st</sup>.

205  
206 Roger Graves asked about increasing golf course fees and the City's increasing costs of doing  
207 business. Ken Leetham replied City staff performed projections and reviewed the consumer price  
208 index (CPI). He said the City focused on cost of living and used a consulting firm to perform a

209 compensation analysis for employee wages. Mr. Leetham spoke on how the City wanted to  
210 remain competitive particularly in regard to employee compensation.

211  
212 The Committee discussed increasing costs at the course and the overall increased costs for  
213 everything such as housing. The pricing should reflect the quality of the course and the services  
214 offered such as new golf carts and remodeled building.

215  
216 Ken Leetham said golf was a discretionary choice and raising prices right now was a great  
217 strategy. He said staff would carefully review fees including event pricing, wedding pricing, and  
218 charging more at the restaurant once the renovations were complete.

219  
220 5. ADJOURN

221  
222 The meeting was adjourned at 6:06 p.m.

223  
224 *The foregoing was approved by the Eaglewood Golf Course Oversight Committee of the City of*  
225 *North Salt Lake on Wednesday August 10, 2022 by unanimous vote of all members present.*

226  
227  
228 \_\_\_\_\_  
*Wendy Page, City Recorder*

# Golf Committee Meeting

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JANUARY

# Agenda

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1. Minutes Approval
2. SEO and Social Media Update
3. Construction Project Update
4. Golf Sim Open House
5. Grill/Snack Name Discussion

Public Golf Courses	Rating	# of Reviews
Wasatch State Park	4.8	335
<b>Eaglewood</b>	<b>4.7</b>	<b>1034</b>
Hobble Creek	4.7	427
Valley View	4.6	413
Park City Golf Course	4.6	220
Bountiful Ridge	4.5	302
Lakeside	4.5	733
Davis Park	4.5	320
The Ridge	4.5	408
Mountain Dell	4.5	729
Glen Eagle	4.5	72
Sleepy Ridge	4.5	547
The Oaks	4.5	532
Soldier Hollow	4.5	302
Stonebridge	4.4	673
Meadow Brook	4.4	313
Forest Dale	4.4	106
Old Mill	4.4	339
Mick Riley	4.4	357
River Oaks	4.4	355

Public Golf Courses	Rating	# of Reviews
Schneiters Riverside	4.4	441
Sun Hills	4.4	544
Glenmoor	4.4	205
Fox Hollow	4.4	406
Talons Cove	4.4	527
Cedar Hills Golf Club	4.4	452
Mt Ogden	4.4	278
Bonneville	4.3	127
Glendale	4.3	111
Riverbend	4.3	350
Thanksgiving Point	4.3	541
Gladstan	4.3	215
El Monte	4.3	209
Murray Parkway	4.2	391
Eaglelake	4.2	250
Crane Field	4.1	122
Mountain View	3.9	284
Rose Park	3.4	136
Homestead	3.4	50
Timpanogos Golf Club	2.8	91

Time period



Mar 2022–Aug 2022

Overview

Calls

Messages

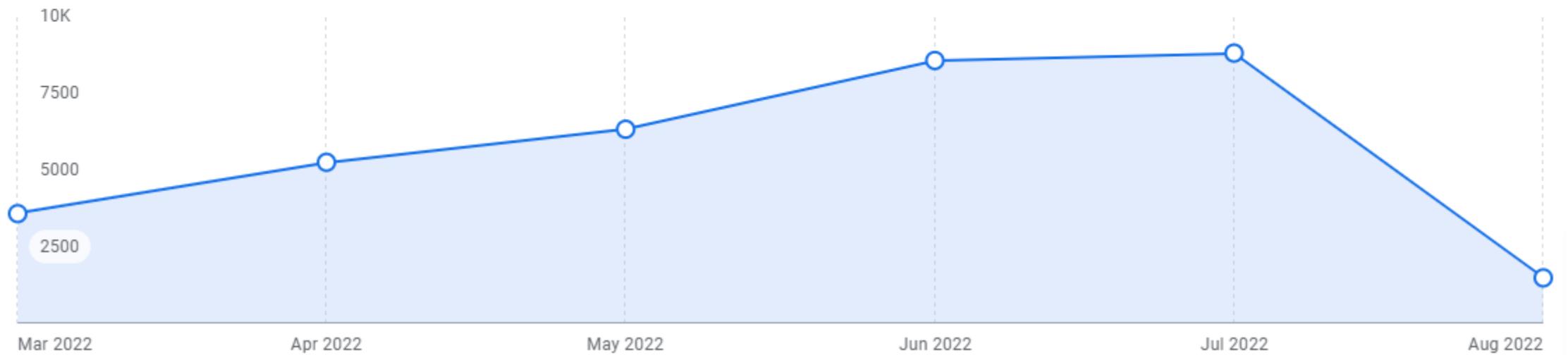
Bookings

Directions

Website clicks

# 33,952

Business Profile interactions ⓘ



Time period



Mar 2022–Aug 2022



Overview

Calls

Messages

Bookings

Directions

Website clicks

# 19,498

Website clicks made from your Business Profile



# 101K

👁 People viewed your Business Profile

## Platform and device breakdown

Platform and devices that people used to find your profile



● 50,886 • 51%

Google Search – mobile

● 25,047 • 25%

Google Search – desktop

● 19,424 • 19%

Google Maps – mobile

● 5,334 • 5%

Google Maps – desktop

# 57,844

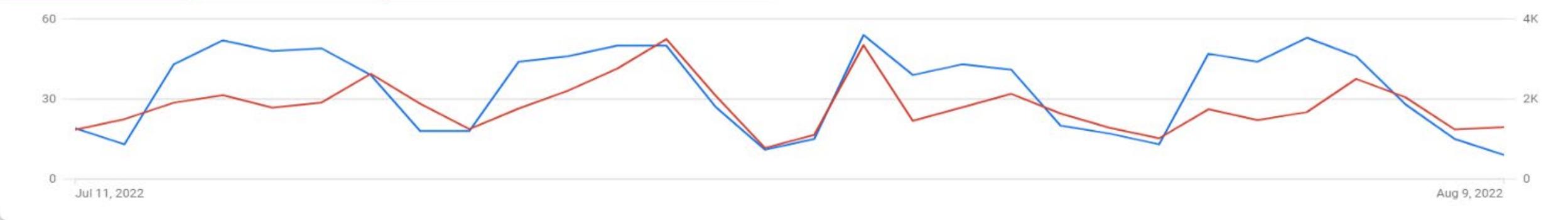
🔍 Searches showed your Business Profile in the search results

## Searches breakdown

Search terms that showed your Business Profile in the search results

1. eaglewood golf course	18K
2. eaglewood golf course, east eaglewood drive, north...	6,025
3. golf course	4,173
4. golf course near me	3,091
5. golf courses near me	3,018

Clicks ▾ <b>1.01K</b>	Impressions ▾ <b>55K</b>	Avg. CPC <b>\$0.87</b>	Cost <b>\$879</b>
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Campaigns

Summary of how your campaigns are performing

	Cost ▾	Clicks ▾	CTR ▾
● Event Center	\$422.62	413	1.03%
● General Course Ad	\$255.56	282	4.04%
● Afternoon Special	\$201.23	316	3.94%

All campaigns < 1 / 1 >

Campaigns

Summary of how your campaigns are performing

	Cost ▾	Clicks ▾	Avg. CPC ▾
● Event Center	\$422.62	413	\$1.02
● General Course Ad	\$255.56	282	\$0.91
● Afternoon Special	\$201.23	316	\$0.64

All campaigns < 1 / 1 >

CTR = Click Through Rate

2-5% is ideal

CPC = Cost Per Click

# Construction Schedule

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## August Finish Schedule

- Finish Trim
- Front Decking
- Finish Electrical for Interior
- Roller Shades
- Below Deck Concrete
- Roof is complete other than metal over Deck

## Continuing Projects

- Outdoor Deck – Framing beginning in 3 weeks
- Event Center – October 2<sup>nd</sup> Begins
- August 23<sup>rd</sup> – Landscaping Begins
- Finish South Exterior Mid-September

# Simulator Open House

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- Tentative Schedule for August 27 & 28
- 27<sup>th</sup> 3:00 pm to 9:00 pm
- 28<sup>th</sup> 12:00 pm to 9:00 pm
- Desserts and or Pizza for those that come.
- Printed Materials and Registration Available
- Drawings for free month of Membership.
- Walkthrough on Trackman System
- Walkthrough on access and availability
- Introduce Memberships
- Walkthrough on Bookings
- Tournament Launch

# Grill/Snack Shack Name Discussion

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