



# CITY OF NORTH SALT LAKE

**EAGLEWOOD GOLF COURSE  
OVERSIGHT COMMITTEE MEETING  
\* CANCELLATION NOTICE \*  
September 14, 2022**

Notice is given that the City of North Salt Lake Eaglewood Golf Course Oversight Committee has been **CANCELLED** which was originally scheduled for **September 14th** at 5:00 p.m. at City Hall in the Council Conference Room located at 10 East Center Street, North Salt Lake, Utah.

The next regularly scheduled meeting will be on October 12, 2022.

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 14<sup>th</sup> day of September 2022.

Dated this 14<sup>th</sup> day of September, 2022.

Wendy Page





# CITY OF NORTH SALT LAKE

## EAGLEWOOD GOLF COURSE OVERSIGHT COMMITTEE MEETING NOTICE & AGENDA September 14, 2022

Posted September 12, 2022

Notice is given that the City of North Salt Lake Eaglewood Golf Course Oversight Committee will hold a meeting on **September 14th** at 5:00 p.m. at City Hall in the Council Conference Room located at 10 East Center Street, North Salt Lake, Utah. Some members may participate electronically.

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 August 10, 2022
3. Revenue Update Fiscal Year 2023
4. Discussion on 2023 Rates
5. Construction Project Update
6. Discussion on Grill Operations – Employees
7. Discussion on Alcohol and Restaurant Manager Trainings – Food Sales
8. 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 12<sup>th</sup> day of September, 2022.

Dated this 12<sup>th</sup> day of September, 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 AUGUST 10, 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 Ron Jibson via Zoom  
15 Karen Mills  
16 Lisa Watts Baskin, City Council via Zoom  
17

18 EXCUSED: Court Huish  
19

20 STAFF PRESENT: Ken Leetham, City Manager; Tyler Abegglen, Golf Course General  
21 Manager.  
22

23 1. APPROVE MINUTES  
24

25 The Golf Committee minutes of July 13, 2022 were reviewed and approved.  
26

27 **Committee Member Graves moved to approve the July 13, 2022 minutes as written.**  
28 **Committee Member Mills seconded the motion. The motion was approved by Committee**  
29 **Members Graves, Jibson, and Mills.**  
30

31 2. SEARCH ENGINE OPTIMIZATION (SEO) AND SOCIAL MEDIA UPDATE  
32

33 Tyler Abegglen reported he surveyed every golf course within a 75 mile radius of Eaglewood.  
34 He explained this survey showed the ratings and number of reviews for each of the courses and  
35 was ranked from highest to lowest ratings. He noted Wasatch State Park had the highest rating at  
36 4.8 followed by Eaglewood at a 4.7 rating. Local competitors Valley View, Bountiful Ridge,  
37 Lakeside, and Davis Park all received ratings of 4.5 to 4.6. He said Eaglewood had 1,034  
38 reviews compared to Lakeside who had the next highest number of reviews at 733. Mr.  
39 Abegglen said the negative reviews the course had received were mostly related to the Grill and  
40 construction at the course with some mixed reviews of the greens.  
41

42 Karen Mills commented the greens and fairways were in good shape considering the drought  
43 conditions. She said the last rainstorm washed some gravel onto the cart paths near holes 12 and  
44 13. Tyler Abegglen replied hole 12 became a pond when there was a lot of rain.

45  
46 John Logan asked if there was a plan for remediation as it was eroding the base of the asphalt.  
47 He suggested concrete curbing. Tyler Abegglen responded they would have to view the site  
48 including the manhole covers and ways to divert water. He reviewed the location of the covers  
49 and the storm drain system at the golf course via Google Maps with the Committee.

50  
51 Tyler Abegglen reported on Search Engine Optimization (SEO) data from March through August  
52 2022. He said there were 33,952 business profile interactions using search terms like “golf  
53 courses near me”, “Eaglewood”, or “Salt Lake golf”. He indicated over 18,000 of those searches  
54 were for “Eaglewood golf course.” He stated there were 19,498 website clicks for the same time  
55 period. Mr. Abegglen explained that 101,000 people actually viewed the business profile with  
56 57,844 searches that showed the business profile. He shared how the Google ad campaigns were  
57 performing and said there were three ads running right now for the event center, general golf  
58 course, and afternoon special promotion. He acknowledged there were 5,500 impressions with a  
59 1,000 person click through rate (CTR) which meant the average cost per click (CPC) was \$0.87  
60 at a cost of \$879 for the three ads.

61  
62 Councilmember Baskin asked for clarification on click through rates and cost per click. Tyler  
63 Abegglen explained the cost for the event center ad was \$422.62 with 413 clicks, a CTR of  
64 1.03% and an average CPC of \$1.02. He said if they booked one event a month from the ad then  
65 the cost of the ad would be worth it.

66  
67 Tyler Abegglen said the majority of the visitors who clicked through to the website then visited  
68 the tee times. He indicated between two to five percent for the click through rate was ideal and  
69 all three ads were between one percent and four percent. He spoke on the number of followers  
70 for Instagram at 1,771 and Facebook at 1,800. Mr. Abegglen said he would do advertising for the  
71 golf simulators once they were completed as well as an ad for the fall tournaments.

72

### 73 3. CONSTRUCTION PROJECT UPDATE

74

75 Tyler Abegglen reported on the construction schedule for the golf course renovation. He noted  
76 the finish trim, front decking, finish electrical for the interior, roller shades, below deck concrete,  
77 and roof were anticipated to be completed in August. He stated the framing of the outdoor deck  
78 would begin in three weeks, the event center remodel would begin on October 2<sup>nd</sup>, landscaping  
79 would start on August 23<sup>rd</sup>, and completion of the south exterior would be mid-September.

80 4. GOLF SIMULATOR OPEN HOUSE OVERVIEW

81

82 Roger Graves asked if there would be a front desk or check-in area for the golf simulators. Tyler  
83 Abegglen replied staff would handle the simulator, the event center, and tee times during the  
84 slower winter months.

85

86 Tyler Abegglen explained how the memberships for the golf simulators and tee times would  
87 work. He stated there would also be an emphasis on golf lessons once the building was  
88 completed.

89

90 Roger Graves and Karen Mills spoke on demonstration days, fittings, lessons, and upselling  
91 equipment.

92

93 Tyler Abegglen reported on the golf simulator open house which was tentatively scheduled for  
94 August 27<sup>th</sup> from 3 p.m. to 9 p.m. and August 28<sup>th</sup> from 12 p.m. to 9 p.m. He stated there would  
95 be printed materials, desserts or pizza, drawings for a free of membership, walkthroughs of the  
96 Trackman system as well as access and availability, information on memberships and bookings,  
97 and the tournament launch.

98

99 Ken Leetham asked about the cost of a membership for the golf simulator. Tyler Abegglen  
100 replied that it would be \$2,400 for a 12 month membership or \$1,400 for a 6 month membership.  
101 He said they would wait to offer a punch card until after the memberships were open.

102

103 Ken Leetham questioned how many memberships could be sold before capacity was reached.  
104 Tyler Abegglen responded he anticipated selling 20 to 25 of the 12 month memberships this year  
105 and 10 or 15 of the 6 month memberships. He said Bountiful limited the number of their  
106 memberships and were open 24 hours a day.

107

108 Ron Jibson asked if the anticipated time for play had been factored in for the reservation times.  
109 Tyler Abegglen said that expectations would be set to let players know how long a course might  
110 take to play and limits could be set for reservations.

111

112 Roger Graves commented many simulators had a two hour minimum to play a course but one  
113 hour was plenty of time to practice or hit balls. He said the Trackman liaison recommended  
114 setting the system to not allow putts.

115

116 Tyler Abegglen commented that he would ask the Trackman rep for information on scheduling  
117 and play time from other facilities with the Trackman system.

118

119 Roger Graves asked if the wall between the two simulators needed to be extended to avoid  
120 distractions if both bays were in use at the same time. Tyler Abegglen replied that they could  
121 look at adding a slide track curtain between the bays.

122

123 Roger Graves asked about having drinks and snacks available in the simulator rooms. Tyler  
124 Abegglen said they would have water bottles available and potentially a vending machine. He  
125 mentioned that they could order food from the café as well.

126

127 Tyler Abegglen invited the Committee members to come view the golf simulator.

128

## 129 5. GRILL/SNACK SHACK NAME DISCUSSION

130

131 Tyler Abegglen asked for feedback on a name for the grill/snack shack.

132

133 Roger Graves suggested keeping it simple with The Grill or The Café at Eaglewood.

134

135 Councilmember Baskin suggested several names including The Albatross, The Pin, Duffers,  
136 Number 19, The Bunker, Top Bite, Birdie's Bunker, One Under, The Club, The Green Apron.

137

138 John Logan suggested the name Eagle Eats.

139

140 Tyler Abegglen commented that customers always asked where "The Grill" was so he was in  
141 favor of Roger's suggestions.

142

143 Roger Graves asked about the status of the current concessionaire. Ken Leetham replied the  
144 City's counteroffer returned to the concessionaire today. He spoke on the settlement and said the  
145 City's latest and final offer was sent to the Longi's today.

146

147 Roger Graves questioned if the rest of the season was salvageable. Tyler Abegglen responded the  
148 next two months would be difficult foodwise. He submitted the application for the beer license  
149 yesterday and a conditional permit would be issued until the City received their business license.  
150 He indicated the pro shop and kitchen would need to be completed for the fire inspection and  
151 then a business license could be issued. He anticipated that the beer license could then be issued  
152 for September 1<sup>st</sup>.

153

154 Tyler Abegglen said he had several applications for the beverage cart and one application for a  
155 line cook. He commented they were waiting on the settlement to be completed before they hired  
156 a kitchen manager. Mr. Abegglen explained he created a tentative menu as part of the alcohol  
157 license that he could share with the Committee. He hoped to have employees setup to learn from  
158 a professional chef and planned to further explore food costs.

159

160 Ken Leetham said the intention was to hire City employees to run the café instead of a  
161 concessionaire. Tyler Abegglen replied there were several ways that golf courses ran their food  
162 services including in house operations that may or may not make money or food services that  
163 were run by concessionaires that may or may not be successful. He commented the majority of

164 golf courses broke even but he wanted to make money, particularly in the café. Mr. Abegglen  
165 wanted to have the café available to the public and to offer music nights, public events, and even  
166 food truck roundups.

167  
168 Roger Graves said that the winter months could be used to test out the golf simulators and public  
169 events. Tyler Abegglen commented they could test out options like having breakfast at the café.

170  
171 Ken Leetham said the right manager would help to drive the café in a good direction and being  
172 successful.

173  
174 Roger Graves asked if the food services manager would be a position with the City that offered  
175 benefits. Ken Leetham replied this was his preference including incentivizing the wage in a  
176 similar way as the golf course director.

177  
178 John Logan said the key was to offer health benefits plus incentives as this would ensure the  
179 employee focused on the costs as well as increasing sales.

180  
181 Tyler Abegglen commented a fulltime employee would be the best to maintain continuity with  
182 the café.

183  
184 John Logan was in favor of a fulltime manager position and said there were no restaurants in that  
185 area. He said the local Sunshine Café was good for breakfast but not dinner and if the Golf  
186 Course café offered dinner that they could build up a clientele. Tyler Abegglen replied they  
187 would offer the café food through DoorDash, Uber Eats, and other delivery services.

188  
189 Karen Mills asked if the hours for the manager would be flexible to allow for more hours during  
190 peak season. Ken Leetham replied if they were an exempt management employee they could  
191 work as many hours as needed with bonus pay. He also said that the longer hours in the summer  
192 and the incentives could hopefully balance out the winter months and retain a year round  
193 employee.

194  
195 Tyler Abegglen commented even if the hours of operation were limited as long as the café had a  
196 good product, similar to the Sunshine Café, people would plan around it. He said they would  
197 lean on the expertise of a professional café manager.

198  
199 Ron Jibson mentioned the dining experience at Wasatch State Park Golf Course and said a great  
200 manager and employees made all the difference. Tyler Abegglen commented they needed to  
201 offer competitive wages and to look for employees that were personable and helpful.

202  
203 Roger Graves asked about the current concessionaire and the kitchen equipment. Tyler Abegglen  
204 replied the City owned some of the equipment and once the settlement was completed the

205 concessionaire's equipment would need to be removed within a certain time period. He also said  
206 after the settlement the City could begin to sell food items.

207

208 Karen Mills asked about the status of the golf carts. Tyler Abegglen responded the golf carts  
209 should be shipped in one week. He said there was some frustration as the original delivery date  
210 was supposed to be in July.

211

212 Roger Graves asked if the cart storage area was ready. Tyler Abegglen replied it was not yet  
213 completed.

214

215 6. ADJOURN

216

217 The meeting was adjourned at 6:11 p.m.

218

219 *The foregoing was approved by the Eaglewood Golf Course Oversight Committee of the City of*  
220 *North Salt Lake on Wednesday September 14, 2022 by unanimous vote of all members present.*

221

222

223 \_\_\_\_\_  
*Wendy Page, City Recorder*