



CITY OF NORTH SALT LAKE

EAGLEWOOD GOLF COURSE OVERSIGHT COMMITTEE MEETING NOTICE & AGENDA February 15, 2023

Notice is given that the City of North Salt Lake Eaglewood Golf Course Oversight Committee will hold a meeting on **February 15, 2023 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 November 16, 2022
3. Justin Field - Introduction
4. Construction Update – April 1st Open House
5. Tentative Kitchen Opening March 1st
6. Revenue Update
7. Winter Project Updates
8. Social Media Advertising – Targeting
9. 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 City's website, and at City Hall on February 13, 2023.

Dated this 13th day of February, 2023.


Wendy Page, City Recorder



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 NOVEMBER 16, 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 via Zoom
13 Roger Graves
14 Karen Mills
15

16 EXCUSED: Court Huish, Ron Jibson, Lisa Watts Baskin, City Council
17

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

21 1. APPROVE MINUTES
22

23 The Golf Committee minutes of August 10, 2022 were reviewed and approved.
24

25 **Committee Member Graves moved to approve the August 10, 2022 minutes as written.**
26 **Committee Member Mills seconded the motion. The motion was approved by Committee**
27 **Members Graves, Mills, and Logan.** Committee Members Huish and Jibson and
28 Councilmember Baskin were excused.
29

30 2. REVENUE UPDATE
31

32 Tyler Abegglen compared fiscal year round totals from 2016 through 2023. He reported the
33 round totals were \$48,111 in fiscal year 2016, \$46,847 in FY 2017, \$44,984 in FY 2018, \$44,459
34 in FY 2019, \$46,814 in FY 2020, \$70,890 in FY 2021, \$67,523 in FY 2022, and \$38,604 in FY
35 2023. He explained the fiscal year was measured from July to July of each year.
36

37 He then compared the fiscal year total golf revenues from 2016 through 2023. He indicated golf
38 revenues for FY 2016 were \$1,014,981, \$986,907 for FY 2017, \$968,455 for FY 2018, \$991,450
39 for FY 2019, \$1,025,561 for FY 2020, \$1,859,840 for FY 2021, \$2,018,794 for FY 2022, and
40 \$1,172,307 for FY 2023. Mr. Abegglen said revenues for this October were \$231,000 which was
41 due to several September tournaments being paid in October. He mentioned November included
42 two days of golf, merchandise sales, and a \$35,000 payment for a September tournament. He

43 stated merchandise credits have been cleared out with a balance of \$9,000 that has not been
44 spent. He noted the only remaining invoice was from Roy High School for merchandise.

45
46 Mr. Abegglen said they would run a black Friday sale for a week and a Christmas promotion. He
47 reported staff would be available for merchandise sales and winter projects Monday through
48 Saturday 9 a.m. to 5 p.m. He mentioned part of the course may be open during this weekend as it
49 was a little warmer. He reported that merchandise sales were \$178,000 through November and
50 expected the FY to end around \$300,000 which was similar to last year.

51
52 Roger Graves asked how much inventory remained in the shop. Tyler Abegglen replied that they
53 would do inventory in January and estimated there was approximately \$65,000 remaining. He
54 said this was intentional for the holiday sales.

55
56 Tyler Abegglen said the course had an e-commerce website with gift cards and punch cards that
57 he would advertise for a Black Friday sale. He said he also ordered holiday sweaters, Nike
58 outerwear, and spring merchandise.

59
60 Roger Graves asked how the clubhouse construction affected sales. Tyler Abegglen responded
61 revenue was higher compared to prior years but felt it had affected sales. He said revenues were
62 at an all time high even compared to the last two fiscal years.

63
64 Tyler Abegglen said a staff meeting was held earlier today that included upselling, training, etc.
65 He mentioned those present included Brent, Tyler, Allen, and several employees including two
66 seasonal employees.

67
68 John Logan commented there was good staff right now. Tyler Abegglen replied they also talked
69 about ways to put the course above other public courses.

70

71 3. RATE PROPOSALS

72

73 Tyler Abegglen shared the following proposed golf course rates for 2023:

- 74 • Regular base rate of \$19 for nine holes/walking and \$38 for 18 holes (everyday rates)
- 75 • Regular base rates with a cart were \$30 for nine holes and \$58 for 18 holes (everyday
76 rates)
- 77 • Youth on Course rates would be \$5 for nine holes/walking and \$10 for 18 holes (Monday
78 through Wednesday)
- 79 • Youth on Course with a cart would be \$15 for nine holes and \$30 for 18 holes (Monday
80 through Wednesday)
- 81 • Junior rates would be \$12 for nine holes/walking and \$24 for 18 holes (Monday through
82 Wednesday)

- 83 • Junior rates with a cart would be \$21 for nine holes and \$42 for 18 holes (Monday
- 84 through Wednesday)
- 85 • Rates for Ladies Day (Wednesdays) would be \$25 for nine holes with a cart or \$45 for 18
- 86 holes with a cart
- 87 • Punch card rates for everyone would be \$15 for nine holes/walking or \$30 for 18 holes
- 88 • Punch card rates with a cart would be \$25 for nine holes or \$50 for 18 holes (anytime
- 89 excluding holidays)
- 90 • The PGA book rate would be \$45 for 18 rounds with cart available (Monday through
- 91 Thursday anytime and Friday through Sunday after 2 pm)
- 92 • Cart fees were \$10 for nine holes or \$20 for 18 holes for golf course or private carts
- 93

94 Mr. Abegglen explained the main changes would be the regular base rate for nine holes walking
95 increased from \$18 to \$19 and eighteen holes walking increased from \$36 to \$38, the Junior rate
96 for nine holes walking to \$12 for eighteen holes, the Ladies Day with cart from \$20 and \$40 to
97 \$25 and \$45 and would include league fees, the PGA book rate from \$40 to \$45 for eighteen
98 holes with cart, and the private cart fees. He said this was in the middle to higher end compared
99 to other public courses in the area.

100
101 Roger Graves asked if the small increase was worth the pushback that might be received. He said
102 this could be justified with the new carts, etc. Tyler Abegglen replied that he had some concerns
103 last year when some rate increases were made but did not receive very much pushback then. He
104 also said the new building and increased pay for employees also justified the increase.

105
106 Tyler Abegglen said he was working on a report with a budget comparison to Bountiful Ridge
107 and other Davis County golf courses.

108
109 Tyler Abegglen commented that the increased cost to \$45 for the Ladies Day rate would cover
110 game fees and require them to participate in the Ladies League.

111
112 Roger Graves asked how many women were in the Ladies League that would be affected by the
113 rate increase. Tyler Abegglen replied that there were around 80 women in the Ladies League.
114 The Men's League had 155 players with 45 to 55 playing each week.

115
116 Roger Graves asked about those on the list for private carts. Tyler Abegglen responded that there
117 were approximately 12-18 carts on the list that were grandfathered in and should slowly fade out.

118
119 Tyler Abegglen spoke on the employee benefit and said that there were less than a dozen who
120 had utilized the benefit. He expressed that more employees should play and participate in the
121 Leagues.

122

123 Tyler Abegglen reported that the event center rates for a six hour rental increased to \$2,300 and
124 \$3,000 for a twelve hour rental. He said in comparison to other event centers this was a middle
125 rate.

126
127 Karen Mills asked about event center rentals and tournaments. Tyler Abegglen responded that
128 they would start to charge a flat fee for Friday at \$8,000 and Saturday at \$10,000 for tournaments
129 to try and eliminate them being booked for the weekends. He said Eaglewood tournaments
130 would be held when the event center was already booked for weddings.

131
132 Tyler Abegglen commented that if there were leftover funds from the bond that he would like to
133 do a pavilion area on the back of the range for tournaments. He also proposed a 10% discount for
134 the event center for all City residents. There would be a \$300 fee for a ceremony, \$500 non-
135 refundable deposit, a \$250 alcohol deposit, and a \$500 refundable damage/cleaning deposit.

136
137 Roger Graves asked about liability with serving alcohol at the event center. Ken Leetham replied
138 that the City did not have any liability but the bartender who was serving would need to have
139 liability insurance.

140
141 Roger Graves questioned if someone hosting a wedding could bring their own alcohol or not.
142 Tyler Abegglen responded that it depended on whether it was a reception with rotating guests or
143 a luncheon. He said people would not be allowed to bring their own alcohol but would need a
144 bartender to serve it.

145
146 Karen Mills asked if alcohol was allowed in the golf simulator room. Tyler Abegglen said that it
147 was not allowed and asked that it be reported if seen. He would have signage stating that outside
148 alcohol could not be brought into the area.

149
150 Ken Leetham mentioned looking into ways to order food from the Grill to be delivered to the
151 simulator area.

152
153 4. SEASONAL PAY RANGES
154

155 Tyler Abegglen reported on seasonal pay ranges and said that pay would be based on grade.
156 Grade 1 would be \$10-15 an hour and included outside services and snack shack employees.
157 Grade 2 would be \$12-\$18 an hour and included customer service, social media manager, starter,
158 and grounds maintenance. Grade 3 would be \$14 to \$19 an hour and included cooks or
159 equipment operators. These rates were for non-benefited seasonal positions. He shared the
160 seasonal steps proposal for each grade. Mr. Abegglen compared the part time pro shop budget
161 from 2020 to 2022. For 2020 the budget was \$82,400 and the actual cost was \$62,176. For 2021
162 the budget was \$65,000 and the actual cost was \$63,754. For 2022 the budget was \$65,000 and
163 the actual cost was \$47,513. The 2022 budget adjustment was \$82,000.

164

165 John Logan asked if the seasonal employees also received the free golf benefit. Tyler Abegglen
166 replied that as long as the seasonal employees were actually working and not just trading shifts,
167 they would receive the benefit after hours.

168
169 The Committee discussed pay compared to other places, tips, snack shack hours, beverage carts,
170 etc.

171
172 Tyler Abegglen commented that he would not be opposed to having the snack shack open to the
173 public and not just those playing the course.

174
175 Roger Graves asked if there was room for picnic tables near the snack shack. Tyler Abegglen
176 showed a map of the area and said a pathway and small parking lot could be added to the area
177 depending on the customers (public access or golfers only).

178

179 5. KITCHEN MANAGER POSITION

180

181 Tyler Abegglen reported on the kitchen manager position. He said the hiring process would
182 begin in December with an anticipated start date of mid January or February. The salary range
183 would be Grade 16 (\$39,000 to \$57,000) based on experience with a bonus structure based on
184 gross revenue of the food operation (to be negotiated upon employment) which was an estimated
185 \$5,000 to \$10,000 bonus on average and full benefits.

186

187 Karen Mills asked about the schedule for the kitchen manager and if it would be a full-time/year
188 round position. Tyler Abegglen replied that he anticipated they would have a schedule of 50 plus
189 hours during peak season and then limited weekend hours in the off season.

190

191 Roger Graves asked if the manager would hire his own staff. Tyler Abegglen replied that he
192 would work with the manager for the first year but hoped that the manager would have an idea
193 on how many employees to hire.

194

195 6. 2023 WINTER PROJECTS

196

197 Tyler Abegglen reported on winter projects including golf cart GPS programming and
198 advertisements, tournament sponsors, employee incentives schedule, social media schedule,
199 association/tournaments preparation, organizing and prep for the season, grill menus/tv (order
200 management/training), finalize bond expenditures, and FY 24 budget preparation. The cart GPS
201 systems would arrive in February.

202

203 The Committee discussed the new golf carts, wheel covers, club cleaners, and pest control at the
204 Clubhouse.

205

206

207 7. OPEN HOUSE DATES

208

209 Tyler Abegglen suggested several open house dates including Saturday February 11th and
210 Saturday April 1st. The open house(s) would be from 10 a.m. to 5 p.m. and included catered
211 food, drone photography and videography, a 3D interior mapping/walkthrough, and a
212 professional photographer at the spring event.

213

214 Roger Graves suggested advertising the event center in January for those looking to book events
215 in the next year. Tyler Abegglen commented that as soon as he had photos for the website he
216 would increase advertising.

217

218 Tyler Abegglen said there would be a December 3rd walkthrough/open house for the event
219 center. He said the public was invited to come view the space on that day. The Committee
220 members volunteered to help if needed.

221

222 Tyler Abegglen commented that he was hopeful the building would be completed before
223 Christmas and would like to have holiday lighting placed on the outside. He said the exterior was
224 expected to be completed by next Wednesday. He added the deck railing and siding was started
225 today.

226

227 The Committee discussed having tall railing on the back deck that was placed close together to
228 avoid children slipping over or through.

229

230 Tyler Abegglen said he was within \$10,000 to \$15,000 of the original budget overall. He
231 reported his biggest frustration was the extended timelines and obtaining materials. John Logan
232 commented that most construction projects were behind schedule.

233

234 8. ADJOURN

235

236 The meeting was adjourned at 6:12 p.m.

237

238 *The foregoing was approved by the Eaglewood Golf Course Oversight Committee of the City of*
239 *North Salt Lake on Wednesday February 15, 2023 by unanimous vote of all members present.*

240

241

242 _____
Wendy Page, City Recorder

Golf Committee Meeting

FEBRUARY



Agenda

1. Minutes Approval
 2. Justin Field - Introduction
 2. Construction Update – April 1st
 3. Kitchen Opening March 9th
 4. Revenue Update
 5. Winter Project Updates
 6. Social Media Advertising - Targeting
 7. Adjourn
- 

Justin Field - Introduction

Construction Update

- Outdoor Decking (March 15th)
- All other major areas complete.
- Cleanup and punch list items.

- Tentative March 9th Kitchen Opening
- April 1st Open House

Revenue Update

Event Center

-46 Events for 2023 Booked

-13 Events from North Salt Lake Citizens

-(32) 6-Hour Rentals

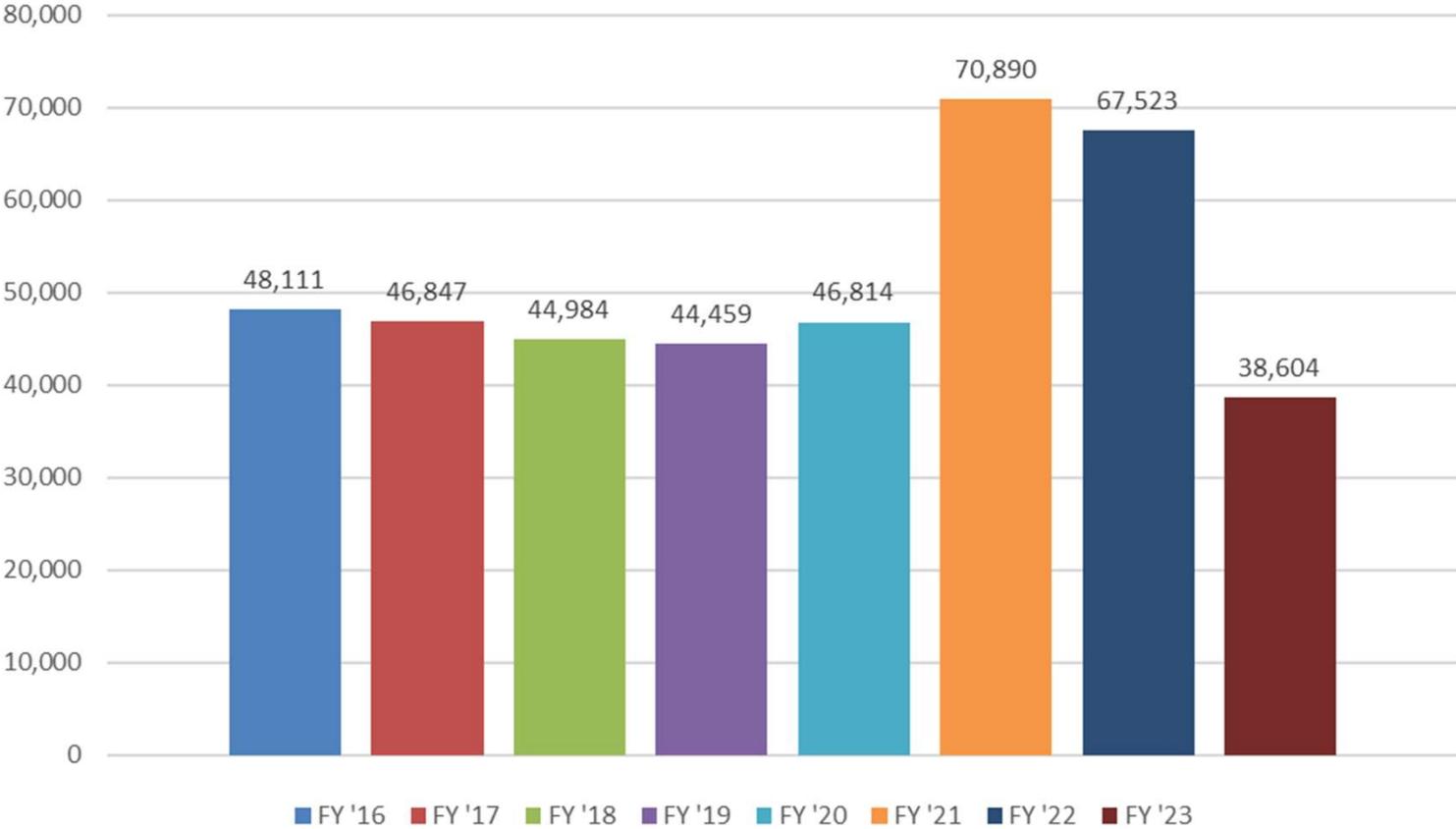
-(14) 12-Hour Rentals

64 Events book in 2022

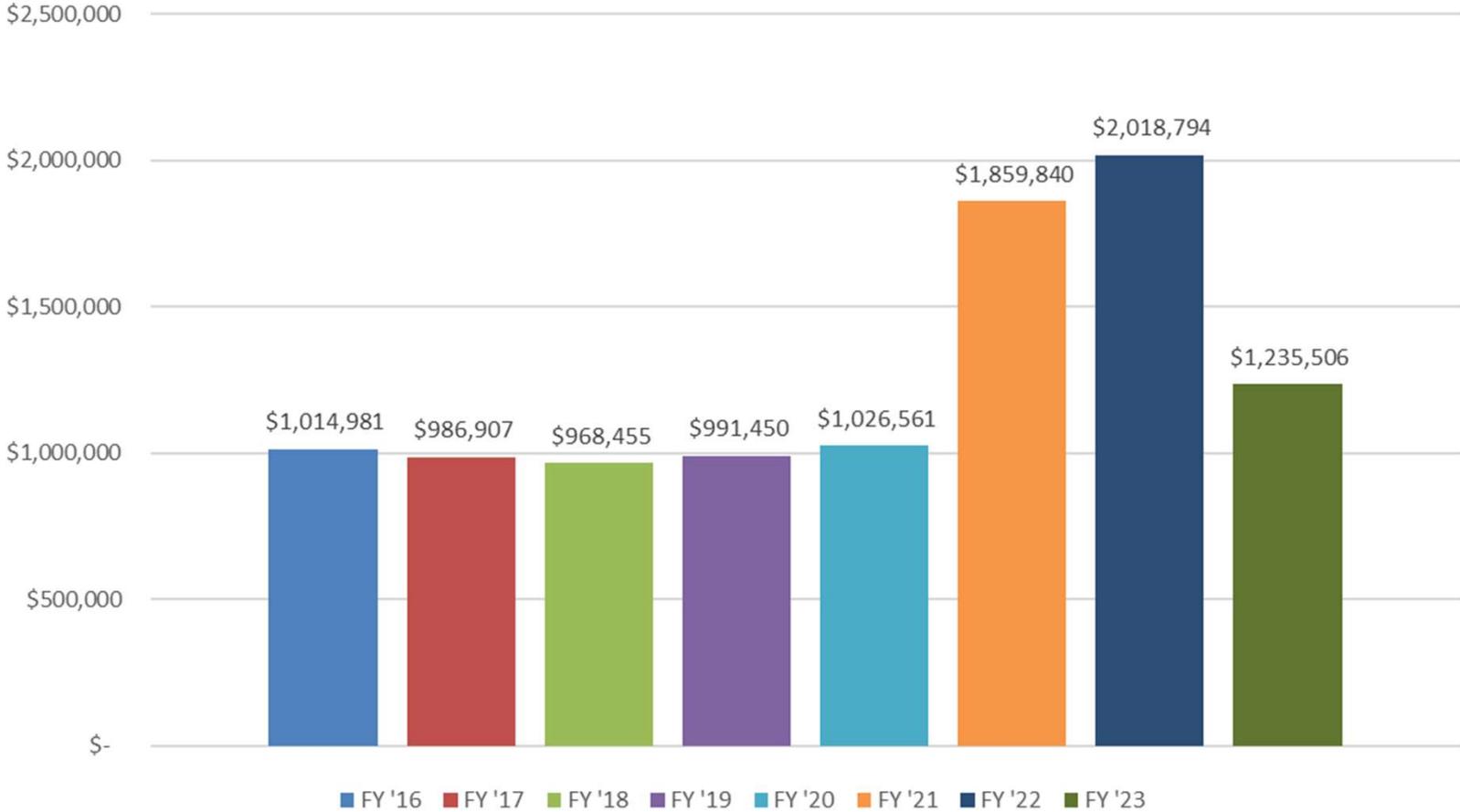
May – September, November and December

Revenue - \$109,600

Fiscal Year Round Totals



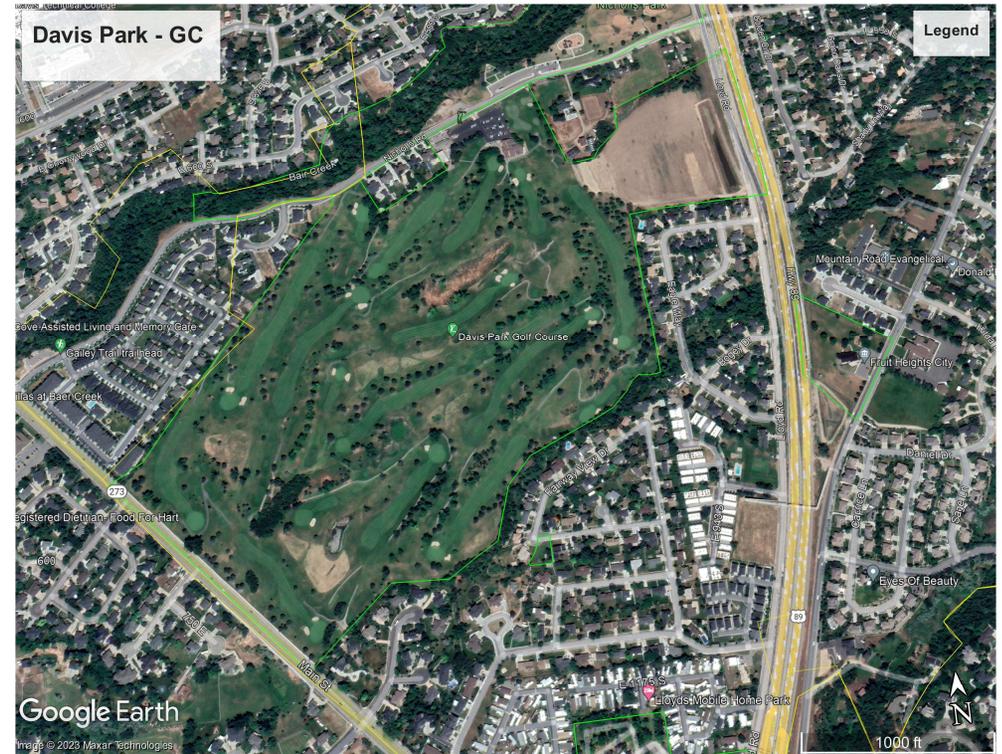
Fiscal Year Total Golf Revenue



Winter Projects

- Golf Cart GPS Programming and Advertisements. (Install in 2 weeks)
- Tournament Sponsors. (3/5 Eaglewood Tournaments Confirmed)
- Social Media Schedule. (Monthly and Weekly Schedules – See Next Slide)
- Association/Tournaments Preparation. (Back End Work complete and website)
- Organizing and Prep for Season. (Ongoing)
- Grill Menus/Tv's. – (Complete install on Friday with Training)
 - Order management/training.
- Finalize Bond Expenditures. (Waiting on ALCO completion)
- FY '24 Budget Prep.

Water Usage – July 2022



Water Usage – July 2022





Social Media/Advertising - Targeting

CURRENT AND FUTURE SOURCES

Google – Main Source (80%)

Facebook/Instagram (10%)

Wedding Wire / The Knot (10%)

Last year our social media presence and targeting was underutilized. Advertising budget will be used on targeting all areas of the operation.

Future

Influencers – Paid Posts

Branded Posts with other companies

Social Media/Advertising - Targeting

AREAS TO ADVERTISE

Corporate Tournaments

Men's Association

Ladies Association

Junior Club

Junior Golf Camps

Grill

Event Center

New clubhouse images

New drone images

New 3d model for digital walkthrough

New video walkthrough

New food images and videos

On course digital video advertising