

CITY OF NORTH SALT LAKE
EAGLEWOOD GOLF COURSE
OVERSIGHT COMMITTEE MEETING
ANCHOR LOCATION: CITY HALL
10 EAST CENTER STREET, NORTH SALT LAKE
OCTOBER 9, 2024

FINAL

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

COMMITTEE PRESENT: Roger Graves
John Logan, Chair
Corey Markisich
Karen Mills

EXCUSED: Court Huish
Lisa Watts Baskin, City Council

STAFF PRESENT: Tyler Abegglen, Golf Course General Manager; Allen Cox, Assistant Golf Pro.

1. APPROVAL OF MINUTES

The Golf Committee minutes of July 10, 2024 were reviewed and approved.

Committee Member Mills moved to approve the minutes as written for July 10, 2024. Committee Member Graves seconded the motion. The motion was approved by Committee Members Graves, Logan, and Mills. Committee Members Huish, Markisich, and Councilmember Baskin were excused.

2. FISCAL YEAR 2025 YEAR TO DATE REVIEW

Tyler Abegglen mentioned that driving range rates had recently increased and that sales tax was now separate from the rate. He said October 2023 revenues were approximately \$350,000 and said revenues were already \$40,000 higher compared to last year. He compared July through September 2023 to the same time period in 2024:

July through September 2023:

- Green Fees \$523,028
- Cart Fees \$256,543
- Driving Range \$58,518
- Merchandise \$158,667

- Event Center \$61,160
- Food & Beverage \$262,933
- Total: \$1,320,849

July through September 2024:

- Green Fees \$626,808 (19.84% increase)
- Cart Fees \$297,121 (15.82% increase)
- Driving Range \$77,407 (32.3% increase)
- Merchandise \$179,744 (13.28% increase)
- Event Center \$55,904 (8.6% decrease)
- Food & Beverage \$317,591 (20.8% increase)
- Total \$1,554,575 (17.7% increase)

2023 rounds were 23,968 and 2024 rounds were 36,265 (10% increase).

The Committee discussed driving range revenues, customer concerns with mats versus grass, and the Trackman system.

Tyler Abegglen then showed comparisons for driving range sales history (fiscal years 2018-2025), merchandise sales history (fiscal years 2014-2025), and revenues (fiscal years 2000-2025). He shared that the driving range growth was due to the rate increase and an 20% increase in usage. He anticipated merchandise revenues would be \$400,000 for fiscal year 2025.

Roger Graves asked about gift certificate sales including whether this information was tracked separately. Tyler Abegglen replied that he could provide this information. He estimated that 30-40% of merchandise revenues were gift card sales. He said many tournaments included a minimum gift certificate requirement as part of their fee. He commented that revenues were anticipated to meet or exceed the \$3.5 million from fiscal year 2024.

3. GATEWAY PARKS UPDATE

Tyler Abegglen provided an update on Gateway Parks and the pond project. He explained that the electrical was almost complete which would provide power to the pond to pump water for the snow machines. He said Tonco Construction was scheduled to install the vault extension on October 21st. He mentioned that Gateway Parks was paying for the infrastructure. He shared that Gateway Parks would install scaffolding on October 15th to begin snowmaking on November 15th.

Mr. Abegglen spoke on hole closures to accommodate these construction projects. He said it would not be a significant number of rounds lost as the bulk of rounds were generally during the first of the month in November.

4. COVERED RANGE PROJECT UPDATE

Tyler Abegglen reported on the progress of the covered structure including geotechnical results (provided by IGES), followed by concrete (end of October), with a mid-November install by Mountain State Construction. He anticipated electrical and structure conduit could be installed in November, the Trackman radars and range lighting installed in March 2025, and Trackman install in early April 2025. He mentioned the next steps would be footing design, concrete contractor selection, electrical contractor selection, drainage and concrete prep, installation of electrical and heaters, and ordering furnishings and hitting mats.

Mr. Abegglen spoke on lighting design and proposed locations. He said the main concern for staff and residents would be any light pollution.

Roger Graves asked about the width of the canopies. Tyler Abegglen replied that it would be a 124 feet and 80 feet with 18 total stations. He said the Trackman range would work on turf or mats.

Tyler Abegglen then spoke on marketing the Trackman system and covered range. He proposed hiring a social media marketing manager for 2025.

5. FUTURE EAGLEWOOD GROWTH-POSITIONS

Tyler Abegglen reported on a Social Media Marketing Manager position at \$20-30 per hour and included: social media development, content creation, community engagement, social media campaigns, analytics and reporting, brand management, business marketing (sponsorships), and creative development. He mentioned the different areas of focus including the driving range, the golf course, pro shop, The Grill, event center, and simulators. He suggested seeking approval from the City Council to hire for this position in early 2025.

Committee Member Graves moved to hire a social media marketing manager for social media development, content creation, community engagement, social media campaigns, analytics and reporting, brand management, business marketing (sponsorships), and creative development. Committee Member Mills seconded the motion. The motion was approved by Committee Members Graves, Logan, Markisich, and Mills. Committee Members Huish and Councilmember Baskin were excused.

Tyler Abegglen mentioned future staffing needs including a tournament/event director and increased mechanic hours.

Roger Graves suggested advertising and notifying residents now of the Gateway Parks amenity. The Committee suggested sending a mailer to each resident and notification via the City newsletter.

Tyler Abegglen replied that Gateway Parks would begin to sell tickets and season passes on their website next week.

6. FUTURE PROJECT LIST/IMPROVEMENTS

Tyler Abegglen reviewed the future project list/improvements which included 98 items ranging from tee boxes to landscaping. He spoke on the ways these projects were completed including employees, contractors, and project superintendents.

The Committee suggested utilizing contractors with employee oversight. They also discussed available funds to complete projects on the list.

7. WINTER GOLF COURSE OPERATIONS

Tyler Abegglen reviewed winter golf course operations which included the Gateway Parks snowmaking start date of November 15th and the Tonco Construction pond project from October 15th through December 1st. He shared the following closures related to construction:

- hole #8 would be closed during operating days with the pond project with play to be moved from hole #7 to hole #9.
- hole #8 would be open Friday through Sunday while there was no construction
- hole #9 would be closed at the start of snowmaking on November 15th
- holes #8-10 would be closed when both the pond project and snowmaking commenced
- play would be routed from hole #7 to #11 with 15 holes open for play

He said a discounted rate would be offered during those times and dates to accommodate for fewer holes being available.

8. POLICY MANUAL UPDATES

Tyler Abegglen reviewed the policy document highlights and several policy manual updates including a donation policy, minor changes to employee golf privileges, the addition of a private cart grandfathered list, and removal of the volunteer section.

Karen Mills mentioned changing the verbiage under “conduct rules” from “rangers” to “marshals”. She suggested adding “destruction of city and golf property”. She spoke on the alcohol policy and clarifying no outside alcohol for all customers and that it would be confiscated.

The Committee discussed State law, signage, outside coolers, and golf cart issues.

Tyler Abegglen mentioned that minor changes were made to employee golf privileges and said there had been some overuse from some of the part time hourly staff and ways to incorporate a better way to track and allow golf privileges.

Roger Graves asked about any remaining tournament play in 2024. Tyler Abegglen replied that there was one final tournament on October 10th. He said there were 60 corporate tournaments and 8 course sponsored events. He shared that this did not include 20-30 player groups. He said the tournaments for next year would be restricted on Monday and Wednesdays for the Men's and Women's Associations.

Tyler Abegglen and Allen Cox spoke on growing the Associations, obtaining sponsorship funds for next year to use for all golf course events, selling digital ads on GPS units, and employee retention over the winter.

9. ADJOURN

The meeting was adjourned at 6:05 p.m.

The foregoing was approved by the Eaglewood Golf Course Oversight Committee of the City of North Salt Lake on Wednesday January 8, 2025 by unanimous vote of all members present.



Wendy Page, City Recorder

