

WORK SESSION  
Tuesday, March 19, 2013 6:00 p.m.  
Community Recreation Center  
10640 N Clubhouse Drive, Cedar Hills, Utah

Present: Mayor Gary Gygi, Presiding  
Council Members: Trent Augustus, Scott Jackman, Stephanie Martinez, Jenney Rees, Daniel Zappala  
David Bunker, City Manager  
Courtney Hammond, Transcriptionist  
Wade Doyle, Golf Operations Manager  
Greg Gordon, Recreation Director  
Others: Lt. Sam Liddiard

This work session of the City Council of the City of Cedar Hills, having been properly noticed, was called to order at 6:03 p.m. by Mayor Gygi.

**MOTION: C. Augustus—To go into executive session pursuant to State Code 52-4-204 and 52-4-205 to talk about pending litigation and competency and contract negotiations.**

Seconded by C. Zappala.

Yes	-	C. Augustus	
		C. Jackman	
		C. Martinez	
		C. Rees	
		C. Zappala	Motion passes.

\*\*\*EXECUTIVE SESSION\*\*\*

**MOTION: C. Jackman—To adjourn Executive Session and reconvene Work Session.**

Seconded by C. Martinez. (6:44 p.m.)

Yes	-	C. Augustus	
		C. Jackman	
		C. Martinez	
		C. Rees	
		C. Zappala	Motion passes.

Golf Course Presentation

Wade Doyle reported that in a little over a week since the course was open this spring there were 890 rounds played, with green fees totaling \$10,044. Season passes were sold for about \$15,000. More merchandise will be coming in for the pro shop on April 1. Closing the course for the winter was a great choice. The greens are in excellent shape. He is working on training his staff in sales and loyalty. He is working on tournament bookings. Cold calling isn't working well. He has booked a few, and is working on several others. It is difficult to book charity golf

tournaments because they are looking for such a low cost that it doesn't produce revenue. The golf course is creating a text database for text campaigns based on category of players to fill open tee-times. He has finalized dates and times for youth clinics. They will be Tuesdays and Thursdays in July.

Mayor Gygi stated that he believes that cold calling works based on the law of large numbers. Large numbers of clients need to be called. At times, the success may just be in getting the word out and planting the seed. He also suggested that every golfer should be asked if their company has a tournament.

C. Rees suggested targeting doctors and the medical industry.

C. Martinez suggested creating a ladies league.

Adjourned at 7:02 p.m. by Mayor Gygi.

/s/ Colleen A. Mulvey  
Colleen A. Mulvey, CMC  
City Recorder