

SPECIAL CITY COUNCIL MEETING

Thursday, June 8, 2017 7:30 p.m.

Community Recreation Center

10640 N Clubhouse Drive, Cedar Hills, Utah

Present: Mayor Gygi, Presiding
Councilmembers: Mike Geddes, Jenney Rees, Daniel Zappala
Absent/Excused: Ben Bailey
Chandler Goodwin, City Manager
Greg Gordon, Recreation Director
Jeff Maag, Public Works Director
Charl Louw, Finance Director
Joel Wright, City Attorney
Colleen Mulvey, City Recorder
Others: Ernie Zabriskie, Tyler Hinkson, Pablo Montes

1. This meeting of the City Council of the City of Cedar Hills, having been properly noticed, was called to order at 7:34 p.m. by Mayor Gygi.

Call to order, Pledge led by Boy Scout Brandon Johnson and invocation given by C. Zappala

2. Approval of Meeting’s Agenda

MOTION: C. Rees—To approve the agenda as is. Seconded by C. Zappala.

Yes - C. Geddes
C. Rees
C. Zappala Motion passes.

3. Public Comment

There were no public comments.

4. Review/Action on Awarding a Contract for the Community Recreation Center Concessions

Chandler Goodwin, City Manager, explained that the City was seeking to find a vendor to occupy the grill at the golf course while the golfing season was in full swing. Staff had met with three potential vendors and each would be making a presentation to the City Council. The vendor that would occupy the grill would have to agree to the current contract, which requires \$600 per month plus a profit sharing of 12% of gross revenues.

Ernie Zabriskie, the owner of Ernie’s Deli, explained that he has a business location in the Sleepy Ridge Golf Course as of February of this year. The menu would consist of breakfast sandwiches, which he felt fit the needs of the golf course pretty well. The hours of operation would be from 7:00 a.m. to 7:00 p.m., although his other store locations were open until 9:00 p.m. His primary form of advertisement was through social media and word-of-mouth. Mr. Zabriskie said that he has 25 years of restaurant/food experience, and roughly 80% of his workforce had been with Ernie’s Deli for five-ten years. Ernie’s Deli also offers catering.

Mayor Gygi asked Mr. Zabriskie if he had catered any weddings in the City building, and he responded that he had not. Mayor Gygi said that this was an important venue that had been somewhat lost on some of the previous vendors at this location. He thought it would be a benefit to the vendor's bottom line to do weddings at the City building. Mr. Zabriskie agreed and said that a business in the grill would not be successful on its own. In regards to staffing, Mr. Zabriskie said that he has five people staffed at each shop and that seems to work pretty well.

C. Rees asked if there were different menus and Mr. Zabriskie said that there were. He had a shop menu, truck menu, catering menus, and the one he presented for the golf course. The grill menu was not on the company website yet because he had only recently opened up the Sleepy Ridge location.

C. Geddes asked if Mr. Zabriskie would be interested in delivering food out on the golf course, and he said that he would. Mr. Zabriskie said that they deliver out on the Sleepy Ridge golf course as well.

C. Zappala asked about the food offered for catering. Mr. Zabriskie showed the City Council a full catering menu and explained some of the items available.

C. Zappala asked about winter hours and Mr. Zabriskie said that he would be willing to stay open during the winter if the location proved fruitful. He had enough employees to rotate through all of the food locations.

Tyler Hinkson, the owner of Falafel Tree, gave a background of the business and introduced Chef Abby, who was a native of Egypt. The partners started a food truck together, which is where the majority of their business comes from, and they would not be dependent on the grill to be their primary income. Mr. Hinkson explained that this location would be their commissary and prep area. He was invested in the success of this location not only as a business owner but as a resident of Cedar Hills. Their desire was to grow and expand their business. In regards to the menu, Mr. Hinkson explained that a Mediterranean food place would offer something very unique to the area, and it's something that people are willing to go out of their way to try. The food would also be quick to prepare and easy to carry in one hand. Mr. Hinkson said they were willing to spend money on marketing.

Mayor Gygi said he's never had a falafel at a golf course, so it would be interesting and unique. He noted that the menu also offered wrap sandwiches. Mr. Hinkson said that the sandwiches include falafel, so they would not be deli-style sandwiches.

C. Geddes commented that he would be interested in eating their food, but he wondered if frequent golfers would want to eat that much Mediterranean food. Mr. Hinkson said that a typical golfer may only golf once or twice a month. He believed there was enough variety on the menu to keep the golfers interested.

C. Rees asked if they anticipated being at the grill year round. Mr. Hinkson said they would determine that after being at the location for a while.

C. Zappala wondered how successful the Falafel Tree would be on the golf course. Mr. Hinkson said they had not been located at another golf course, so they didn't know from experience. However, he had done some research and found that golfers have requested this kind of food. Mr. Hinkson noted that they had a good relationship with Sodalicious and they had discussed the possibility of having the soda menu available at the grill as well.

C. Rees asked about the hours of operation and Mr. Hinkson said that they intended to open around 8:00 a.m. and close at about 7:30 p.m., but that was flexible.

C. Rees asked if breakfast options would be offered and Chef Abby explained that the falafel is basically considered a breakfast in Egypt and other Mediterranean countries. The falafel is popular in America in the east and along the west coast, but it hadn't become popular in Utah yet. He hoped to bring some of that culture to the area.

Mayor Gygi asked if they offered catering and Mr. Hinkson said that they offered it but had not actually catered an event yet.

Pablo Montes, the owner of Mamalau, first passed out copies of an updated menu. Mr. Montes explained that they would not need the fryer, as everything on the menu is baked. He said that the grill has had difficulty in the past because there has not been a large quantity of customers to support the operation, and most of the other vendors have offered hamburgers and other grilled options. Mr. Montes believed that a vendor offering a different food type would be successful here, and unique food would attract other customers. Mr. Montes said that they do offer catering, and they recently catered a wedding for roughly 800 people. The core of their menu is empanadas. Mr. Montes emphasized turning the grill into a place for business meetings, family meals, and other events. The hours of operation would be from 8:00 a.m. to 8:00 p.m.

C. Geddes said that the golf course normally opens between 6:30 and 7:00 a.m.

C. Zappala asked if Mr. Montes intended to add items to the menu in time. Mr. Montes said that the proposed menu is all that they would offer, but they would have days with special items available. Those days would be advertised on social media.

Mayor Gygi thanked the vendors for their presentations and brought the discussion back to the City Council.

Mr. Hinkson had a few more points to address, including their recent interactions with the youth in the community. They recently started attending Food Truck Days held on Monday nights at the High School. He also noted that the grill location does not merit a large menu.

C. Geddes thanked the vendors for their well-prepared presentations. He said that the grill has struggled mightily in the past, so he wanted to be sure they were careful in their decision tonight. He felt that Ernie's Deli offered the best breakfast sandwiches in the State, and they would be a good fit for the location. They also had more experience because they were already located on another golf course.

MOTION: C. Geddes—To award the concessions contract to Ernie’s Deli.

C. Zappala wanted to have more discussion before taking action on the motion. He agreed that Ernie’s Deli would be a good fit for the location because sandwiches are something golfers will want to eat. However, the grill has offered sandwiches before and they have not been successful. If he were to make a choice based on his personal preference, he would choose one of the other two vendors, but he wanted to make a decision that was best for the residents and the golfers.

Mr. Zabriskie asked if the concessions would be sold by the pro shop or the grill. Mr. Goodwin said that this has been worked out with each tenant. Some vendors have wanted to provide those and some have not.

C. Zappala said that he was struggling differentiating the needs of the golf course and what he thinks the residents would want to come here and eat.

Mayor Gygi agreed. He said the grill really is for golfers and that’s what they should base their decision on. The golfers are the mainstay; the biggest customer base.

C. Zappala said he understood that, but this was also a community space. He liked the idea of making this a destination for the community.

C. Rees agreed that this was a hard decision. She saw this location as a community center, and the grill fails again and again when they focus solely on golfer food. She was leaning toward trying something new.

C. Geddes said that he plays golf on this course quite frequently. Golfers generally want to get something quick that they could take with them onto the course, or they could sit down to eat afterward. The grill hasn’t been occupied by someone that does only sandwiches here. He still felt that Ernie’s was the best option.

After some more discussion, Mayor Gygi said that C. Geddes’ motion was still standing.

MOTION: C. Zappala—To award the concessions contract to Mamalau. Seconded by C. Rees.

No	-	C. Geddes	
Yes	-	C. Rees	
		C. Zappala	Motion passes.

5. Discussion on Cedar Hills iWorQ Mobile App

Mr. Goodwin explained that the City has worked with iWorQ for a number of years, and now they have an application that would be open to employees and residents. This app would allow residents and staff members to report issues throughout the community to the City directly, and they would be able to see the status of their reports. Mr. Goodwin walked the City Council through the application. He said they would be rolling this app out to the residents in the next

week or two. Staff has been using this for a few weeks and they were still working out a few kinks.

NOTE: C. Rees left the meeting at 8:41 p.m.

C. Zappala thanked staff for working on this and said that it was an important step for the City. He said that the screen that showed the status of a request did not give very much detail about a project. He asked if there was a way they could provide more detailed feedback to the residents about their requests. Mr. Goodwin said that the app was still being refined and they would send that feedback to iWorQ.

C. Zappala said that he improves interfaces for a living and he would be happy to give his input on how to make the app more user-friendly.

Jeff Maag, Public Works Director, said that iWorQ proposed the application, but staff actually created it. They are the ones who do all of the wording and dropdown menus. Mr. Maag said that he would like to work with C. Zappala about improving and modifying the application.

Mayor Gygi said he was excited about improvement and asked staff to keep the City Council informed of the progress.

ADJOURNMENT

6. This meeting was adjourned at 8:46 p.m. on a motion by C. Zappala, seconded by C. Geddes, and unanimously approved.

Approved by Council:
July 18, 2017

/s/ Colleen A. Mulvey, MMC
City Recorder