

**RECREATION COMMISSION
MINUTES
JULY 27, 2018**

Board or Commission: Recreation
Meeting: Regular
Quorum: Yes

Called to Order: 7:03A.M.
Adjourned: 7:38P.M.

MEMBER ATTENDANCE:

Tim O'Shea	Chairman	Excused Absence
Tim Casper	Commissioner	Excused Absence
Brian Diver	Commissioner	Present
Glen G. Graham	Commissioner	Excused Absence
Kevin S. Kennebeck	Commissioner	Excused Absence
Mark W. Reinke	Commissioner	Present

Also Present:

Jeff Vesevick	General Manager / Staff Liaison	Present
John Kenwood	Liaison Trustee	Present
Mark Franz	Village Manager	Excused Absence
Brad Chapple	Food and Beverage Director	Present
Tom Fota	Executive Chef	Excused Absence
Mike Campbell	Golf Professional	Excused Absence
Noel Allen	Director of Golf	Excused Absence
Chris Pekarek	Golf Course Superintendent	Excused Absence

1. CALL TO ORDER

The July 27, 2018 regular meeting of the Recreation Commission was called to order at 7:03A.M. at the Village Links of Glen Ellyn; 485 Winchell Way; Glen Ellyn, Illinois by Commissioner Reinke.

2. PUBLIC COMMENTS

None.

3. APPROVAL OF MINUTES FROM JUNE 29, 2018 MEETING.

There was not a quorum so the minutes could not be approved and will appear on the next agenda.

4. STANDING REPORTS

A. Manager's Report – General Manager Jeff Vesevick

1. Village Links/Reserve 22 – Manager's Report – June 2018

General Manager Vesevick said June was a not a good month for golf with the hot, humid, and rainy days. General Manager Vesevick indicated the good news is that business picked up in July, with this July slightly ahead of last year. Golf outings continue to be popular for the Links. The PGA junior league is strong and there is a lot of interest in the golf course.

Food and Beverage Director Chapple said the restaurant was down about 5%, while banquets were up 9%. When golf rounds are down it is hard for the restaurant to keep up. Food and Beverage Director Chapple indicated his main challenge is watching labor costs. The new restaurant and banquet menus are out and doing really well.

Commissioner Reinke noticed costs were up for Reserve 22, which is probably due to labor. Commissioner Reinke noted service levels have been really good. General Manager Vesevick noted part of the reason labor is up is due to the new Restaurant Manager, Rainn Incardone, who started in May and her main priority is to improve service levels.

Commissioner Diver asked about bar and food sales. Food and Beverage Director Chapple replied beer sales decreased by 8% and non-alcoholic beverages were down 18%, which is directly attributable to the decrease in golf, while food sales were up 2%.

B. Reserve 22 – Brad Chapple

1. Reserve 22 – Secret Shopper 1 – June 2018
2. Reserve 22 – Secret Shopper 2 – June 2018
3. Reserve 22 – Open Table Reviews – June 2018

General Manager Vesevick said Reserve 22's rating has increased from 3.6 stars last year to almost 4.4 stars this year due to improved service which resulted in higher labor costs. General Manager Vesevick indicated Food and Beverage Director Chapple will work on staff efficiencies going forward while maintaining high service levels.

C. Financial Report – General Manager Jeff Vesevick

1. Village Links/Reserve 22 – Financial Statements - June 2018

General Manager Vesevick reported the financials are down from last year. Departments are on red alert to watch expenses and cut costs in light of the reduction in revenue.

D. Trustee Liaison Report – John Kenwood

Trustee Kenwood updated the Commission on the activities of the Village Board. The former Geische property sold and will be redeveloped into an apartment complex. The apartment development across from the library is moving forward. The Village Board is currently reviewing financing options for the proposed parking garage behind the Civic Center. The Civic Center renovation has been delayed

slightly due to some HVAC issues. The Village Board approved the agreement with the College of DuPage for the Innovate DuPage program.

5. DISCUSSION – CURRENT MARKETING INITIATIVES

1. Village Links/Reserve 22 – Marketing Summary

General Manager Vesevick said earlier in the year Grotto Marketing was hired to develop a comprehensive marketing plan. The new marketing person is moving along really well with several new marketing initiatives including: a recent *Around the Town* broadcast featuring the Village Links and Reserve 22 on the WGN morning news, a drone fly over which will be placed on the website and on Facebook, advertising at the Glen Ellyn train station, and a new birthday club whereby patrons will receive \$10 off during their birthday month and a free dessert. The new marketing person will also be changing the website provider, which will lower costs.

Commissioner Reinke asked about the schedule for the dining room renovation. General Manager Vesevick replied the dining room renovation will begin in late September and will be finished by October 15. Commissioner Diver asked if the dining room will be closed during this time. General Manager Vesevick responded yes, but there will still be patio seating and the overflow crowd will dine in the banquet rooms. General Manager Vesevick added there will be a new marketing campaign for the remodeled dining room along with a grand opening event.

6. OTHER BUSINESS

7. NEXT SPECIAL MEETING FRIDAY, AUGUST 24, 2018

General Manager Vesevick emailed the Commissioners and determined that August 24, 2018 would be the next meeting date.

8. AGENDA ITEMS

9. ADJOURN

The meeting ended at 7:38AM.

Submitted by Aileen Haslett, Recording Secretary
Reviewed by General Manager Jeff Vesevick