

**RECREATION COMMISSION
MINUTES
AUGUST 24, 2018**

Board or Commission: Recreation
Meeting: Special
Quorum: Yes

Called to Order: 7:01A.M.
Adjourned: 8:22A.M.

MEMBER ATTENDANCE:

Tim O'Shea	Chairman	Present
Tim Casper	Commissioner	Present
Brian Diver	Commissioner	Present
Glen G. Graham	Commissioner	Present
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	Present
Chris Pekarek	Golf Course Superintendent	Present

1. CALL TO ORDER

The August 24, 2018 special meeting of the Recreation Commission was called to order at 7:01A.M. at the Village Links of Glen Ellyn; 485 Winchell Way; Glen Ellyn, Illinois by Chairman O'Shea.

MOVE TO ALLOW COMMISSIONER GRAHAM TO REMOTELY PARTICIPATE IN THE MEETING BY TELEPHONE.

RESULT: Motion Unanimously Carried
MOVER: Commissioner Diver
SECONDER: Commissioner Reinke
AYES: Caspar, Diver, Graham, Reinke, and O'Shea
NAYES: None
ABSENT: Kennebeck

2. PUBLIC COMMENTS

None.

3. **APPROVAL OF MINUTES FROM JUNE 29, 2018 AND JULY 27, 2018 MEETING.**

MOVE TO APPROVE MINUTES OF REGULAR MEETINGS FROM 6/29/2018 AND 7/27/18 AS PRESENTED.

RESULT: Motion Unanimously Carried
MOVER: Commissioner Reinke
SECONDER: Commissioner Diver
AYES: Caspar, Diver, Graham, Reinke, and O'Shea
NAYES: None
ABSENT: Kennebeck

4. **STANDING REPORTS**

A. **Manager's Report – General Manager Jeff Vesevick**

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

General Manager Vesevick indicated July was a better month for golf with total revenues up. Rounds played were down, but there was an increase in green fees. However, overall revenues are still quite a bit down for the year. The Ed Posh Scholarship Shootout held a very successful event on July 20, 2018 raising approximately \$50,000. The Links hosted the local qualifier for the American Foot Golf League. Foot Golf fills in some of the idle gaps on the 9-hole course.

Director of Golf Noel Allen worked with the Chicago District Golf Association on an email marketing campaign offering their members a mild discount to play the Links. This promotion yielded about 45 rounds of golf and \$3,500 in new revenues and offered new golfers a chance to experience the Links. Trustee Kenwood asked if there is way to do targeted emails to this group. Director of Golf Noel Allen responded yes. General Manager Vesevick indicated the Links used this group for two (2) campaigns in July and August.

2. **Village Links/Reserve 22 - 2018 Agenda Schedule**

Commissioner Reinke suggested the Marketing Strategist attend a meeting in February 2019 before the season starts in order to establish the marketing/event plans for the year. Trustee Kenwood said many companies have a marketing calendar which could be developed for the Village Links and Reserve 22 and reviewed quarterly by the Recreation Commission. Upon further discussion the Commission recommended the new Marketing Strategist attend the November 2018 meeting.

B. **Reserve 22 – Brad Chapple**

General Manager Vesevick noted July was a good month for Reserve 22. Food and Beverage Director Chapple said restaurant operations were even with last year. Food and Beverage Director Chapple said he is working on improving better table utilization in order to surpass last year's numbers. General Manager Vesevick

indicated the new birthday club has about 150 participants. The new birthday club includes a \$10 coupon and a free dessert.

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

General Manager Vesevick said the reviews are a lot better with a 4.2 rating on Google. General Manager Vesevick said Food and Beverage Director Chapple and Restaurant Manager Incardone are doing a great job improving service levels.

Chairman O'Shea asked about room rental rates and said he usually meets with Glen Ellyn Paddle Board in one of the rooms at the Links, but a fellow board member organized the meeting and was informed there was a \$250 fee. Food and Beverage Director Chapple clarified in order to reserve one of the private rooms there is a \$250 food and beverage minimum or a just a \$35 service fee, which is at the option of the group. Commissioner Reinke said the minimum is not a bad idea. Commissioner Graham asked if everyone is trained about room rentals. Food and Beverage Director Chapple replied only managers should be responding to these inquiries.

Commissioner Reinke said the Links ads on radio station 670 are good. Chairman O'Shea indicated the recent piece of on WGN was great. Chairman O'Shea suggested the radio stations be contacted about hosting a live-remote broadcast here at the Links. General Manager Vesevick indicated the new marketing person specializes in public relations, so we will be seeing more of this.

General Manager Vesevick noted the dining room remodel is on schedule and there will be several promotions to welcome back customers. Chairman O'Shea asked about upcoming fall events at Reserve 22. Food and Beverage Director Chapple said the following events are scheduled for the week of the dining room relaunch.

Wednesday – Golf Professional Chip Beck will be on hand with his Ryder Cup trophy.

Thursday – Local and repeat customers will be invited to experience the new dining room.

Friday – The new dining room will be open to the public.

Food and Beverage Director Chapple said staff is also working towards coordinating the relaunch with Oktoberfest and have Chef Tom appear on a local televised cooking segment. Food and Beverage Director Chapple said the menu will be changing every six (6) months to make it more seasonal.

Chairman O'Shea recommended Reserve 22 stream the local high school games and publicize this information to the community. Food and Beverage Director Chapple noted Reserve 22 is now part of the football card fundraiser program for both Glenbard South and Glenbard West. Chairman O'Shea also suggested hosting a family Halloween event that ties-in with the Halloween walk held in downtown Glen Ellyn. Commissioner Graham thought this was a good idea to offer lunch at Reserve 22 after families are done with the Halloween walk.

C. Financial Report – General Manager Jeff Vesevick

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

General Manager Vesevick reported revenues are suffering due to the poor weather experienced in 2018. The change in net position is better because of reduced capital spending. Debt service costs are lower this year. The Village Links/Reserve 22 may not be able to cover all costs this year, which is why it is important to have cash reserves on-hand. The Links is down 4,500 rounds this year, and hopefully a good fall will help recover this. The proposed 2019 budget will be presented at the next Recreation meeting. Chairman O'Shea asked if there will be a financial forecast presented for the current year. General Manager Vesevick responded this will be presented at the next meeting.

D. Trustee Liaison Report – John Kenwood

Trustee Kenwood updated the Commission on the activities of the Village Board. Kenwood noted the Village Board will hold a key meeting on Monday, August 27, 2018 to discuss the funding mechanisms for the proposed parking garage and central business district streetscaping project. The Taylor underpass is currently underway. The Geische apartment development is moving forward.

5. DISCUSSION – Capital Needs Schedule

1. Village Links/Reserve 22 – Five Year Capital Forecast

Vesevick presented the Five-Year Forecast to the Commission. For 2018, the trim mower at \$33,000, the Cushman trickster at \$27,000, and the server at \$10,000 will be replaced. Vesevick said staff reviews the equipment needs every year and decides which items can be repaired and/or replaced.

6. OTHER BUSINESS

1. CBP Open Letter

Vesevick indicated the Civic Betterment Party asked the June 30, 2018 letter regarding local participation be distributed to the Recreation Commissioners.

7. NEXT REGULAR MEETING FRIDAY, SEPTEMBER 28, 2018

O'Shea indicated he would not be able to attend the September 28, 2018 meeting and said he will email the Commissioners for an alternate date.

8. **ADJOURN**

Commissioner Diver moved and Commissioner Reinke seconded, to adjourn the meeting. The meeting was adjourned at 8:22a.m.

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