

**RECREATION COMMISSION
MINUTES
OCTOBER 26, 2018**

Board or Commission: Recreation
Meeting: Regular
Quorum: Yes

Called to Order: 7:03A.M.
Adjourned: 8:31A.M.

MEMBER ATTENDANCE:

Tim O'Shea	Chairman	Present
Brian Diver	Commissioner	Excused Absence
Glen G. Graham	Commissioner	Present
Kevin S. Kennebeck	Commissioner	Excused Absence
Alison Park	Commissioner	Present
Mark W. Reinke	Commissioner	Present
Sophia Hadley	Student 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	Excused Absence
Tom Fota	Executive Chef	Excused Absence
Mike Campbell	Golf Professional	Present
Noel Allen	Director of Golf	Present
Chris Pekarek	Golf Course Superintendent	Present

1. CALL TO ORDER

The October 26, 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 Chairman O'Shea.

2. PUBLIC COMMENTS

None.

3. APPROVAL OF MINUTES FROM OCTOBER 5, 2018 MEETING.

MOVE TO APPROVE MINUTES OF SPECIAL MEETINGS FROM 10/5/2018 AS PRESENTED.

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

4. STANDING REPORTS

A. Manager's Report – General Manager Jeff Vesevick

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

General Manager Vesevick welcomed Sophia Hadley as the new Student Commissioner. The course experienced 2½ inches of rain in the first six (6) days of September. Rounds were down 8% for the month of September and 10% down for the year. Seven (7) more golf outings were held this past September than the prior year, representing about \$40,000 in additional revenues. The grounds are in good shape and the course experienced the earliest frost in the history of the Links on September 29, 2018. In September the grounds crew prepared the course for aeration, which was completed in October.

September was a slow month for Reserve 22 with sales down by 22%. With the rain, the outdoor patio business was almost non-existent. However, the banquet business continues to shine bright with 40% growth over last September. Reserve 22 year-to-date total revenues are up 3% from last year. The dining room renovation is complete and the kick-off events were successful.

There are several new marketing initiatives planned including: a segment on ABC7 featuring Chef Tom Fota. Chairman O'Shea asked when the celebrity chefs' promotion will begin. General Manager Vesevick replied next month with Village President Diane McGinley as the first celebrity chef. Staff is busy preparing Thanksgiving menus and a buffet will be offered from 11AM – 4PM. Reserve 22 will also be promoting Thanksgiving to-go orders.

The entire facility will be closed this evening, Friday, October 26, 2018, for a private event for St. James School with approximately 150-175 in attendance. The facility is not typically closed for private venues, but given this event supports the community, it was approved. The public was made aware that the facility will be closed. Customers who do show up will be given coupons for their return visit. Chairman O'Shea asked if the revenue generated from this event will more than compensate for the restaurant being closed. General Manager Vesevick replied the revenue will be three (3) or four (4) times the normal Friday night business. Chairman O'Shea and Commissioner Reinke suggested placing the facility's closure on the digital marque sign. General Manager Vesevick indicated he will do this.

B. Financial Report – Jeff Vesevick

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

General Manager Vesevick reported that year-to-date revenues for the Village Links are down by \$145,000, while Reserve 22 revenues are up by \$73,000 for the year. Operating income is down by \$325,000 for the year, and the Links will need to dip into cash reserve to pay for capital expenses and bond payments, which is why it is important to have reserves on hand.

The overall operation is still profitable through September by \$600,000, which is a good sign. Chairman O'Shea asked what is the cash balance on hand. General Manager Vesevick replied \$1.835 million.

C. **Trustee Liaison Report – John Kenwood**

Trustee Kenwood updated the Commission on the activities of the Village Board. Trustee Kenwood said the Village Board had the first reading of the budget and this year's proposed levy will be different from past years. The 2018 levy will factor in both the CPI maximum and the growth from new construction, whereas in past year's the levy only included new growth. The Geische development is on track and moving forward. Bonds for the new parking garage will be issued by then end of December.

5. **DISCUSSION – 2019 USER FEES**

1. Village Links – 2019 User Fees

General Manager Vesevick indicated the Village Links expenses are paid from user fees and said staff has been working on what we can afford to do with green fees. In the past, green fees were marginally increased each year. However, back in 2008 user fees were held steady. General Manager Vesevick distributed a list of green fees charged by other local golf courses and where the Village Links ranked in comparison.

General Manager Vesevick said staff recommends retaining the current green fees for weekday rates and slightly changing the weekend rate structure. For example, the 18-hole weekend rate for non-residents would increase from \$62 to \$65 and for residents from \$45 to \$48. Director of Golf Allen noted the Village Links is busier than many courses in the area. Director of Golf Allen also said he surveyed 20 area golf courses and most courses are down between 5% and 20%. General Manager Vesevick noted few courses do the volume that the Village Links does. Commissioner Reinke asked how much green fees increased in 2016 and asked when the last cart fee increase was. General Manager Vesevick replied green fees were increased 5% in 2016 and cart fees increased in 2017.

General Manager Vesevick estimated the following revenue scenarios with the proposed changes to the rate structure.

Expected Generated Revenue Scenarios	Estimated Increase
With same number of rounds as 2018 (least likely)	\$24,289
Based on the three (3) year average (most likely)	\$125,579
Normal year with 71,000 rounds	\$231,294

Commissioner Reinke said the Links competes fairly with the other nearby courses. Chairman O'Shea supported the staff recommendation. Commissioner Graham said

\$3 is not a monumental impact and will not hurt the core golfers. Commissioner Graham said many golfers are now using phone apps to obtain discounted green fees, which is hurting the golf industry overall. Commissioner Reinke said with the rate increase; the condition of the grounds needs to be top notch. Commissioner Reinke said staff did a great job with the user fee proposal.

MOTION TO APPROVE THE 2019 VILLAGE LINKS USER FEE PROPOSAL AS RECOMMENDED BY STAFF.

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

6. OTHER BUSINESS

Chairman O'Shea said he would like to see this winter a report on golf statistics detailing golfer specifics. Chairman O'Shea also suggested permanent tee times be discussed, and the number of participants for the golf specials and packages be discussed at the next meeting. General Manager Vesevick indicated for the next meeting he will compile program information including the number of participants so the Commission can determine what programs to keep and also decide on the outing policy for 2019. Chairman O'Shea suggested the Commission discuss offering a variable 18-hole experience on slow business days. Chairman O'Shea suggested that the marketing discussion be pushed back to December.

7. NEXT REGULAR MEETING FRIDAY, NOVEMBER 30, 2018

8. ADJOURN

Commissioner Park moved and Commissioner Graham seconded, to adjourn the meeting. The meeting was adjourned at 8:31a.m.

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