

**RECREATION COMMISSION
MINUTES
JANUARY 25, 2019**

Board or Commission: Recreation
Meeting: Regular
Quorum: Yes

Called to Order: 7:05A.M.
Adjourned: 8:32A.M.

MEMBER ATTENDANCE:

Tim O'Shea	Chairman	Present
Brian Diver	Commissioner	Present
Glen G. Graham	Commissioner	Present
Kevin S. Kennebeck	Commissioner	Excused Absence
Alison Park	Commissioner	Excused Absence
Mark W. Reinke	Commissioner	Present
Sophia Hadley	Student Commissioner	Excused Absence

Also Present:

Jeff Vesevick	General Manager / Staff Liaison	Present
John Kenwood	Liaison Trustee	Excused Absence
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	Excused Absence
Julie Rusin	Marketing Specialist	Present

1. CALL TO ORDER

The January 25, 2019 regular meeting of the Recreation Commission was called to order at 7:05A.M. at the Village Links of Glen Ellyn; 485 Winchell Way; Glen Ellyn, Illinois by Chairman O'Shea.

Commissioner Diver teleconferenced into the meeting.

2. PUBLIC COMMENTS

None.

3. APPROVAL OF MINUTES FROM NOVEMBER 30, 2019 MEETING.

MOVE TO APPROVE MINUTES OF REGULAR MEETING FROM 11/30/2018 AS PRESENTED.

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

4. **STANDING REPORTS**

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

1. **Village Links/Reserve 22 – Manager's Report – November-December 2018**

General Manager Vesevick said on the heels of a very unproductive weather year November and December were no different. There were only two (2) days where rounds played exceeded 50. Outings for 2018 totaled \$294,838 versus \$307,305 in 2017. With the bad weather, staff is preparing for the upcoming golf season. Commissioner Reinke commented that the driving range fees were up for 2018. General Manager Vesevick noted that the rates for range fees increased in 2018, which is partially why this revenue increased.

B. **Reserve 22 – Brad Chapple**

1. Reserve 22 – Open Table, Trip Advisor, & Google Reviews – November – December 2018

Food and Beverage Director Chapple reported that Reserve 22 experienced a good November and December in both the dining room and in banquets. Local bands performed to a packed bar on Wednesday, November 21 (the day before Thanksgiving) and Saturday, December 22, 2018. Reserve 22 catered the College of DuPage MAC Theater's opening night. Every time there is a show at the MAC, the Reserve 22 dining room is full, which has been a good source of revenue.

There was a decline the number of customers on Thanksgiving, but catering and carry-out orders were way up. Reserve 22 hosted the annual Holiday Open House and Breakfast with Santa. There was a decline in the New Year's Eve party this year. Chairman O'Shea recommended hosting a high school New Year's Eve party next year. Commissioner Graham suggested expanding the family New Year's Even party. Commissioner Graham also suggested focusing on the Thanksgiving catering and take-out side of the business because this is showing as a strong market. Chairman O'Shea asked Food and Beverage Director Chapple to reach-out to some of Reserve 22's Thanksgiving catering customers to see what they thought of the food.

General Manager Vesevick noted the Recreation Commission should be proud of their decision to remodel the dining room and noted that since the dining room renovation, business is up 18% for the time period. Commissioner Graham noted that the banquet business is strong. General Manager Vesevick said there is still room to grow in the banquet business and generally this area is more profitable than the restaurant side.

Chairman O'Shea asked what are some of the future plans for Reserve 22. Food and Beverage Director Chapple noted there will be a Super Bowl buffet, some Valentine Day specials, the Irish dancers will be performing for St. Patrick's Day, and Easter specials.

Commissioner Reinke said most of the restaurant reviews were good. Food and Beverage Director Chapple indicated the restaurant is up to 4.2 on all the rating sites. Chairman O'Shea said the ratings are impressive. Commissioner Diver said good job on keeping the ratings up.

C. Financial Reports – Jeff Vesevick

1. Village Links/Reserve 22 – Financial Statements – November & December 2018

General Manager Vesevick indicated 2018 was not a great financial year for the golf course and staff is hopeful that it is weather related. General Manager Vesevick said staff has been notified if they see another downward trend, to be prepared to cut expenses if necessary. General Manager Vesevick reported for 2018 there was a loss of about \$389,000 after paying capital and debt service costs, which left about in \$860,000 cash reserves. Cash reserves are important because when we have years like 2018, Village Links has something to fall back on and still be healthy for the next year. Rounds were down by 12% or 10,000 rounds from the prior year.

Chairman O'Shea asked how much Reserve 22 was up on year on year. General Manager Vesevick said Reserve 22 was up \$79,000 over last year. Chairman O'Shea asked if General Manager Vesevick could send a follow-up to the Commission explaining why contractual services for golf was up \$131,000 or 26% for 2018. Director of Golf Allen said contractual services included garbage service for the first time in 2018 and the golf cart GPS service. General Manager Vesevick said the facility is still operating profitably, but can't cover the debt service.

D. Trustee Liaison Report – John Kenwood

None.

5. 2019 MARKETING PLAN – JULIE RUSIN

Marketing Specialist Julie Rusin discussed her background and detailed some of the marketing projects that she is working on. The Reserve 22 birthday club attracted 600 subscribers, who now receive e-blasts. The birthday club involves a return visit to Reserve 22 with a \$10 coupon. The Chili Cook-Off will be held on Saturday, January 26, 2019, which will expose the Reserve 22 dining and banquet rooms to new customers. Chairman O'Shea suggested for next year to include the top five (5) restaurants from Wheaton as well.

Marketing Specialist Rusin distributed the social media insight page, which indicated that Reserve 22 has reached 26,000 people on Facebook in the last year. Marketing Specialist Rusin distributed the recent banquet marketing brochures that were mailed to local businesses within the last month. Marketing Specialist Rusin distributed a document detailing the metrics involving Google ads. The Google ads will be used for the Village Links

this coming this year as well. Marketing Specialist Rusin explained a not-for-profit program for the People's Resource Center whereby local businesses would assemble personnel hygiene kits for the first half of the seminar and then enjoy breakfast, lunch, or dinner after the assembly is completed. This is a great way for businesses to offer a team-building event.

Marketing Specialist Rusin said she worked with Director of Golf Allen to start selling VIP cards as holiday gifts, which resulted in 49 sales. Marketing Specialist Rusin said she is working with Director of Golf Allen to pick a week when other selected communities can play the Links course on the discounted resident rate. A new commercial is planned for filming in April, which will be televised on Comcast during PGA tournaments and on the Golf Channel. Marketing Specialist Rusin said she would also like to work with staff to improve tee-time bookings.

Chairman O'Shea commended Marketing Specialist Rusin's efforts. Chairman O'Shea recommended using the Nextdoor social network. Chairman O'Shea asked Marketing Specialist Rusin to look into Reserve 22 purchasing a couple of X-Box gaming systems to attract more family business.

6. OTHER BUSINESS

General Manager Vesevick said the next three (3) meetings will include departmental presentations with Golf in February, Reserve 22 in March, and Grounds in April. Each department will discuss their activities for 2019 and beyond.

7. NEXT REGULAR MEETING FRIDAY, FEBRUARY 22, 2019

8. ADJOURN

Commissioner Reinke moved and Commissioner Graham seconded, to adjourn the meeting. The meeting was adjourned at 8:32a.m.

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