RECREATION COMMISSION
MINUTES
FEBRUARY 22, 2019

Board or Commission:	Recreation	**Called to Order:**	7:00A.M.
Meeting:	Regular	**Adjourned:**	9:08A.M.
Quorum:	Yes		

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	Present
Mark W. Reinke	Commissioner	Present
Sophia Hadley	Student Commissioner	Excused Absence
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	Excused Absence

1. **CALL TO ORDER**
   The February 22, 2019 regular meeting of the Recreation Commission was called to order at 7:00A.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 JANUARY 25, 2019 MEETING**

MOVE TO APPROVE MINUTES OF REGULAR MEETING FROM 1/25/2019 AS PRESENTED.

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

Chairman O'Shea asked General Manager Vesevick to follow-up with Food and Beverage Director Chapple regarding the customer feedback for the holiday carry-out catering orders.

4. **STANDING REPORTS**

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

1. **Village Links/Reserve 22 – Manager's Report – January 2019**

General Manager Vesevick provided an overview of how deferred revenues are allocated. General Manager Vesevick indicated golf staff is recharging for next year with contacting leagues, setting up permanent tee times, and booking golf outings. The Grounds Department takes a couple of weeks of vacation during January. The golf staff also takes this time to maintain and repair equipment and perform Clubhouse repairs. With all the snow and record-breaking cold weather, Reserve 22 did not do that well in January.

Commissioner Graham said the Chili Cook-off was well received. General Manager Vesevick said this was a great opportunity for the Village Links to network with neighboring restaurants and about 300 people attended the event. General Manager Vesevick said this is an event that Reserve 22 hopes to host every year and possibly expand to include restaurants from other towns. Commissioner Reinke commended Reserve 22's Superbowl buffet and suggested continuing this for next year as well. Commissioner Reinke said the bar was crowded. Commissioner Graham thought it was good value for the money.

Chairman O'Shea asked about the Halfway House project. General Manager Vesevick responded basic maintenance will be done on the Halfway House.

2. **Reserve 22 – Restaurant Reviews – January 2019**

General Manager Vesevick indicated the reviews were mostly positive and generally good.

B. **Financial Report – Jeff Vesevick**

1. Village Links/Reserve 22 Financial Statements – January 2019

General Manager Vesevick said that it was not an atypical January. Chairman O'Shea said the restaurant costs are up significantly year on year. General Manager Vesevick explained that Reserve 22 costs are up because there are now five (5) full-time staff members. General Manager Vesevick said cost of goods sold were up due to the timing of invoices. Chairman O'Shea asked if the financials are still prepared on a cash basis. General Manager Vesevick replied yes and said he is working with the Finance Department on this. General Manager Vesevick said the numbers for January can vary widely, which is not too concerning because of the way invoices fall. Chairman O'Shea noted cost control is always a concern.

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

Trustee Kenwood updated the Recreation Commission on the Village's recent economic developments including the opening of Noble House and the businesses that will open by year end including Raising Cane's, Andy's Frozen Custard, and Buona Beef. Trustee Kenwood also discussed the new Apex multi-family project with 107 apartments. Trustee Kenwood went on to discuss the planning for the parking garage and street scaping project. A discussion of downtown parking ensued.

5. **2019 GOLF OPERATIONS – NOEL ALLEN**

Director of Golf Allen indicated that he was confident that the reduction last year in golf rounds was weather related. For 2019 there is a lot to be excited about including: industry reports showing courses in warmer climates are up double from 2018, the marketing initiatives with Marketing Strategist Julie Rusin, technology improvements, training initiatives, and weekend rate increases which should help the overall bottom-line.

Director of Golf Allen went on to detail the 2019 marketing initiatives including: the second-year marketing partnership with the Chicago District Golf Association (CDGA), the opportunity for non-residents to pay at the resident rates during special times, taking advantage of text messaging opportunities, the new commercial, and a bounce-back offer for full fee-paying guests such as free cart on their next round.

As far as technology goes there will be a newer and cleaner website with a more professional look and be more mobile friendly. The Links contracted with 121 Marketing and this firm has the capacity to integrate with the Village Links point of sale software. 121 Marketing also uses Reputation Defender to get ahead of social media ratings and Ignite to reach-out to past customers. The Links will also be using Google Ad Words which is guaranteed to generate revenues to cover the cost and will credit the difference if the revenues do not exceed the costs. There will be increased use of the Golf Genius tournament and league software which allows online registration and payment of lesson and camp programs. The Links hired a new credit card processing company which will save the Links about $30,000 in total over the next three (3) years. Newer larger tablets with increased features will be installed on the golf carts.

Julie Rusin will be working with Mike Campbell to institute a phone training program for a more professional approach and to upsell customers on other options. Also, staff and guests will be informed about newer technologies such as online registration, text updates, and tournament sign-ups.

Some of the biggest challenges facing the Village Links is the need to increase rounds and ultimately revenues to meet budget and return to profitability. The goal is for 75,000 rounds in 2019. All expenses will need to be tightly managed. The new minimum wage requirements are expected to increase wages in 2025 by $43,000 for the grounds crew and $116,000 for golf staff.

The Village continues to be a leader in the industry. The PGA junior league is the largest in Illinois and the third largest in the nation. The Village Links will continue successful partnerships with the Glen Ellyn Park District and First Tee Chicago.

Commissioner Graham asked if the Golf Express is ready to go. General Manager Vesevick indicated for now it is still at the end of the bar. Commissioner Graham requested this be resolved before the next meeting. The Commission went on to discuss snack shop options. General Manager Vesevick indicated there will be a solution before the next meeting.

6. **OTHER BUSINESS**

7. **NEXT SPECIAL MEETING FRIDAY, MARCH 22, 2019**

8. **ADJOURN**

Commissioner Reinke moved and Commissioner Graham seconded, to adjourn the meeting. The meeting was adjourned at 9:08a.m.

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