



Agenda
Village of Glen Ellyn
Recreation Commission
Special Meeting
Friday, March 22, 2019
7:00 AM
Village Links

Individuals with disabilities who plan to attend the hearing and who require certain accommodations in order to allow them to observe and participate, or who have questions regarding the accessibility of the meeting or facilities, are requested to contact the Village Links at least 24 hours before the meeting.

I. Call To Order

II. Public Comments

III. Minutes Approval - February 22, 2019

- A. February 22, 2019 Regular Meeting Minutes

IV. Standing Reports

- A. Manager's Report - Jeff Vesevick

- B. Financial Report - Jeff Vesevick

There is no Financial Report this month since the Finance Department has yet to close out the month of February.

- C. Trustee Liaison Report - John Kenwood

V. 2019 Food and Beverage Operations - Brad Chapple

VI. Other Business

VII. Next Meeting Date - April 26, 2019

VIII. Adjournment



Recreation Commission
Village Links/Reserve 22
Glen Ellyn, IL 60137

Meeting: 03/22/19 07:00 AM
Department: Recreation Commission
Department Head: Angela Andrianopoulos
Category: Minutes
Prepared By: Angela Andrianopoulos

SCHEDULED

AGENDA ITEM (ID # 3893)

DOC ID: 3893

February 22, 2019 Regular Meeting Minutes

ATTACHMENTS:

- MN022219 (PDF)

RECREATION COMMISSION MINUTES FEBRUARY 22, 2019

Board or Commission: Recreation
Meeting: Regular
Quorum: Yes

Called to Order: 7:00A.M.
Adjourned: 9:08A.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	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

Attachment: MN022219 (3893 : Minutes 2-22-19)



Recreation Commission
Village Links/Reserve 22
Glen Ellyn, IL 60137

Meeting: 03/22/19 07:00 AM
Department: Recreation Commission
Department Head: Angela Andrianopoulos
Category: Report
Prepared By: Angela Andrianopoulos

SCHEDULED

AGENDA ITEM (ID # 3894)

DOC ID: 3894

Manager's Report (Jeff Vesevick)

ATTACHMENTS:

- ManagerReport (PDF)
- Reviewed February 2019 (PDF)



VILLAGE LINKS

GLEN ELLYN

RESERVE
— 22
TWENTY-TWO

Manager's Report for February 2019

Prepared by Jeff Vesevick, General Manager

February 2019 was worse than typical weather-wise, keeping facility visits to a minimum. Precipitation fell 24 of the 28 days, and temperatures were, on average, much colder than normal.

High Temperatures In February																					
	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999
70° days																				1	1
60° days		3	6	2							1					1		1		3	
50° days		4	5	2			1	2	3		5			1	3	1	2	3	2	3	2
40° days	8	6	6	7	1	3	4	11	2	2	4	3	4	10	9	7	4	8	3	3	10
30° days	8	6	8	11	7	3	15	14	13	17	7	12	9	13	13	10	11	9	12	17	13
20° days	10	8	3	4	7	13	7	2	7	9	9	10	5	2	3	10	10	7	8	1	2
10° days	2	1		3	10	8	1		2		2	4	8	1			1		2		
0° days					1	1			1				2	1					1		
Rain	0.5"	2.9"	1.3"	1.1"	0"	1.5"	1.9"	0.3"	0.4"		3.1"	1.5"	1.0"	1.5"	1.5"	0.3"	0.1"	0.4"	2.7"	0.4"	1.3"
Snow	13"	20.3"	0"	3"	6"	20"	10"	4"	28"	16"	5"	25"	18"	1"	6"	6.1"	4"	2"		11"	2"

GOLF

Winter Golf was available Tuesday - Sunday, as well as the Driving Range, on artificial turf tees. The Golf Shop was open every day except Mondays.

Registration began for most of our season programs. Golfers signed up for Adult and Junior Golf Programs, Resident and VIP Savings Cards, Permanent Tee Times, the Over 60 Golf League, and the ever popular Spring Special. Interest is up in almost all categories, and Spring Special sales have tripled with the promise of a warm, dry spring ahead. The annual drawing for 2019 Weekend Permanent Starting Times is scheduled for Wednesday, March 6.

Golf Outing dates and contracts continued to be negotiated by Director of Golf Noel Allen throughout the month of February. To date, 48 events have been confirmed, while

negotiations continue for another 13. Inquiries and negotiations will continue throughout the season.

Staff was busy putting together the 2019 **Caddy Program**. In lieu of the Orientation Meeting, confirmation requests were sent to existing caddies as to their intent to return. Returning caddies will repeat a training class. Staff will limit the number of available caddies to around 30 this season, according to golfer demand.

161 Letters were sent to the Over 60 League members of past years, inviting them to participate in the permanent tee time drawing scheduled for March 27 in the Blue Heron Room. This weekly 9-hole league typically hosts 80 to 100 senior golfers on Wednesday mornings April through October.

The Golf Staff remains busy preparing tee sheets, finalizing league contracts, and prepping seasonal staff for the anticipated mid-month opening of the golf courses and practice facilities. Head Golf Professional Mike Campbell is receiving merchandise for the upcoming season.

GROUNDS

Grounds

1. Litter was removed from the parkways once.
2. Interior and exterior holiday decorations were removed and stored for the season.

Mechanical and Building Maintenance

1. Thirty eight pieces of equipment were repaired and serviced.
2. Forty one cutting units were sharpened.
3. The Reserve 22 and Blue Heron carpets were cleaned.

Horticulture

1. The over-wintered tropical plants were fertilized and trimmed.

RESERVE 22

Restaurant and Bar sales were down slightly from a year ago, but are up slightly for the year. February Banquets were down nearly 45%, and are 35% behind last year's total sales.

Reserve 22 - FEBRUARY				Year to Date		
Restaurant	2018	2019	+/-	2018	2019	+/-
Beverages	1,087	994	-8.6%	2,283	2,193	-3.9%
Beer	8,510	7,973	-6.3%	16,368	16,799	2.6%
Wine	8,789	8,345	-5.1%	16,177	14,560	-10.0%
Spirits	6,755	5,926	-12.3%	11,785	12,199	3.5%
Food	32,677	33,788	3.4%	62,221	65,985	6.1%
Total	57,818	57,026	-1.4%	108,833	111,736	2.7%
Banquet & Outings	2018	2019	+/-	2018	2019	+/-
Beverages	342	276	-19.3%	1,028	276	-73.2%
Beer	2,866	1,237	-56.8%	6,122	2,190	-64.2%
Wine	3,222	1,108	-65.6%	4,771	2,326	-51.2%
Spirits	2,578	1,072	-58.4%	5,308	2,041	-61.5%
Food	21,251	11,581	-45.5%	42,727	31,453	-26.4%
Misc.	5,562	5,116	-8.0%	11,455	9,543	-16.7%
SC Dist	(3,610)	(2,589)	-28.3%	(7,348)	(5,974)	
Total	32,211	17,800	-44.7%	64,063	41,856	-34.7%
Other	66	237	259.1%	66	249	277.4%
Total Reserve 22	90,095	75,063	-16.7%	172,962	153,840	-11.1%

Valentine's Day was slightly higher than a year ago, as couples were treated to the soft music of the Westline Duo during a romantic dinner.

Restaurant Staff is sifting through applications for seasonal help. Interviews and background screenings are being conducted. Many seasonal employees will be returning from prior years, as volume begins to pick up mid-March.

Preparations are underway for St. Patrick's Day on March 17. Chef Tome will offer special Irish dishes including the ever popular Shepherd's Pie. Diners can enjoy entertainment from the Trinity Irish Dancers.

Several food and drink specials will be offered to lure patrons into the bar and enjoy the annual March Madness college basketball tournament.

Reviewed February 10, 2019 via mobile

Beautiful, delicious

Nestled among the golf course, the dining/bar establishment is warming even on a snowy winter day. Food was delicious, staff helpful friendly, and great atmosphere. Rainn was especially helpful and welcoming. Don't miss it if you're in Glen Ellyn

Date of visit: February 2019

ME

VIP MariaE

Chicago

30 reviews

Dined on February 23, 2019

Overall 3 Food 3 Service 3 Ambience 3

Bartender was very , we had to ask to have the counter wiped down and we had to ask for menus.

Report

Helpful

N

Neighbor

Chicago

6 reviews

Dined on February 22, 2019

Overall 4 Food 4 Service 5 Ambience 4

We had a great night with very good food and service however the bar area was uncomfortably warm.

Report

Helpful

BS

Bills

Chicago

1 review

Dined on February 19, 2019

Overall 5 Food 4 Service 5 Ambience 5

We had an enjoyable dinner at Reserve 22 as usual. We were greeted friendly by the hostess and directed to our reserved table immediately. Our server was Dan and although there was a capacity crowd we were served promptly and in a friendly manner. The drinks served were ample size and our party thought the food was great and good value, particularly because it was half price

Attachment: Reviewed February 2019 (3894 : Manager's Report)

burger night. The restaurant did become a tad noisy but wasn't bothersome. We are anxious to return and enjoy dinner on the patio in the spring.

[- Read less](#)

Report

Helpful

TN

TinaN

Chicago

4 reviews

Dined on February 16, 2019

Overall 5 Food 5 Service 5 Ambience 5

We love meeting friends here. Very good food. A great place for conversation. Great beer selection.

Report

Helpful

OT

OpenTable Diner

Chicago

4 reviews

Dined on February 16, 2019

Overall 3 Food 5 Service 3 Ambience 2

The food was delicious. Everyone in our party was pleased. Our server seemed distracted. He was not very engaged nor attentive to our table. It may have been he had too many tables to manage. He just seemed distant. The restaurant is loud. Even carrying a conversation with people directly across the table was difficult.

[- Read less](#)

Report

Helpful

C

Creativeisa

Chicago

2 reviews

Dined on February 15, 2019

Overall 4 Food 4 Service 5 Ambience 4

Attachment: Reviewed February 2019 (3894 : Manager's Report)

The food and service were both very good. My wife and I both noticed that the plates looked bland and sparse. A little garnish would have made it look a lot more attractive.

Report

Helpful

CL

CathyL

1 review

Dined on February 14, 2019

Overall5Food5Service5Ambience5

Food was EXCELLENT! Wait staff was friendly and made great suggestions. We were there on Valentine's Day and they had wonderful live music. We live in Denver but if we lived in Glen Ellyn this would be our "go-to". Would love to try out the patio!

[- Read less](#)

Report

Helpful

BW

VIP BettertoWalk

Chicago

8 reviews

Dined on February 14, 2019

Overall5Food5Service5Ambience5

A great place for Valentines dinner. The lobster bisque was great! Lot's of chunks of lobster.

Report

Helpful

P

Piglet

San Francisco

1 review

Dined on February 13, 2019

Overall5Food5Service5Ambience5

Cheryl was our server and she was very helpful in addressing the menu but also spoke with the chef about a guest's concerns about her food sensitivities

Report

Helpful

Attachment: Reviewed February 2019 (3894 : Manager's Report)

BW

VIP BettertoWalk

Chicago

9 reviews

Dined on February 3, 2019

Overall5Food4Service5Ambience5

We were there to watch the Super Bowl. Nice buffet with a good price. We'll probably do it again next year!

Report

Helpful

LP

LeanneP

Chicago

5 reviews

Dined on February 3, 2019

Overall2Food4Service5Ambience1

The only reason I gave this 2 STARS is because we wanted to hear the calls of the ref and DEFINITELY the Super Bowl commercials but could not because it wears OBNOXIOUSLY LOUD! Otherwise we out on a coed gf league and after the afternoon league always have dinner on the patio.

[- Read less](#)

Report

Helpful

P

VIP pmvforfood

Chicago

32 reviews

Dined on February 3, 2019

Overall5Food5Service5Ambience5

The manager, Rain, was so helpful and kind. Was able to accommodate our group.

Attachment: Reviewed February 2019 (3894 : Manager's Report)