

**RECREATION COMMISSION
MINUTES
JULY 26, 2019**

Board or Commission: Recreation
Meeting: Regular
Quorum: Yes

Called to Order: 7:05A.M.
Adjourned: 8:23A.M.

MEMBER ATTENDANCE:

Tim O'Shea	Chairman	Present
Rebecca Austin	Commissioner	Present
Brian Diver	Commissioner	Present
Glen G. Graham	Commissioner	Present
Alison Park	Commissioner	Excused Absence
Mark W. Reinke	Commissioner	Present
Carol Scott	Commissioner	Excused Absence
Sophia Hadley	Student Commissioner	Excused Absence

Also Present:

Jeff Vesevick	General Manager / Staff Liaison	Present
Steve Thompson	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	Present
Noel Allen	Director of Golf	Excused Absence
Chris Pekarek	Golf Course Superintendent	Present
Julie Rusin	Marketing Strategist	Present

1. CALL TO ORDER

The July 26, 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.

2. PUBLIC COMMENTS

None.

3. APPROVAL OF MINUTES FROM JUNE 28, 2019 MEETING

MOVE TO APPROVE MINUTES OF REGULAR MEETING FROM 6/28/2019 AS AMENDED.

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

4. **STANDING REPORTS**

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

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

General Manager Vesevick stated the Village Links experienced a very good June. The course dried out and carts were available. Golf revenues were up in every category for June except the Pro Shop. Golf rounds in June were the fourth best in the last 11 years. The "Have One On Us" promotion was a huge success with over 1,200 guests. Chairman O'Shea asked if the course makes money on this promotion. General Manager Vesevick replied the Village Links makes money on green fees and the food and beverages are expensed to the marketing line item.

The Village Links and Reserve 22 earned an operating profit in June which is attributable to marketing efforts and keeping expenses down. Commissioner Austin inquired about the golf board rentals. General Manager Vesevick replied that there were 27 golf board rentals and the usage is more popular on the nine (9) course. Chairman O'Shea asked if the Links is covering its cost for the board rentals. General Manager Vesevick responded no that the cost is \$1,100 per month and the rental fees generated about \$650; so, we are losing almost \$500 per month. Commissioner Reinke inquired about the golf board feedback. General Manager Vesevick replied the reviews are mixed some guests loving them, while others say they will never rent the board again. Commissioner Reinke said the board rental program should be evaluated at the end of the season.

B. **Reserve 22 – Food and Beverage Director Chapple**

1. Reserve 22 – June 2019

Food and Beverage Director Chapple said Reserve 22 was up 4% for June. The patio in June was not utilized as much as they would have hoped due to the evening thunderstorms. Banquet business was down a little. Staff is currently working on developing a special for each weekday evening to attract more guests. Commissioner Graham said friends raved about the condition of the golf course and had high marks about the food. Commissioner Graham said that the food was great at the banquet he recently attended. Trustee Thompson indicated on his recent visits to Reserve 22 both the food and service was excellent. Chairman O'Shea inquired about the new Golf Express. Chapple replied it has been fantastic with about \$6,000 in revenues.

C. **Financial – Jeff Vesevick**

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

General Manager Vesevick indicated there was a 10% increase in revenues for June. Staff has done a good job holding down operating expenses and operating income was up about \$140,000 from last June. Chairman O'Shea said it would be helpful

to take the projections from the last meeting and continue to update them and include these in the monthly financial report. General Manager Vesevick said he updates these projections and this will be included in the next financial report.

D. Trustee Liaison Report – Steve Thompson

Trustee Thompson updated the Commission on recent Village Board activities.

5. Discussion – Current Marketing Initiatives

1. Village Links/Reserve 22 – Current Marketing Initiatives

Marketing Strategist Rusin updated the Recreation Commission on the marketing initiatives for Reserve 22 and Village Links. The birthday club now has 1,000 members and many of these customers redeemed their \$10 voucher and received a free dessert on their birthday. Open Table recently announced their awards for outdoor dining and the Reserve 22 patio was included on their top 10 venues for outdoor dining. Plans are underway for the McAninch Theater partnership for the Valentine's day show. Reserve 22 will be promoting dinner and a show for this event.

Reserve 22 will be holding Sausage Fest on Wednesday, July 31 with local vendor, Gilbert's, providing free sausage. An ongoing steak night promotion will be held throughout August and September. The golf camp program is up \$10,000 over last year. The Village Links commercial continues to run on Comcast. The new resident for a day promotion yielded about 144 new golfers to the Links. VIP card sales were up about 50% in June, due to the sales incentive program with staff. Marketing Strategist Rusin developed a custom training program for the Village Links staff on handling customer calls. Chairman O'Shea said Rusin is doing a great job.

Commissioner Austin suggested an afterschool golf club for the local grade schools. Commissioner Graham asked for consideration for family rates when grandparents are golfing with their out-of-town grandchildren. Commissioner Graham noted his grandchild paid more to golf than he did. Commissioner Graham suggested offering discounted rates for family members. Golf Professional Campbell said this was a great idea because often grandparents are often golfing during slower play times.

6. OTHER BUSINESS

Commissioner Graham asked about the status of the open items from the last meeting. Chairman O'Shea suggested General Manager Vesevick speak with Village Manager Franz about considering a reimbursement for the services that the grounds crew provides for the Village that are not golf related. General Manager Vesevick will follow-up with Village Manager Franz on this matter. Commissioner Graham inquired about the use of the Grub Hub food delivery service. Food and Beverage Director Chapple responded that he is using Chow Now, and once this is up and running, he will take a look at other food delivery services. Chapple said Grub Hub takes 30% of the revenue, which is a high fee.

For the August meeting staff needs to follow-up on family tee rates and contacting the local grammar schools about the possibility of an after-school golf club.

7. NEXT REGULAR MEETING FRIDAY, AUGUST 30, 2019

8. ADJOURN

Commissioner Diver moved and Commissioner Graham seconded, to adjourn the meeting. The meeting was adjourned at 8:23a.m.

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