



Agenda
Village of Glen Ellyn
Recreation Commission
Regular Meeting
Friday, July 26, 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 - June 28, 2019

1. Village Links/Reserve 22 - Minutes - June 28, 2019

IV. Standing Reports

A. Manager - Jeff Vesevick

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

B. Reserve 22 - Brad Chapple

1. Reserve 22 - Restaurant Reviews - June 2019

C. Financial - Jeff Vesevick

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

D. Trustee Liaison - Steve Thompson

V. Discussion - Current Marketing Initiatives

1. Village Links/Reserve 22 - Current Marketing Initiatives

VI. Other Business

VII. Next Meeting - August 30, 2019

VIII. Adjournment



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

Meeting: 07/26/19 07:00 AM
Department: Recreation Commission
Department Head: Jeff Vesevick
Category: Minutes
Prepared By: Ann Pedersen

SCHEDULED

AGENDA ITEM (ID # 4087)

DOC ID: 4087

Village Links/Reserve 22 - Minutes - June 28, 2019

Please see attached Minutes.

ATTACHMENTS:

- MN062819 (PDF)

**RECREATION COMMISSION
MINUTES
JUNE 28, 2019**

Board or Commission: Recreation
Meeting: Regular
Quorum: Yes

Called to Order: 7:03A.M.
Adjourned: 8:35A.M.

MEMBER ATTENDANCE:

Tim O'Shea	Chairman	Present
Rebecca Austin	Commissioner	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
Carol Scott	Commissioner	Present
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	Excused Absence
Noel Allen	Director of Golf	Excused Absence
Chris Pekarek	Golf Course Superintendent	Present

1. CALL TO ORDER

The June 28, 2019 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 MAY 31, 2019 MEETING

Trustee Thompson noted that the minutes should be corrected to reflect that he was in attendance at the May 31, 2019 meeting.

Attachment: MN062819 (4087 : Village Links/Reserve 22 - Minutes - June 28, 2019)

MOVE TO APPROVE MINUTES OF SPECIAL MEETING FROM 5/31/2019 AS AMENDED.

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

4. STANDING REPORTS

A. Manager's Report – General Manager Jeff Vesevick

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

General Manager Vesevick stated the weather this past spring has probably been the worst since 1995. With all the rain in May, the course did not dry out long enough to allow carts, which drew many golfers away. For May 2019, there was about 6,800 rounds of golf played. Commissioner Graham noted given the poor weather, that 6,800 rounds were played in May is remarkable especially with the carts being grounded for many of those days. Staff kept expenses down by sending people home. Spring specials were down as well.

The PGA Junior League is still going strong and the program remains in the top of the nation. It has been challenging to staff the PGA Junior League because of the golf pro turnover. Golf Professional Mike Campbell and Director of Golf Noah Allen have been helping with the PGA Junior League.

Reserve 22 business is picking up with probably the strongest second quarter the restaurant has ever had. Commissioner Reinke said he hears a lot of people are holding their graduation parties at Reserve 22. Food and Beverage Director Chapple said the middle to the end of May is the busiest time for the banquet rooms with christenings, graduation parties, and baby showers. Reinke said he heard really positive reviews. Food and Beverage Director Chapple said the banquet staff is very well trained and does not turn over seasonally. Commissioner Diver thanked Food and Beverage Director Chapple for his efforts at a recent banquet that he attended.

General Manager Vesevick said the good news to report is that June 2019 is already ahead of last year. General Manager Vesevick said it looks like June may be one of the best in the last 10 years with the hope of getting the some of the operating profits back.

General Manager Vesevick noted the course is in fantastic shape. Chairman O'Shea commented the greens look the best they have ever been. Commissioner Reinke asked why fairway number two (2) is bubbling up. Golf Course Superintendent Pekarek replied this happens because it is very swampy underneath the greens. The golf course was built on top of an area that had a lot of peat, with rivers below. Also holes four (4) through twelve (12) were built on farmland and the old tiles were never

removed. Trustee Thompson asked if the grounds will burn out if we go into a dry or hot spell. Golf Course Superintendent Pekarek replied that the biggest problem with the all the rain is that the roots are not deep enough. During hot spells, the staff is aware of it and will make sure there will not be any problems. The Village Links has not used the irrigation system once this year, in comparison to past years when it is typically used five (5) or six (6) days a week.

Chairman O'Shea said the Recreation Commission has discussed some of the services that the grounds crew provides for the Village that are not golf related including: maintenance at Panfish Park, Lambert Lakes, and the Police Station. Chairman O'Shea said with the cash position that the Village Links is in, maybe the Village Board could consider some sort of reimbursement. Trustee Thompson said his recommendation would be that the Village Links should probably be charging back against the budget so the accounting evens up. Trustee Thompson asked if the maintenance costs are known. Pekarek replied said a line item for this is budgeted at \$40,000. Trustee Thompson will take this recommendation back to the Village Board for discussion.

B. Financial Report – General Manager Jeff Vesevick

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

Chairman O'Shea asked why the May financial reports were not provided. General Manager Vesevick said this was an oversight and he will email the May financials to all the Recreation Commission members today. Chairman O'Shea asked for clarification regarding the operating profit of \$181,819 for May. General Manager Vesevick said operating profits do not include debt payments or capital projects. Commissioner Diver said if we have some good months this is where we will see the cash increase again. General Manager Vesevick said May, June, July, and August are the revenue generating months. General Manager Vesevick said the challenge is not to burn through cash during the non-revenue generating months of December, January, February, and March.

C. Trustee Liaison Report – Steve Thompson

Trustee Thompson updated the Commission on recent Village Board activities.

5. PRESENTATION – CASH RESERVES – JEFF VESEVICK

1. Village Links/Reserve 22 – Cash Reserves

General Manager Vesevick said the Links is one of the few golf courses that pays all their own capital expenses and debt, which is why it is important to understand operating profits. General Manager Vesevick discussed the cash projections included in the agenda packet. General Manager Vesevick reported that if you take the average operating profit continuing forward, the Links and Reserve 22 would end up with \$209,000 in cash in April of 2020. General Manager Vesevick said this amount is certainly lower than what we need, especially with the 10-year capital improvement

plan. General Manager Vesevick discussed a second scenario whereby if you take the best operating profits than in April of 2020, we could end up with \$774,000 in cash reserves. General Manager Vesevick explained the third worst-case scenario would be a cash deficit by April of 2020. Chairman O'Shea said the worst-case scenario is not likely, but could be probable. General Manager Vesevick said the Links and Reserve 22 will end somewhere between best and average.

Chairman O'Shea said winter plans need to be discussed because he does not understand why the business stays open on days that it is not earning money year over year. Chairman O'Shea said the restaurant is not a service to the community, but is an amenity and you have to look at some of these costs. Discussion ensued regarding alternate closing dates for Reserve 22. Food and Beverage Director Chapple said he would like to close the restaurant in the off-season on Mondays when the golf course is closed. Commissioner Reinke expressed concern over staff leaving their jobs because they are not getting the hours because the restaurant is closed. Commissioner Austin suggested Reserve 22 engaging with Grub Hub food delivery service. Food and Beverage Director Chapple said Reserve 22 will be offering their own app for food pickup service. Discussion ensued regarding the different food delivery services that are becoming more popular.

Chairman O'Shea appreciated staff putting together the projections and the Recreation Commission will take another look at this to see how July and August perform. General Manager Vesevick said staff is aware of this cash reserve situation.

6. NEW BUSINESS

General Manager Vesevick said there have been 24 golf board rentals. The price of the rental was lowered to \$29 for 18 holes and \$17 for nine (9) holes. Chairman O'Shea recommended that an email blast be sent out letting potential users know that they can obtain their golf board certification before they come to the Links, which will save them about 10 minutes.

Chairman O'Shea said playing the course on Saturday during his permanent tee time is taking too much time. He said one (1) round it took him five (5) hours. Chairman O'Shea suggested that the rangers need to move playing times along. Chairman O'Shea recommended that each cart include the Links phone number so golfers can let the rangers know about slow paying times. Commissioner Park said the starters can enforce playing times before players go out on the course. General Manager Vesevick said staff will take a look at the keep-pace system.

7. NEXT REGULAR MEETING FRIDAY, JULY 26, 2019

8. ADJOURN

Commissioner Park moved and Commissioner Graham seconded, to adjourn the meeting. The meeting was adjourned at 8:35a.m.

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



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

Meeting: 07/26/19 07:00 AM
Department: Recreation Commission
Department Head: Jeff Vesevick
Category: Report
Prepared By: Ann Pedersen

SCHEDULED

AGENDA ITEM (ID # 4088)

DOC ID: 4088

Village Links/Reserve 22 - Manager's Report - June 2019

Please see attached Manager's Report.

ATTACHMENTS:

- Managers Report(PDF)

"Committed to Excellence since 1967"

Manager's Report for June 2019

Submitted by Jeff Vesevick, General Manager

June 2019 was very good weather for golf. The average rainfall for June is 3.91". In 2019, we received 3.1", slightly below normal. Even with reduced precipitation, the irrigation system was not needed for supplemental water during the entire year to date period. Temperatures were close to normal. Carts were available every day during June.

High Temperatures In June																					
	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999
90° days	1	5	2	2	1	1		9	4		4	1	7	1	8	1	4	6	5	4	8
80° days	9	9	13	15	9	19	12	12	11	17	9	16	9	14	13	13	9	12	13	13	11
70° days	13	11	14	11	15	7	13	7	12	12	10	13	13	12	8	12	10	8	4	11	7
60° days	7	5	1	2	4	3	5	2	3	1	7		1	3	1	4	6	4	4	2	4
50° days					1												1		4		
40° days																					
30° days																					
Rain	3.1"	5.8"	3.2"	2.3"	8.0"	6.1"	2.8"	0.9"	4.7"	8.9"	3.6"	5.0"	3.5"	5.4"	0.6"	4.2"	1.2"	3.1"	4.9"	5.2"	7.5"

GOLF

Rounds played were up 12% for the month, and are down 3% for the year

Greens Fees were up 16% for the month, and are up 4% for the year

Motor Cart rentals were up 13% for the month, and are down 11% for the year

Driving Range was up 10% for the month, and is up 3% for the year

Golf Shop merchandise sales were down 1% for the month, and are down 19% for the year

Overall Golf Revenue was up 14% for the month, and is up 1% for the year

Golf Revenue June											
	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Rounds	11,313	10,935	11,515	13,144	10,189	11,305	10,936	12,307	11,815	10,459	11,782
Green Fees	281,641	250,384	276,636	318,841	252,324	291,012	277,526	310,002	307,505	279,480	325,972
Driving Range	35,723	31,583	34,379	41,465	0	37,032	40,604	45,584	42,677	44,326	48,808
Pro Shop	32,156	21,592	26,957	34,951	19,781	29,276	30,844	24,136	27,044	27,515	27,155
Carts	61,318	53,628	60,733	52,360	61,134	71,960	69,432	82,332	93,613	79,271	89,938
Resident Cards	3,274	3,320	3,639	3,490	2,820	4,380	3,770	3,910	3,930	3,060	3,860
Miscellaneous	12,657	13,992	14,017	14,003	9,187	18,008	8,700	17,468	10,104	13,122	13,435
Total Revenue	427,050	374,947	416,453	494,969	345,350	433,534	430,876	483,432	484,872	446,774	509,168
Rounds played in June were the 4th most in the past 11 years											

Golf Outings continue to be a popular, important part of our business. We hosted 863 rounds, which produced \$66,090 (14%) of the month's golf revenues, versus \$54,381 a year ago. Banquets from outings also prospered, producing \$42,400 (35%) of Banquet revenues.

The **Glenbard West High School** returned to the Village Links for their annual **Hitter's Outing** to support the football program.

The **43rd annual Have One On Us** was conducted on June 7-8. An estimated 1,200 guests enjoyed the weekend activities. Near perfect weather created quite a buzz on the grounds, and families were treated to \$1 burgers, brats, hot dogs, and drinks. The annual event is a great kick start to the golf season. Two golfers made a hole-in-one during the event, and earned complimentary green fees for the 2020 golf season.

The Golf Staff has begun the 11 week Junior Golf Program, the junior one-day Camps, and junior Foot Golf camps. Altogether, the Village Links Staff Professionals offer 114 classes, which includes up to 450 hours of instruction.

GROUNDS

Grounds

1. Litter was removed from the parkways twice.
2. Staff hand-picked the driving range balls 2 times.
3. An irrigation leak near the South Practice Green was repaired.
4. Micro-nutrients, growth regulators and disease prevention treatments were applied to greens, tees and fairways twice.
5. Fertilizer was applied to all playing areas.
6. Cart paths were edged.
7. The south driving range screen was repaired after it was damaged from high winds.

Mechanical and Building Maintenance

1. Eight pieces of equipment were repaired and serviced.
2. Sixteen cutting units were sharpened.
3. The Reserve 22 and Blue Heron carpets were cleaned.
4. Reserve 22 kitchen equipment was serviced.
5. Filters were changed on the Clubhouse/Reserve 22 HVAC units.
6. Patio heaters were removed for the summer.

Horticulture/Conservation

1. Annual flower bed weeding began.
2. Spring shrub pruning was started.

Lambert Lake/Panfish Park

Branches generated from removing invasive trees were chipped once

RESERVE 22

Restaurant and Bar sales were up 4% the month, and are flat for the year

Banquet sales were down 2% for the month, and are up 2% for the year

Overall sales were up 5% for the month, and are up 1% for the year

Reserve 22 - JUNE				Year to Date		
	2018	2019	+/-	2018	2019	+/-
Restaurant & Bar	216,200	224,780	4.0%	727,389	730,019	0.4%
Banquets	123,798	121,403	-1.9%	356,398	362,687	1.8%
from Outings	47,119	42,401	-10.0%	68,398	66,542	-2.7%
Beverage Cart	12,857	15,206	18.3%	25,965	24,805	-4.5%
Halfway House	15,583	19,089	22.5%	35,502	36,626	3.2%
Other	251	6,057	2313.5%	270	6,470	2296.4%
Total Reserve 22	368,688	386,536	4.8%	1,145,525	1,160,607	1.3%

The new summer menu was unveiled early in the month, with a wider variety of selections and price points.



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

Meeting: 07/26/19 07:00 AM
Department: Recreation Commission
Department Head: Jeff Vesevick
Category: Report
Prepared By: Ann Pedersen

SCHEDULED

AGENDA ITEM (ID # 4090)

DOC ID: 4090

Reserve 22 - Restaurant Reviews - June 2019

Please see attached restaurant reviews.

ATTACHMENTS:

- June 2019 Reviews (PDF)

GE

VIP GEGirl

Chicago

19 reviews

Dined on June 30, 2019

Overall4Food4Service4Ambience5

Reserve 22's outdoor patio has one of the most beautiful views in the area. It's a great place to have a relaxing dinner outside. We had the fried calamari appetizer which was good. I had the tuna nicoise salad and it was plated nicely and fresh tasting. The waitstaff were attentive.

[- Read less](#)

Report

Helpful

M

VIP Mehh

Chicago

10 reviews

Dined on June 26, 2019

Overall3Food3Service3Ambience3

They are always out of wine on the menu. Have to pick 2-4 different wines to find one in stock. Often get the wine after appetizer arrives. Really detracts from the meal.

Report

Helpful

J

VIP Jkferg

Chicago

5 reviews

Dined on June 25, 2019

Overall4Food4Service4Ambience5

Nothing better than sitting on the patio in the summertime. On Tuesday night it's half price burgers which is a good deal. The beer selection is also good.

Report

Helpful

L

Lsmith

Chicago

3 reviews

Dined on June 25, 2019

Overall5Food5Service5Ambience5

We sat outside and it was perfect!

Report

Helpful

R

ralphj

1 review

Dined on June 21, 2019

Overall5Food5Service5Ambience5

A great place with great food!! Great management and workers. Will come back again

Report

Helpful

M

VIPmay25

Chicago

48 reviews

Dined on June 20, 2019

Overall4Food4Service4Ambience5

Our food, chicken pot pie and butternut farro salad, was delicious and the setting by the golf course was lovely!

Report

Helpful

J

VIPjjtbayb

Nashville

38 reviews

Dined on June 15, 2019

Overall4Food3Service5Ambience5

Great view, great service. Call bb salad was good.

Report

Helpful

F

VIPFamdining4

Chicago

33 reviews

Dined on June 15, 2019

Overall5**Food**5**Service**5**Ambience**5

Our server was super friendly and attentive, manager stopped by a couple times, as well.

Report

Helpful

D

debrah

1 review

Dined on June 8, 2019

Overall5**Food**5**Service**5**Ambience**5

We have watched Reserve 22 grow from the beginning, visiting many times over the past few years. Each time has been better than the last! The menu offers abundant and diverse selections, the service is prompt and efficient, without a hint of feeling rushed, and the setting is lovely, inside and out. We look forward to continuing to have this gem as one of our go-to dining out preferences.

[- Read less](#)

Report

Helpful

OT

VIP OpenTable Diner

Chicago

1 review

Dined on June 7, 2019

Overall5**Food**4**Service**5**Ambience**5

It was very good until a large table with about 6 little ones were sat next to us and were running around out table and patio while their parents were having drinks and talking and waiting at least an hour for others to join them

[- Read less](#)

Report

Helpful

M

VIP may25

Chicago

48 reviews

Dined on June 2, 2019

Overall5Food5Service4Ambience5

Beautiful setting on a rare sunny day as we enjoyed the patio. The food was delicious and the service was very good.

Report

Helpful

KH

KarenH

Chicago

2 reviews

Dined on June 1, 2019

Overall3Food2Service4Ambience5

Dinner was very disappointing. Two of us ordered flatbread. They both looked way overcooked on the outside. Could not eat the end pieces. The Margarita flatbread had no flavor. Very small amount of basil on it. The chicken flatbread was dry. Hopefully just an off night.

Christine Kates

 5 weeks ago

The user didn't write a review, and has left just a rating.

(owner)

7 days ago

Thanks Christine!

EditDelete



George 2000

 5 weeks ago

The user didn't write a review, and has left just a rating.

(owner)

7 days ago

Wow, thanks George!

EditDelete



Maureen Shekleton

👍👍👍👍👍 6 weeks ago

Love sitting outdoors

(owner)

5 weeks ago

Thanks Maureen! There is something wonderful about sitting on the 18th green, isn't there?! Please come back and visit us again soon!

EditDelete



Holly Grote

👍👍👍👍👍 6 weeks ago

The user didn't write a review, and has left just a rating.

replyReply



Valerie Halim

👍👍👍👍👍 6 weeks ago

Had a banquet here and was very satisfied with the view: a very vast and well-maintained golf course! Food was also very satisfying. Would definitely book this place again for a banquet!

(owner)

6 weeks ago

Thanks so much Valerie for your five star reviews! We are thrilled you had a wonderful banquet and we hope to see you again soon!

EditDelete



Nicole McIntyre

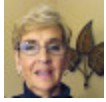
👍👍👍👍👍 6 weeks ago

I found this place by Googling. I had no idea it was in a golf course, but it is so cute and so good. The weather was supposed to be garbage so they may have been a little understaffed, but it was still a great experience. The patio is very nice and overlooks the course. The food was great and the staff is beyond nice.

(owner)

6 weeks ago

Thanks Nicole so much for taking the time to leave a review for us! We hope to see you back again soon!



Sandy Stamer

 2 weeks ago

Beautiful patio. A little pricey. But fresh food. Hamburgers are to die for.

(owner)

7 days ago

Thanks so much Sandy! Please come back on Tuesdays when we have 1/2 priced burger night!

EditDelete



Nick whelan

 3 weeks ago

The user didn't write a review, and has left just a rating.

(owner)

3 weeks ago

Wow Nick! Thanks so much for your five star review! We hope to see you back again soon!

EditDelete



David Seidler

 4 weeks ago

Great outdoor patio dining.

(owner)

7 days ago

Thanks David! We hope to see a lot more of you this summer!

EditDelete



Don Brown

 5 weeks ago

Great food, great service, and beautiful views of the golf course.

(owner)

7 days ago

Thanks so much Dan! Hopefully we will see you back again soon. Thanks for taking the time to write a review!

EditDelete



Steve Pasinski

 5 weeks ago

The user didn't write a review, and has left just a rating.

(owner)

5 weeks ago

Thanks for your four stars Steve! We really appreciate you taking the time to review us! Please come back again so we can earn that fifth star! ;)

EditDelete



denis kendall

 5 weeks ago

Limited menu, good food

(owner)

5 weeks ago

Thanks for your review Denis. Our new summer menu is actually coming out this week! We also have at least 4-5 daily chef specials/creations a day in addition to our menu! Please come back and see us again soon!

Krystle J.

Krystle J.

Winfield, IL

63 friends

2 reviews

2.0 star rating 6/28/2019

I've been coming here for years and the last 2 times we have visited the staff was horrible. The bartenders and a few servers acted annoyed by us. The first time we had a large party on the patio and we spent a lot of money. Multiple people in our party felt like the staff was rude and acted like we were a bother. They told us that they opened the patio for us specifically about 6 different times. The last time we were there we got the same attitude. It's annoying because the patio is awesome there but the staff makes me not want to go back.

You have already messaged this user. [View Message](#)

A G.

A G.

Oak Park, IL

0 friends

58 reviews

3.0 star rating 6/21/2019

Very good:

-Atmosphere: Beautiful birds, flowers surround the restaurant

Just OK:

-Lunch: Chef Tom's Pork Chops \$14 - not a fan of the pork chop or the rice/bean side

-Dessert: Key Lime Pie - have had better

This customer has asked not to be contacted by business owners.

Faith O.

Faith O.

Chicago, IL

9 friends

2 reviews

1.0 star rating 6/16/2019

Don't waste your time or your money coming here. They brought out a raw burger, the nachos were soggy, forgot our appetizer, they forgot one of the entrees in our party, and didn't bring out beverages that were repeatedly asked for. It was one terrible thing after the next. Our table also didn't have

1. Silverware

2. Clean glasses

3. Condiments

This was an embarrassment for customer service and culinary experience. I'd prefer to pay not to eat here than to eat here again.

You have already messaged this user. [View Message](#)

Brooke N.

Brooke N.

West Chicago, IL

227 friends

2 reviews

1.0 star rating 6/16/2019

Terrible, terrible service, our server was named Ally. We had to ask for one thing at a time because she would always forget. Silver-wear, re fills on drinks, cream, sugar, ketchup. Everything took about 15-20 minutes to get. On the bright side the food was delicious. However I won't be dining here again.



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

Meeting: 07/26/19 07:00 AM
Department: Recreation Commission
Department Head: Jeff Vesevick
Category: Report
Prepared By: Ann Pedersen

SCHEDULED

AGENDA ITEM (ID # 4089)

DOC ID: 4089

Village Links/Reserve 22 - Financial Statements - June 2019

Please see attached financial statements.

ATTACHMENTS:

- Village Links - Financial Statements - June 2019 (PDF)

VILLAGE LINKS / RESERVE 22
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
As of June 30, 2019

ORG	DESCRIPTION	2019 BUDGET	MONTH				YEAR-TO-DATE				
			2019	2018	DIFF	% DIFF	2019	2018	DIFF	% DIFF	
REVENUES:											
5500	Village Links Revenues	\$ 2,993,000	\$ 510,180	\$ 448,216	\$ 61,963	14%	\$ 1,044,869	\$ 1,035,228	\$ 9,641	1%	
5520	Reserve 22 Revenues	2,623,600	386,536	368,688	17,847	5%	1,160,607	1,145,496	15,112	1%	
Total Revenues		\$ 5,616,600	\$ 896,715	\$ 816,905	\$ 79,811	10%	\$ 2,205,477	\$ 2,180,724	\$ 24,753	1%	
EXPENDITURES:											
55700	Administration	\$ 411,057	\$ 35,028	\$ 30,726	\$ 4,301	14%	\$ 208,746	\$ 191,385	\$ 17,361	9%	
55710	Golf Course Maintenance	835,951	90,124	103,489	(13,364)	-13%	381,035	386,573	(5,537)	-1%	
55720	Golf Services	717,368	94,072	98,016	(3,944)	-4%	323,047	338,193	(15,145)	-4%	
55730	Reserve 22	2,275,945	263,102	306,565	(43,463)	-14%	1,067,905	1,108,572	(40,667)	-4%	
55740	Stormwater Management	30,756	2,944	3,170	(225)	-7%	4,952	6,226	(1,274)	-20%	
55750	Pro Shop Merchandise	164,405	21,881	21,755	127	1%	61,440	70,354	(8,915)	-13%	
55780	Motorized Carts	43,641	5,506	6,901	(1,395)	-20%	9,623	11,806	(2,183)	-18%	
557X5	Mechanical Maintenance	172,879	11,369	17,773	(6,404)	-36%	101,766	122,590	(20,825)	-17%	
Total Operating Expenses		\$ 4,652,002	\$ 524,026	\$ 588,394	\$ (64,367)	-11%	\$ 2,158,513	\$ 2,235,698	\$ (77,185)	-3%	
Operating Income (Loss)		\$ 964,598	\$ 372,689	\$ 228,511	\$ 144,178	63%	\$ 46,964	\$ (54,973)	\$ 101,937	-185%	
Debt Service		658,070	59,035	66,048	(7,013)	-11%	59,035	66,048	(7,013)	-11%	
Capital Expenditures		332,787	4,995	940	4,056	432%	187,488	27,112	160,376	592%	
CHANGE IN NET POSITION		\$ (26,259)	\$ 308,659	\$ 161,524	\$ 147,135	91%	\$ (199,559)	\$ (148,133)	\$ (51,426)	35%	

KEY METRICS

	<u>Goal</u>								
Personnel Expenses as % of Sales	46%	28%	33%	-5%	51%	52%	0%		
Cash Balance (End of Month, in \$000's)	\$ 1,164	\$ 788	\$ 1,288	\$ (500)					

VILLAGE LINKS
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
GOLF
(Including Administration, Grounds, & Mechanical Maintenance)
As of June 30, 2019

ORG/ OBJECT	DESCRIPTION	2019 BUDGET	MONTH				YEAR-TO-DATE			
			2019	2018	DIFF	% DIFF	2019	2018	DIFF	% DIFF
5500	VILLAGE LINKS REVENUES:									
440550	Green Fees	\$ 1,850,000	\$ 325,972	\$ 279,480	\$ 46,492	17%	\$ 613,637	\$ 587,168	\$ 26,469	5%
440554	Pro Shop - Sales	180,000	27,155	27,515	(360)	-1%	62,543	77,243	(14,701)	-19%
440555	Motor Carts	525,000	89,938	79,271	10,667	13%	148,205	167,489	(19,285)	-12%
440556	Driving Range	280,000	48,808	44,326	4,482	10%	114,770	111,041	3,730	3%
440557	Resident Cards	32,000	3,860	3,060	800	26%	27,960	27,600	360	1%
460100	Investment Income	17,000	805	1,140	(335)	-29%	6,409	8,393	(1,984)	-24%
489000	Miscellaneous Revenue	109,000	13,856	13,425	431	3%	71,547	56,016	15,531	28%
489100	Miscellaneous - Over/Short	-	(215)	(1)	(214)	18583%	(202)	278	(480)	-173%
	Total Revenues	\$ 2,993,000	\$ 510,180	\$ 448,216	\$ 61,963	14%	\$ 1,044,869	\$ 1,035,228	\$ 9,641	1%
	COST OF GOODS SOLD:									
520945	Cost of Goods Sold - Pro Shop	\$ 135,000	\$ 19,618	\$ 19,202	\$ 417	2%	\$ 47,677	\$ 56,162	\$ (8,485)	-15%
	Total Cost of Goods Sold	\$ 135,000	\$ 19,618	\$ 19,202	\$ 417	2%	\$ 47,677	\$ 56,162	\$ (8,485)	-15%
	Gross Profit	\$ 2,858,000	\$ 490,561	\$ 429,015	\$ 61,547	14%	\$ 997,193	\$ 979,067	\$ 18,126	2%
	OTHER OPERATING EXPENSES:									
510100	Salaries - Pensionable	\$ 870,950	\$ 68,968	\$ 71,002	\$ (2,034)	-3%	\$ 371,063	\$ 361,258	\$ 9,805	3%
510120	Salaries - Non-Pensionable	219,010	34,397	31,008	3,388	11%	75,486	51,624	23,861	46%
510200	Salaries - Overtime	6,000	1,962	1,680	282	17%	2,509	2,148	361	17%
510400	FICA Taxes	83,886	7,923	7,801	122	2%	33,745	31,079	2,666	9%
510500	IMRF	62,314	4,896	7,229	(2,333)	-32%	25,891	35,092	(9,201)	-26%
590600	Health Insurance	95,150	8,156	8,216	(60)	-1%	51,916	51,795	121	0%
52XXXX	Contractual Services	595,447	75,431	86,521	(11,090)	-13%	307,187	351,118	(43,931)	-13%
53XXXX	Commodities	308,300	39,572	49,169	(9,597)	-20%	175,134	186,849	(11,716)	-6%
	Total Operating Expenses	\$ 2,241,057	\$ 241,306	\$ 262,627	\$ (21,321)	-8%	\$ 1,042,931	\$ 1,070,964	\$ (28,033)	-3%
	Operating Income (Loss)	\$ 616,943	\$ 249,255	\$ 166,388	\$ 82,868	50%	\$ (45,739)	\$ (91,898)	\$ 46,159	-50%
	Operating Income (Loss) Percentage	21%	49%	37%			-4%	-9%		

KEY METRICS

	Goal								
Rounds Played	72,000	11,734	10,459	1,275	23,189	23,856	(667)		
Revenue Per Round	\$ 41.57	\$ 43.48	\$ 42.85	\$ 0.62	\$ 45.06	\$ 43.39	\$ 1.66		
Resident Cards Sold	N/A	204	169	35	2,291	2,365	(74)		
Cost of Goods Sold % - Pro Shop	75%	72%	70%	2%	76%	73%	4%		
Personnel Expenses as % of Sales	45%	25%	28%	-4%	54%	51%	2%		

VILLAGE LINKS
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
GOLF
(Including Administration, Grounds, & Mechanical Maintenance)
As of June 30, 2019

ORG/ OBJECT	DESCRIPTION	2019 BUDGET	MONTH				YEAR-TO-DATE			
			2019	2018	DIFF	% DIFF	2019	2018	DIFF	% DIFF
<u>MISCELLANEOUS REVENUE</u>										
Miscellaneous Revenue includes the following items, which don't fit into any of the major revenue categories:										
Handicaps			\$ 2,160	\$ 1,875	\$ 285		\$ 35,735	\$ 24,180	\$ 11,555	
Hand Cart Rentals			3,908	3,527	381		10,952	8,262	2,690	
Adult & Junior Golf Lessons			5,482	5,030	452		15,197	9,250	5,947	
Golf Club Rentals			520	950	(430)		1,250	1,670	(420)	
Golf Club Repairs			321	590	(269)		2,348	3,328	(980)	
Locker Rentals			-	-	-		3,200	3,360	(160)	
Illinois Sales Tax (1.75%)			385	304	82		1,196	1,093	103	
Glen Ellyn Food & Beverage Tax (1%)			36	-	36		39	-	39	
Memorial Tree Donation			250	-	250		500	-	500	
Caddie Equipment			-	60	(60)		-	150	(150)	
FootGolf Ball Rentals			60	35	25		80	65	15	
ATM Machine Commission			14	11	4		46	44	1	
Misc./Misc.			720	1,045	(325)		1,005	4,615	(3,610)	
Total		\$ 109,000	\$ 13,856	\$ 13,425	\$ 431		\$ 71,547	\$ 56,016	\$ 15,531	

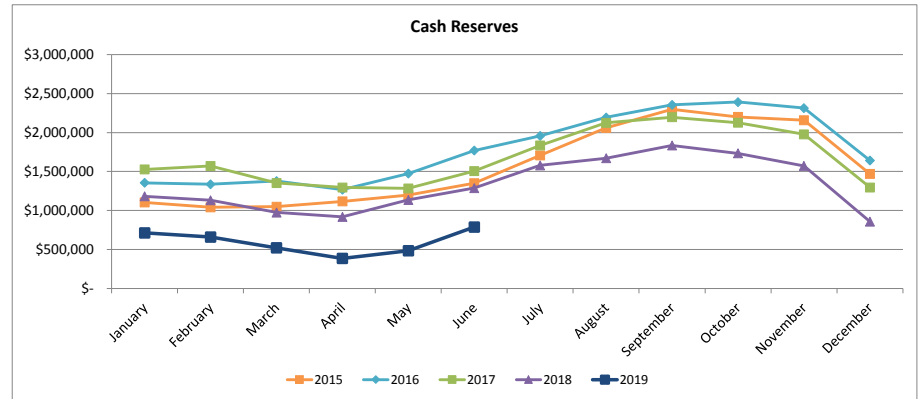
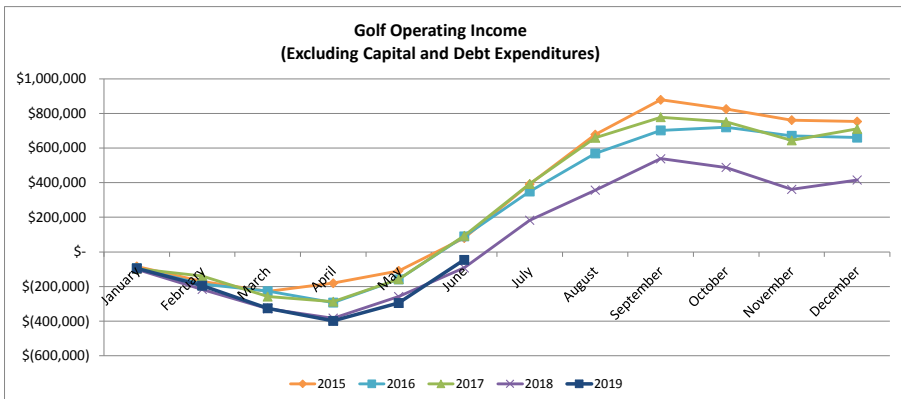
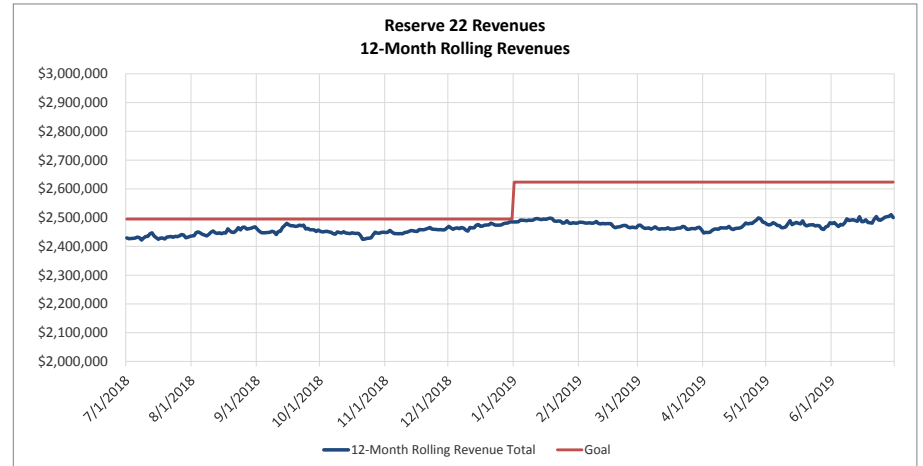
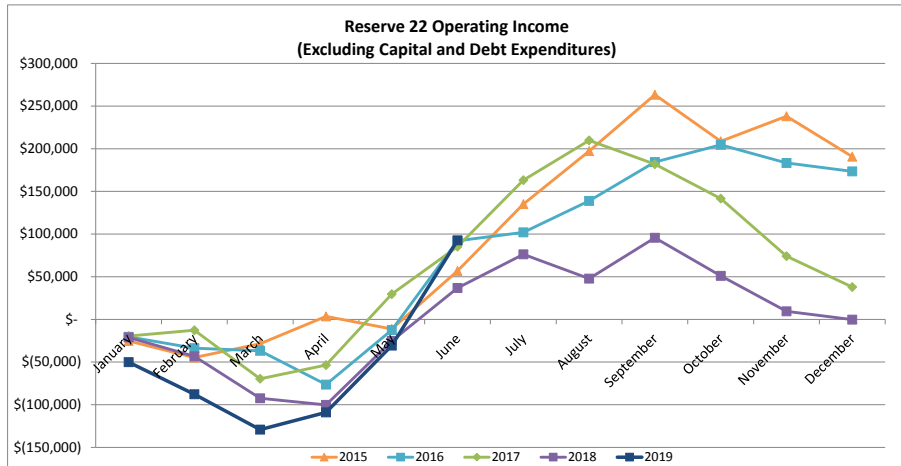
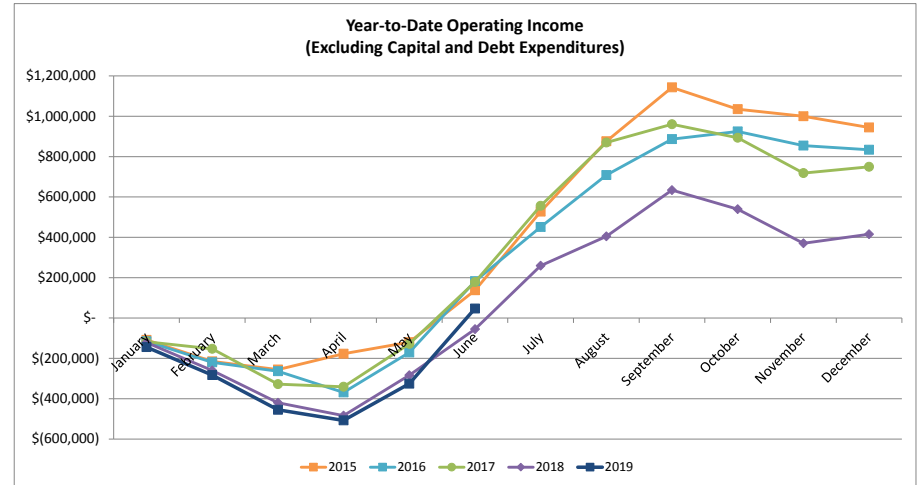
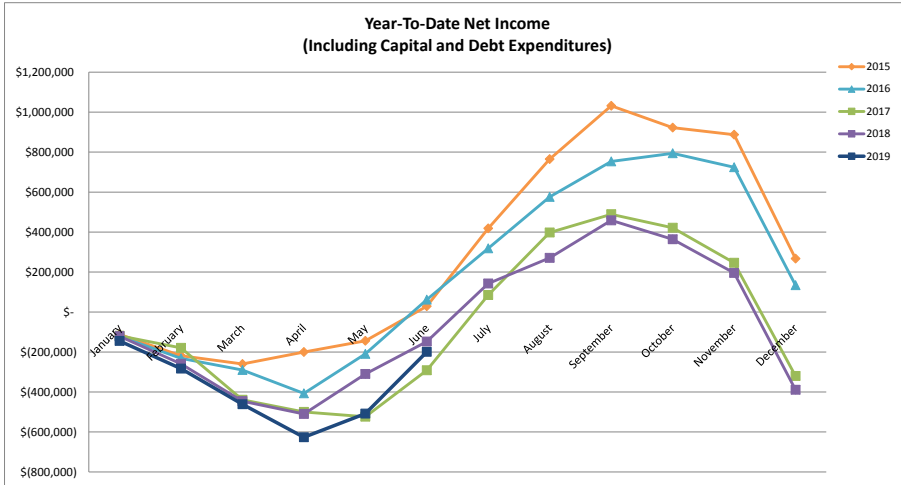
RESERVE 22
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
As of June 30, 2019

ORG/ OBJECT	DESCRIPTION	2019 BUDGET	MONTH				YEAR-TO-DATE			
			2019	2018	DIFF	% DIFF	2019	2018	DIFF	% DIFF
5520	RESERVE 22 REVENUES:									
441100	Food	\$ 1,450,000	\$ 197,615	\$ 198,211	\$ (596)	0%	\$ 656,519	\$ 639,126	\$ 17,393	3%
441101	Liquor	260,000	34,656	35,711	(1,054)	-3%	101,498	113,200	(11,702)	-10%
441102	Beer	465,000	93,111	71,649	21,462	30%	212,795	196,578	16,216	8%
441103	Wine	215,000	26,273	27,415	(1,142)	-4%	97,201	96,811	389	0%
441104	NA Beverages	95,000	12,884	13,776	(892)	-6%	29,762	34,851	(5,088)	-15%
441106	Room Charges	1,500	-	-	-	0%	1,500	1,100	400	36%
441107	Service Charges	137,000	20,264	21,946	(1,682)	-8%	59,591	63,797	(4,206)	-7%
489000	Miscellaneous Revenue	100	1,731	(19)	1,750	-9203%	1,741	32	1,709	5280%
	Total Revenues	\$ 2,623,600	\$ 386,536	\$ 368,688	\$ 17,847	5%	\$ 1,160,607	\$ 1,145,496	\$ 15,112	1%
	COST OF GOODS SOLD:									
530400	Cost of Goods Sold - Beer	\$ 119,080	\$ 14,159	\$ 22,546	\$ (8,387)	-37%	\$ 44,628	\$ 50,143	\$ (5,515)	-11%
530401	Cost of Goods Sold - Wine	61,360	5,151	10,152	(5,001)	-49%	23,812	24,911	(1,099)	-4%
530402	Cost of Goods Sold - Liquor	50,400	3,022	12,625	(9,603)	-76%	18,184	26,630	(8,446)	-32%
530405	Cost of Goods Sold - NA Beverages	27,600	6,550	5,959	591	10%	17,989	13,521	4,467	33%
530420	Cost of Goods Sold - Food	460,800	66,145	66,904	(759)	-1%	222,632	233,013	(10,382)	-4%
	Total Cost of Goods Sold	\$ 719,240	\$ 95,027	\$ 118,185	\$ (23,159)	-20%	\$ 327,244	\$ 348,219	\$ (20,975)	-6%
	Gross Profit	\$ 1,904,360	\$ 291,509	\$ 250,503	\$ 41,006	16%	\$ 833,363	\$ 797,277	\$ 36,087	5%
	Gross Profit Percentage	73%	75%	68%			72%	70%		
	OTHER OPERATING EXPENSES:									
510100	Salaries - Pensionable	\$ 629,440	\$ 54,265	\$ 54,850	\$ (585)	-1%	\$ 291,328	\$ 296,591	\$ (5,263)	-2%
510120	Salaries - Non-Pensionable	370,000	52,146	62,379	(10,234)	-16%	174,807	187,753	(12,945)	-7%
510200	Salaries - Overtime	6,000	1,696	1,371	325	24%	6,147	3,948	2,199	56%
510399	Tips Paid Through Payroll	-	16	194	(178)	-92%	1,344	1,929	(585)	-30%
510400	FICA Taxes	95,662	10,757	11,492	(734)	-6%	44,469	45,448	(979)	-2%
510500	IMRF	45,114	4,402	5,947	(1,545)	-26%	23,179	32,041	(8,862)	-28%
590600	Health Insurance	86,000	5,848	7,043	(1,195)	-17%	40,272	33,770	6,503	19%
52XXXX	Contractual Services	201,189	21,811	27,336	(5,526)	-20%	84,932	93,064	(8,132)	-9%
53XXXX	Commodities	123,300	17,133	17,766	(633)	-4%	74,182	65,808	8,374	13%
	Total Operating Expenses	\$ 1,556,705	\$ 168,075	\$ 188,380	\$ (20,304)	-11%	\$ 740,661	\$ 760,352	\$ (19,692)	-3%
	Operating Income	\$ 347,655	\$ 123,434	\$ 62,123	\$ 61,310	99%	\$ 92,703	\$ 36,924	\$ 55,779	151%
	Operating Income Percentage	13%	32%	17%			8%	3%		

RESERVE 22
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
As of June 30, 2019

ORG/ OBJECT	DESCRIPTION	2019 BUDGET	MONTH				YEAR-TO-DATE			
			2019	2018	DIFF	% DIFF	2019	2018	DIFF	% DIFF
<u>KEY METRICS</u>										
		<u>Goal</u>								
Revenue Source:										
Restaurant/Bar	N/A		\$ 224,780	\$ 216,200	\$ 8,580	4%	\$ 730,018	\$ 727,426	\$ 2,592	0%
Banquets	N/A		121,403	123,798	(2,394)	-2%	362,687	356,398	6,289	2%
Other	N/A		40,352	28,691	11,662	41%	67,902	61,672	6,231	10%
Total	\$ 2,623,600		\$ 386,536	\$ 368,688	\$ 17,847	5%	\$ 1,160,607	\$ 1,145,496	\$ 15,112	1%
Reserve 22 Revenues (Last 12 Months)	\$ 2,623,600						\$ 2,500,337	\$ 2,435,596	\$ 64,742	3%
Reserve 22 Expenses (Last 12 Months)	\$ 2,275,945						\$ 2,444,779	\$ 2,446,100	\$ (1,321)	0%
# Guest Checks (Restaurant/Bar)	N/A		6,819	7,469	(650)		22,145	23,907	(1,762)	
Revenue Per Guest Check	N/A		\$ 32.96	\$ 28.95	\$ 4.02		\$ 32.97	\$ 30.43	\$ 2.54	
# Guests (Restaurant/Bar)	N/A		11,716	12,860	(1,144)		37,879	42,060	(4,181)	
Average Guest Spend	N/A		\$ 19.19	\$ 16.81	\$ 2.37		\$ 19.27	\$ 17.29	\$ 1.98	
Cost of Goods Sold %	27%		25%	32%	-7%		28%	30%	-2%	
Cost of Goods Sold % (By Category):										
Cost of Goods Sold - Beer	26%		15%	31%	-16%		21%	26%	-5%	
Cost of Goods Sold - Wine	29%		20%	37%	-17%		24%	26%	-1%	
Cost of Goods Sold - Liquor	19%		9%	35%	-27%		18%	24%	-6%	
Cost of Goods Sold - NA Beverages	29%		51%	43%	8%		60%	39%	22%	
Cost of Goods Sold - Food	32%		33%	34%	0%		34%	36%	-3%	
Personnel Expenses as % of Sales	47%		33%	39%	-6%		49%	52%	-3%	
Prime Cost (Cost of Goods Sold + Personnel Expenses) as % of Sales	74%		58%	71%	-13%		78%	83%	-5%	

**Village Links / Reserve 22
Dashboard Financial Report
As of June 30, 2019**





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

Meeting: 07/26/19 07:00 AM
Department: Recreation Commission
Department Head: Jeff Vesevick
Category: Discussion Item
Prepared By: Ann Pedersen

SCHEDULED

AGENDA ITEM (ID # 4091)

DOC ID: 4091

Village Links/Reserve 22 - Current Marketing Initiatives

Please see attached current marketing initiatives for restaurant, banquets, and golf.

ATTACHMENTS:

- Marketing Efforts (PDF)

Marketing Efforts 2019

Reserve 22

- Birthday Club
- Launched Kids Eat Free on Mondays with new Kids Menu
- Opentable Top 10 Outdoor Dining Award
- COD/McAninch Theatre Sponsorship
- Upcoming: Chow Now

Banquets

- Various new advertising (pop up banner, eblast, receipt, etc)
- Google Ads Campaign
 - o Frida Campaign
- Pack a Care Event
- Banquet Leads Coordinator

Village Links

- Golf Camps
 - o GE Library Putt Putt in May
- TV Commercial
- Resident Fore a Day
 - o VIP Incentive Contest
- Chip-In Fore Charity
- Nine and Dine
- Bounce Back offers
- Ignite
- Phone Training