

**RECREATION COMMISSION
MINUTES
OCTOBER 25, 2019**

Board or Commission: Recreation
Meeting: Regular
Quorum: Yes

Called to Order: 7:05A.M.
Adjourned: 8:48A.M.

MEMBER ATTENDANCE:

Tim O'Shea	Chairman	Present
Rebecca Austin	Commissioner	Present
Brian Diver	Commissioner	Present
Glen G. Graham	Commissioner	Excused Absence
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	Present
Chris Pekarek	Golf Course Superintendent	Excused Absence

1. CALL TO ORDER

The October 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 arrived at 7:07A.M.

2. PUBLIC COMMENTS

None.

3. APPROVAL OF MINUTES FROM SEPTEMBER 26, 2019 MEETING

MOVE TO APPROVE MINUTES OF MEETING FROM 9/26/19 AS PRESENTED.

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

4. **STANDING REPORTS**

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

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

General Manager Vesevick stated the month of September was warm but rainy with approximately six (6) inches of rain. The weather caused overall revenues to be down. For 2019, carts were grounded 33 times (more than double than normal). Driving range revenues were up about 5%. September revenues were right in the middle of the last 10 years. The Glen Ellyn Open took place with about 83 players. Overall the golf course was in good shape. Staff had to rake-in the bunkers about three (3) times in September. Trustee Thompson said he attended the Glen Ellyn Chamber golf outing and commended the course, the food, and the service. Trustee Thompson said he heard a lot of praise about the outing.

Commissioner Reinke inquired about the golf board rental program. Director of Golf Allen recommended not offering the boards next year because the Village Links lost money on the program and only a very small percentage of players used the boards. The Village Links lowered the board rental price several times during the season and even with the lower price the rental fees did not cover the fees paid to the vendor. General Manager Vesevick said the boards were rented about 185 times. Golf Professional Campbell suggested if the rental company allowed the Village Links to break even; then possibly offer the golf boards next year. Chairman O'Shea said he supported not offering the boards next year, but was glad the Links offered a new program. Chairman O'Shea recommended possibly negotiating with the board rental company for a lower price or other subsidy for next year, if the City opted to renew the program. Commissioner Diver said this was a good idea, if a deal could be secured.

General Manager Vesevick said September was a good month for Reserve 22 with revenues up 20% and banquets up 3%. Food and Beverage Director Chapple noted a new restaurant manager was hired. Staff is working on updating the winter menu and finalizing the catering-to-go menu, which will offer nightly family meal deals priced at \$35 for a family of four (4).

Reserve 22 has a new wine and drink menu. Chairman O'Shea asked about future events at Reserve 22. Food and Beverage Director Chapple said plans for the Chili Cook-off are underway and staff is working on the Thanksgiving-to-go menu and buffet options. Food and Beverage Director Chapple asked for input regarding New Year's Eve. Chairman O'Shea and Commissioner Austin recommended Reserve 22 focus on a family event with a 9PM balloon drop. General Manager Vesevick said staff will explore this option.

2. Village Links – 1-2-1 Marketing Reviews and Reputation Report

General Manager Vesevick said Marketing Strategist Julie Rusin compiled this report. Under this review program, first time guests are asked to rate their overall experience at the Village Links. Chairman O'Shea asked if the Links has to pay for this. General Manager Vesevick said the reviews are part of the website fee. Director of Golf Allen said the nice thing with the Reputation Defender; staff is able to get ahead of reviews and respond to them and be pro-active.

Commissioner Reinke asked if 1-2-1 would share how other comparable courses are being rated so we can compare them to the Village Links. General Manager Vesevick said other courses would probably be very similar.

B. Reserve 22 – Food and Beverage Director Chapple

1. Reserve 22 – Restaurant Reviews - September 2019
2. Reserve 22 – Gross Profit Analysis

The Recreation Commission discussed some of the restaurant reviews.

General Manager Vesevick said the gross profit analysis covers the months of November through March and includes the costs with the greatest potential savings including: part-time labor and the costs of goods sold. General Manager Vesevick noted full-time employees will still need to be paid. General Manager Vesevick said on Mondays during the off-season Reserve 22 loses about \$200 a day.

Food and Beverage Director Chapple said the plan is to close Reserve 22 on Mondays from November through March. Food and Beverage Director Chapple said the restaurant would mirror the course schedule. Food and Beverage Director Chapple added if a really good weather day occurs, then Reserve 22 will open on Mondays. General Manager Vesevick noted if Reserve 22 closed on Tuesday, Wednesdays, and Thursdays in January, the total savings would be \$1,500 for the month. General Manager Vesevick said he does not want lose the Reserve 22 momentum and confuse customers about when Reserve 22 is open. General Manager Vesevick said he would rather staff work together to improve marketing efforts.

Commissioner Reinke said the consensus is for Reserve 22 to remain open on Tuesdays, Wednesdays, Thursdays, and weekends during the off-season. Chairman O'Shea thanked staff for putting together this report. Commissioner Diver said staff did a good job on this report.

C. Financial – Jeff Vesevick

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

Chairman O'Shea said the financial report was self-explanatory and asked if there were any questions. There were no questions so the Recreation Commission moved on to the next agenda item.

2. Village Links/Reserve 22 – Predicted Cash Reserves

General Manager Vesevick noted cash reserves improved from last month and added that staff's goal during the off-season is to not lose cash.

D. Trustee Liaison Report – Steve Thompson

Trustee Thompson expressed concern over the stormwater retention issues and why the Village Links is funding this alone, when it is a Village-wide expense. Trustee Thompson said he would like to discuss these concerns with Village Manager Franz. Discussion ensued regarding the value that the Links brings to the Village. Chairman O'Shea said he appreciated Trustee Thompson's sentiments. Commissioner Diver suggested if the Links does end up in a negative cash position in the next few years, then we need to remind everyone why the Links was built and that it provides more services than golf. Commissioner Diver noted golf trends have changed and the revenues are not what they used to be, and if the Links needs to obtain some financial assistance from the Village then it is time to start informing people now why the Village Links is an asset to the entire community.

Trustee Thompson said if there was no debt, then the Village Links and Reserve 22 would be a very profitable business. Trustee Thompson said maybe the debt payments could be extended another 10 years. Chairman O'Shea expressed concern over the Village Link's future capital needs. General Manager Vesevick noted once the debt issue is paid-off in 2022 about \$350,000 in cash reserves will be freed-up. Chairman O'Shea said the conversation needs to be had now, so the Village Board can start planning. Chairman O'Shea suggested holding a workshop between the Village Board and the Recreation Commission this winter regarding this matter.

5. DISCUSSION 2020 USER FEES

General Manager Vesevick said staff discussed the 2020 user fees and given the current golf market, staff recommends holding-off on any fee increases. Chairman O'Shea asked when the last rate increase. General Manager Vesevick replied the weekend fees increased last year. The Recreation Commission concurred to leave the current user fees in-tact for 2020. Chairman O'Shea suggested an alternate payment structure for permanent tee times and asked before the 2020 rates are published that the Recreation Commission discuss this. The Recreation Commission will discuss permanent tee times at a November or December meeting.

6. OTHER BUSINESS

None.

7. NEXT SPECIAL MEETING FRIDAY, NOVEMBER 22, 2019

8. **ADJOURN**

Commissioner Diver moved and Commissioner Reinke seconded, to adjourn the meeting. The meeting was adjourned at 8:48a.m.

Submitted by Aileen Haslett, Recording Secretary

Reviewed by General Manager Jeff Vesevick