

**FRECREATION COMMISSION
MINUTES
FEBRUARY 7, 2020**

Board or Commission: Recreation
Meeting: Special
Quorum: Yes

Called to Order: 7:03A.M.
Adjourned: 8:40A.M.

MEMBER ATTENDANCE:

Tim O'Shea	Chairman	Present
Rebecca Austin	Commissioner	Present
Brian Diver	Commissioner	Present
Glen G. Graham	Commissioner	Present
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	Present
Noel Allen	Director of Golf	Present
Chris Pekarek	Golf Course Superintendent	Present

1. CALL TO ORDER

The February 7, 2020 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.

MOVE TO ALLOW COMMISSIONER GRAHAM AND COMMISSIONER DIVER TO TELECONFERENCE INTO THE MEETING.

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

2. PUBLIC COMMENTS

None.

3. APPROVAL OF MINUTES FROM NOVEMBER 22, 2019 MEETING

MOVE TO APPROVE MINUTES OF MEETING FROM 11/22/19 AS PRESENTED.

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

4. STANDING REPORTS

A. Manager's Report – General Manager Jeff Vesevick

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

General Manager reported November was not a good month for golf. The Village Links was closed 12 days of the month and carts were grounded 12 times. Golf revenues were the second worst in the last 10 years. However, rounds played for 2019 were up 2% over 2018. The annual Iron Man event had 57 golfers.

General Manager Vesevick noted staff is currently interviewing candidates for the Golf Course Superintendent position and hopefully the new employee starts in March. Chairman O'Shea suggested the new Superintendent continue to engage with golfers. General Manager Vesevick agreed that this is an important consideration.

B. Reserve 22 – Food and Beverage Director Chapple

1. Reserve 22 – Restaurant Reviews – November/December 2019

Food and Beverage Director Chapple said November was pretty decent and the Thanksgiving buffet revenues of \$9,500 were up over last year's \$7,700. Reserve 22 hosted the Holiday Open House and the Breakfast with Santa in December. The family New Year's Eve party was well attended and received many favorable reviews. The Reserve 22 holiday pop-up bar was successful with patrons ordering the holiday theme drinks. General Manager Vesevick noted the holiday pop up bar generated a lot of interest and Reserve 22 had a nice gain for the month. Food and Beverage Director Chapple noted Golf Express was successful for 2019.

Chairman O'Shea asked about the gains in banquet revenues. Food and Beverage Director Chapple explained staff is currently using several different companies on a trial basis to increase search engine optimization which contributed to this increase. General Manager Vesevick noted banquets are off to a good start in January and back on the rise.

General Manager Vesevick noted the Reserve 22 review ratings were all at four (4) or above.

C. Financial – General Manager Jeff Vesevick

1. Village Links/Reserve 22 – Financial Statements – November 2019
2. Village Links/Reserve 22 – Financial Statements – December 2019

These two (2) items were discussed together below.

Chairman O'Shea asked Director of Golf Allen and Food and Beverage Director Chapple to discuss the highlights of the year. Director of Golf Allen said the Village Links tried several promotions and experimented with new programs. Director of Golf Allen indicated there were no real surprises, but weather was a factor. Director of Golf Allen indicated the weekend rate increase mitigated some of the weather-related revenue issues.

A discussion on the number of days carts were grounded ensued. Golf Course Superintendent Pekarek noted carts were grounded 84 days in 2019. Golf Course Superintendent Pekarek noted typically in a good weather year, carts are only grounded 10-12 times per year. Commissioner Reinke suggested adding cart paths to the golf course. Golf Course Superintendent Pekarek estimated cart paths would cost about \$2 to \$2.5 million. Director of Golf Allen noted there are mixed review about the impact of cart paths on golf play. Chairman O'Shea suggested adding the grounded cart days to the monthly metrics.

Food and Beverage Director Chapple noted in working with Chef Tom the check average has been raised. Food and Beverage Director Chapple plans to work on fall promotions to increase restaurant business when the weather turns cooler. Food and Beverage Director Chapple hopes to add more promotions for the fall.

General Manager Vesevick distributed the cash reserve projections. Trustee Thompson suggested refinancing the Village Links debt and spread out the debt into future years to improve cash flow. Commissioner Reinke said there would be no harm in running the refinance calculations now to prepare for the future. General Manager Vesevick said he will discuss this with Village Manager Franz and Finance Director Christina Coyle and report back to the Recreation Commission.

D. Trustee Liaison Report – Steve Thompson

Trustee Thompson updated the Recreation Commission on the recent Village Board activity.

5. PRESENTATION – MARKETING INITIATIVES – JULIE RUSIN

Marketing Strategist Julie Rusin discussed the 2019 Marketing Report included in the agenda packet. Rusin noted in 2019, the Village Links spent \$72,474 on marketing, which was about \$1,025 under budget. Due to marketing efforts Reserve 22 revenues were up \$129,562, representing a 5.12% increase from the prior year. Banquets were up \$27,545

or 35% from 2018. Reserve 22 received the Top Five (5) Glen Ellyn Community Restaurant Award and the Open Table Diners Choice Award for Outdoor Dining.

The Google Ads performed very well and produced 2,270 clicks and over 65,000 impressions. The holiday pop-up bar at Reserve 22 improved brand awareness and attracted new customers. The holiday pop-up bar increased December revenues by 25% over 2018. Reserve 22 won the January 2020 Chili-Cook Off out of 11 participating restaurants and over \$4,000 was raised for charity.

The Village Links started the new Nine and Dine program on Saturday evenings with 194 bookings representing \$7,500 in new revenues. 355 campers registered for the Kids Golf Camp in 2019, reflecting a revenue increase of \$14,420 from 2018. Group golf lessons were provided to 331 participants in 2019, reflecting an increase of 187 golfers over last year's total of 144. The new non-resident targeting approach netted \$3,737 in additional revenues. Other marketing 2019 highlights included a new TV commercial, phone sale training, and implementing the Reputation Defender program. The Village Links newsletter will be emailed to patrons saving approximately \$2,600 in annual mailing costs. Newsletters will be available in the Pro Shop.

For 2020, staff will be marketing the new Chow Now phone app for Reserve 22 take out orders. Also, the holiday pop-up bar will be expanded to the Reserve 22 dining area. A new Village Links phone app will be rolled out in 2020 which offers many features.

6. OTHER BUSINESS – 2020 PERMANENT TEE TIME DISCUSSION

General Manager Vesevick noted the permanent tee time policy was switched for the first time in many years. General Manager Vesevick noted the lottery drawing will take place on March 8, 2020. Chairman O'Shea suggested that the new policy be publicized. Discussion ensued as to how the lottery should be implemented. The Recreation Commission agreed to discuss this further at the next meeting.

7. OTHER BUSINESS

Chairman O'Shea suggested changing the telephone prompts so that selecting Reserve 22 is the first option.

8. NEXT MEETING FRIDAY, FEBRUARY 28, 2020

9. ADJOURN

Commissioner Park moved and Commissioner Scott seconded, to adjourn the meeting. The meeting was adjourned at 8:40a.m.

Submitted by Aileen Haslett, Recording Secretary

Reviewed by General Manager Jeff Vesevick