

**RECREATION COMMISSION
MINUTES
FEBRUARY 26, 2021**

Board or Commission: Recreation
Meeting: Regular
Quorum: Yes

Called to Order: 7:03A.M.
Adjourned: 8:05A.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	Present

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	Present
Andrew Cross	Golf Course Superintendent	Present

A. CALL TO ORDER

The February 26, 2021 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.

B. PUBLIC COMMENTS

None.

C. APPROVAL OF MINUTES FROM JANUARY 29, 2021 MEETING

1. MOVE TO APPROVE MINUTES OF MEETING FROM 1/29/21 AS PRESENTED.

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

D. MARKETING @ RESERVE 22 – JULIE RUSIN

Marketing Strategist Julie Rusin provided an overview of the marketing program for the Village Links and Reserve 22. The Links newsletter is emailed to about 5,000 new golfers and about 70,000 existing golfers. Printed newsletter copies are available in the Pro-Shop. A welcome back email will be sent to new golfers offering them a free bucket of balls at the driving range. The Village Links is working on a free clinic for golf beginners, where the hope is to sell some private golf lessons.

The Links is using the new phone app to welcome back golfers. There have been 3,500 downloads of the Village Links golf app and 54% of users agreed to receive push notifications. The Links can use push notifications on the app to notify guest of dinner specials and other golf information. The Links hopes to expand the loyalty program for existing golfers. The Links also hopes to build upon the Junior Golf program, which was almost at full capacity last year. Additional capacity will be added for this year.

Marketing Strategist Rusin developed a marketing calendar for Reserve 22 which highlights regular holidays as well as other days such as national burger day and national nacho day. Reserve 22 is also marketing their gluten free and drink specials. Reserve 22 will begin to open an hour early at 10AM on Saturday and Sundays and offer some brunch items. The Village Links phone app allows users to order Reserve 22 menu offerings online and pay online as well.

Reserve 22 plans on offering special pricing for Friday night weddings to encourage banquet business. Reserve 22 is partnering with the College of DuPage to market the restaurant to Frida Kahlo art exhibit patrons. General Manager Vesevick noted the tent used this past summer along Main Street will be installed at the Village Links. General Manager Vesevick noted staff is working on where the tent should be located. General Manager Vesevick indicated he would like the tent installed by April 1, 2021.

E. RESERVE 22 PRESENTATION – BRAD CHAPPLE

Food and Beverage Director Chapple stated the Reserve 22 goal over the coming months will be to watch costs and continue to increase the check average. The check average has gradually increased by \$6 in the last year. Reserve 22 continues to improve menu offerings, which help the check average increase. Reserve 22 will continue to offer different specials each night.

Chairman O'Shea thanked Food and Beverage Director Chapple and Marketing Strategist Rusin for their great marketing programs and noted this is money well spent.

F. STANDING REPORTS

1. Manager – Jeff Vesevick

General Manager Vesevick stated there is not a lot to report for the month of January. Ground crews were busy with tree work and snow removal. Reserve 22 transitioned to indoor dining in January. Marketing Strategist Rusin secured a local news spot promoting in-door dining at Reserve 22. Overall Reserve 22 was down about 87% in January. The Links staff is busy preparing for the spring season with enrolling guests

in golf lessons and leagues. This year's tee time selection for Permanent Weekend Starting Times will be held at Reserve 22. More guests have renewed their residents cards this year and there have been many inquiries about golf membership, which points to another year of golf popularity. The Chili Cook-off was held on-line with about 10 participating restaurants and about 350 people voted for their favorite chili.

2. Reserve 22 – Brad Chapple

See report above.

3. Financial - Jeff Vesevick

General Manager Vesevick noted the Links was in a better financial position this past January 2021 because there were only two (2) payrolls compared to last January 2020 when there were three (3). Chairman O'Shea inquired what are the three (3) payroll months in 2021. General Manager Vesevick replied July and December.

4. Trustee Liaison – Steve Thompson

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

G. OLD BUSINESS

None.

H. NEW BUSINESS

None.

I. NEXT MEETING MARCH 26, 2021

J. ADJOURNMENT

Chairman O'Shea moved and Commissioner Diver seconded, to adjourn the meeting. The meeting was adjourned at 7:55A.M.

Submitted by Aileen Haslett, Recording Secretary

Reviewed by General Manager Jeff Vesevick