

**RECREATION COMMISSION
MINUTES
FEBRUARY 24, 2023**

Board or Commission: Recreation
Meeting: Regular
Quorum: Yes

Called to Order: 7:00A.M.
Adjourned: 8:37A.M.

MEMBER ATTENDANCE:

Mark Reinke	Chair	Present
Nancy Carter	Commissioner	Present
Tony Coconate	Commissioner	Present
Brian Diver	Commissioner	Present
Glen G. Graham	Commissioner	Present
Carol Scott	Commissioner	Present
Tom Slowinski	Commissioner	Excused Absence

Also, Present:

Jeff Vesevick	General Manager / Staff Liaison	Excused Absence
Steve Thompson	Trustee Liaison	Present
Mark Franz	Village Manager	Excused Absence
Tom Fota	Executive Chef	Excused Absence
Mike Campbell	Golf Professional	Excused Absence
Noel Allen	Director of Golf	Present
Andrew Cross	Golf Course Superintendent	Present
Jon Satinover	Food and Beverage Director	Present
Julie Rusin	Marketing Strategist	Present

A. CALL TO ORDER

The February 24, 2023 meeting of the Recreation Commission was called to order at 7:00A.M. at the Village Links of Glen Ellyn; 485 Winchell Way; Glen Ellyn, Illinois by Chair Reinke.

B. PUBLIC COMMENTS

None.

C. APPROVAL OF MINUTES FROM JANUARY 27, 2023 MEETING

1. MOVE TO APPROVE MINUTES OF MEETING FROM 1/27/2023 AS PRESENTED.

RESULT: Motion Unanimously Carried
MOVER: Commissioner Scott
SECONDER: Commissioner Carter
AYES: Carter, Coconate, Diver, Graham, Reinke, and Scott
NAYES: None
ABSENT: Slowinski

D. STANDING REPORTS

1. Manager – Jeff Vesevick

Director of Golf Allen said January was a preparation month for the grounds crew and the golf office staff. Registration is up in every category. The golf course will open in the next two (2) to four (4) weeks. Staff is working on adding seasonal employees for the golf season. The junior camp registration is way ahead of last year at this time. Golf Course Superintendent Cross said the bathrooms are currently being remodeled at the halfway house. The remaining halfway house improvements include new doors, windows, soffit, and fascia. Golf Course Superintendent Cross said he attended the Golf Course Superintendent Conference in February.

2. Reserve 22 – Jon Satinover

Food and Beverage Director Satinover said sales in January 2023 were significantly higher than last year with \$101,725 in sales compared to \$63,218 last year. However, cost of goods sold was also higher in January due to a wine special, which was offered to attract business. A better January means more team members are retained year-round. There will be another cost of goods sold challenge in March, when Reserve 22 runs the \$3 draft beer special. This special is an effort to fill seats until the golf season begins.

3. Financial – Jeff Vesevick

Director of Golf Allen reported January 2023 revenues were \$46,545 or 71% over last year. The net loss in operating income increased by 9% due to the \$23,588 in golf maintenance equipment purchased in January 2023. Cash reserves for January 2023 were \$1.67 million compared to \$1.49 million in January 2022.

4. Trustee Liaison – Steve Thompson

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

E. RESERVE 22 PRESENTATION – JON SATINOVER

Food and Beverage Director Jon Satinover said the overall goal for Reserve 22 is to make it a great place to work and make it a great experience for guests. Satinover went on to discuss the Reserve 22 initiatives.

- Improve guest consistency.
- Implement a new training program.
- Maintain a solid culture.
- Offer some new items at the halfway house, including walking tacos.
- Offer new canned premium cocktails.
- Host monthly dinners, which provide a unique guest experience.
- Improve staff accountability.
- Improve the image of Reserve 22 with photos of menu specials.
- Re-upholster all booths.
- Update the menu two (2) times per year.
- Replace every table and chair and possibly add tables.
- Replace patio umbrellas and some kitchen equipment.

Chair Reinke suggested increasing staff for the March 8, 2023 permanent tee time selection. Food and Beverage Director Satinover noted the new Banquet Manager and Restaurant Manager are super engaged and great hires. The current Open Table rating is 4.6 stars, with 5 stars being the highest.

F. MARKETING REVIEW & PLANS – JULIE RUSIN

Marketing Strategist Rusin discussed the 2022 E-blasts. The E-blasts process improved with the addition of food pictures for the Reserve 22 weekly specials. More E-blasts are scheduled for the coming year. Reserve 22 has a 28% open rate for E-blasts, which is higher than the industry standard of 20%. People can sign-up to receive E-blasts on the Reserve 22 home page. Since 2018, the number of Facebook followers increased by 66% and the number of likes increased by 77%. For 2022, new Facebook likes totaled 479, while the Facebook reach was 161,520, and the Instagram reach was 3,566. Marketing Strategist Rusin started the Glen Ellyn Eats Facebook page during Covid and now this page has almost 5,000 members. Marketing Strategist Rusin discussed some of the Reserve 22 initiatives including: Holiday Pop-up, Chili Charity Cook-Off, Tiki Bar Takeover, and a Warhol experience for this summer with New York food offerings and drink specials. Reserve 22 is on a great trajectory. Staff is currently considering a Sunday brunch menu for this summer.

Marketing Strategist Rusin went on to discuss the advertising for the Village Links. The Village Links has 21,589 E-blasts subscribers. The Village Links E-blasts open rate is 33% compared to the entertainment industry standard of 21%. Since 2018, the number of Facebook followers for the Village Links increased by 65% and number of likes increased by 53%. For 2022, new Facebook likes totaled 260, while the Facebook reach was 130,287. The Village Links cellular app started pre-covid and has a 60% opt-in rate. There are 186 subscribers receiving tee time alerts and in 2022 a total of 1,294 notifications were sent through the app. The goal for 2023 is to increase guest check-ins through the app, which will ease some staffing concerns. The VIP card mailing, yielded the purchase of 133 new VIP cards and resulted in a revenue increase of \$46,863.

G. OLD BUSINESS

Chair Reinke suggested the Master Plan be placed on the April 2023 agenda.

H. NEW BUSINESS

Discussion ensued regarding a divot recommendation made by a guest. Director of Golf Allen noted staff will be crafting a response to this guest. Chair Reinke asked for the Recreation Commission to review the response before it is shared with the guest.

I. NEXT MEETING – 3/31/2023

J. ADJOURNMENT

Commissioner Coconate moved and Commissioner Carter seconded, to adjourn the meeting. The meeting was adjourned at 8:37A.M.

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