



Minutes  
Village of Glen Ellyn  
Recreation Commission  
Regular Meeting  
March 22, 2024  
7:00 AM  
Village Links/Reserve 22

**Board or Commission:** Recreation  
**Meeting:** Regular  
**Quorum:** Yes

**Date:** March 22, 2024  
**Called to Order:** 7:03 a.m.  
**Adjourned:** 8:12 a.m.

**MEMBER ATTENDANCE:**

|                      |                                 |         |
|----------------------|---------------------------------|---------|
| Carol Scott          | Chairperson                     | Present |
| Nancy Carter         | Commissioner                    | Present |
| Tony Coconate        | Commissioner                    | Present |
| Scott Coldiron       | Commissioner                    | Absent  |
| Brian Diver          | Commissioner                    | Absent  |
| James Ozog           | Commissioner                    | Present |
| Tom Slowinski        | Commissioner                    | Absent  |
| <b>Also Present:</b> |                                 |         |
| Jeff Vesevick        | General Manager / Staff Liaison | Present |
| Steve Thompson       | Trustee Liaison                 | Absent  |
| Noel Allen           | Director of Golf                | Present |
| Andrew Cross         | Golf Course Superintendent      | Present |
| Jon Satinover        | Food & Beverage Director        | Absent  |
| Mike Campbell        | Head Golf Professional          | Present |
| Trevor Hollowed      | Golf Operations Manager         | Present |

**A. CALL TO ORDER/ROLL CALL**

The March 22, 2024 meeting of the Recreation Commission was called to order at 7:03 a.m. at the Village Links of Glen Ellyn; 485 Winchell Way; Glen Ellyn, Illinois by Chairperson Scott.

**B. APPROVAL OF MINUTES FROM FEBRUARY 23, 2024**

APPROVAL OF MINUTES FROM FEBRUARY 23, 2024 MEETING

MOTION BY: Commissioner Coconate

SECONDED BY: Commissioner Carter

RESULT: Unanimous

**C. PUBLIC COMMENT – None****D. STANDING REPORTS**

1. *Manager – Jeff Vesevick* – Manager Vesevick provides an update on February, noting that it marks the 4th occasion in Village Links' history where the golf course opened in February. The last instance was in 2017. February experienced record warmth with minimal snowfall. The course remained open for 7 days, and there was considerable excitement among golfers to hit the course. Golf Staff dedicated the month to finalizing the Golf Shop, while Director Allen focused on processing organizations for outings, which are going strong. Due to the high demand, staff had to be brought back early to handle the increase in volume. Andrew successfully completed course set up, and overall, the course played adequately. Notably, several other courses also opened in February.

We've dedicated significant time to the clubhouse construction, holding weekly meetings with the contractor and architect. Permit number one has been approved, allowing us to proceed with everything except the bathrooms. The village is still reviewing the permit, and will release it soon. The walk-in cooler is expected to be delivered in about 2 weeks. Permit number two will greenlight work on the locker rooms, with demo work already completed.

Public meetings for the Master Plan have been advertised. We'll be discussing the purpose of the plan, outlining the current progress and stage of development. Attendees will have the chance to ask questions or offer feedback afterward. It's essential to emphasize that any decisions made regarding the plan's implementation won't impact taxes. Additionally, we want to assure everyone that the course will remain partially open during this process.

2. *Reserve 22 – Jeff Vesevick* – Manager Vesevick provided several updates from Director Satinover. The restaurant had a successful month, with increased revenues. However, January's poor performance has impacted our year-to-date figures negatively. Jon has dedicated significant time to recruiting new staff, including a sous chef, banquet coordinator, and a second full time restaurant manager. Liz Lofgren is temporarily filling in for banquets until the full-time position is hired. The restaurant promoted St. Patrick's Day specials and have over 500 reservations for Easter Sunday. Reserve 22 received the Restaurant of the Year Award in Glen Ellyn from the Chamber of Commerce. A new menu for spring/summer is set to be released around April 1.

3. *Financial – Jeff Vesevick* – Manager Vesevick provides a financial update, highlighting that labor costs remain a concern. Additional expenses were incurred due to golf shop purchases and increased spending on supplies. However, if we maintain reasonable expenses in the first quarter, we should stay on track for the year. The current cash balance stands at \$2.2 million, representing 135% funding, indicating that we are in a very favorable financial position.

4. *Trustee Liaison* – No report.

**E. GOLF OPERATIONS PRESENTATION – NOEL ALLEN**

Director Allen presents the 2024 Golf Operations Plan (see attached), outlining the composition and performance of the golf division. The division consists of four full time employees with collective experience of over 100 years, along with 50 seasonal staff members. Additionally, management oversees halfway house and beverage staff. Over the past five post-COVID seasons, there has been a consistent high level of participation in golf. Notably, in the ten years preceding COVID-19, the target rounds and revenues were achieved only three times. However, since 2020, there has been a positive reversal, surpassing all targets and significantly impacting the business. While discounting has been reduced, it still exceeds that of most courses, albeit considerably less than pre-COVID levels. Weather remains a critical factor influencing successes and failures.

Regarding golf playable hours per year compared to normal, there has been an above-average number of playable hours, resulting in increased capacity for rounds. The analysis of capacity also considers the day of the week, with the highest-earning days coinciding with the highest capacity, particularly on Fridays, Saturdays, and Sundays.

The operational plan we are presenting this year has proven successful over the past few seasons, so we don't intend to make significant changes. However, there are key items that will impact the plan: the renovation of the Clubhouse and Golf Shop, and an update regarding the CDGA. Previously, the CDGA did not allow our app to post scores to the World Handicap Association, but they are now permitting us to do so and allowing us to utilize our smartphone app for posting to their platform. This change reflects our commitment to continuous improvement.

Retention is our primary strategy, considering factors such as cost, time to play, seasonality of golf, the sport's difficulty, maintaining high-quality facilities, and providing excellent customer service. Consequently, we are cautious about increasing rates and are highly focused on keeping round times down. Our marketing efforts aim to keep golf top of mind for our customers, while also providing five-star customer service and a high-quality playing experience. We are also committed to identifying defectors and reengaging them with the help of our technology partners.

Technology plays a crucial role in our success, and we are fortunate to have the support of some of the best partners in the industry, including Club Prophet Systems, 1-2-1 Marketing, Gallus Golf, Golf Genius, and Yamatrack (or potentially TagMarshal – to be determined). We are grateful for the support of the Village of Glen Ellyn's IT department in this regard.

Onboarding has historically posed a challenge, but we've collaborated with the village's HR department to streamline the process, allowing our staff to focus more on delivering an exceptional guest experience.

We are continually enhancing our training manuals with the aim of achieving 100% staff training completion.

For our tournament schedule, we are aiming to have more high-end country club experience tournaments that include dinners as part of the experience.

Expanding our golf leagues remains a priority, as league players tend to be more loyal and willing to play even in adverse weather conditions.

While golf outings drive revenue per round, we must be cautious not to schedule too many, which could deter our regular players. Our goal is to limit outings to no more than two per week.

Assuming a leadership role in creating new golfers is vital, and we achieve this through initiatives such as our junior program, group lessons, and private instruction.

We face several challenges, including capital investments falling short of revenues, unpredictable weather affecting operations, and a competitive labor market making retention difficult. To address these challenges, we constantly strive to offer attractive perks to retain employees. Additionally, the mandatory annual increase in minimum wage necessitates raises for all employees, adding to the complexity of managing our workforce. The Recreation Commission expresses gratitude to Noel for the presentation

**F. OLD BUSINESS - None**

**G. NEW BUSINESS** – Manager Vesevick mentioned that a resident and veteran customer inquired about the absence of veteran rates. While it was decided not to offer veteran rates on a daily basis, occasional special rates for veterans are provided throughout the year. Manager Vesevick also reached out to other courses and found that about half of them offer veteran rates. However, offering veteran rates requires careful consideration as it may lead to requests for discounts from other groups like first responders and teachers. Despite this, there is concern that not offering veteran rates may be perceived as disregarding veterans. Residents currently account for approximately 30% of our rounds. One suggestion was to consider offering a 10% discount off the rack rate for veterans. This consideration will be reviewed at the next rate cycle.

**H. NEXT MEETING - April 26, 2024**

**I. ADJOURNMENT**

Commissioner Ozog motions and Commissioner Coconate seconds to adjourn the meeting. The meeting was adjourned at 8:12 a.m.

**Submitted by Elisa Pollina, Recording Secretary**

**Reviewed by Jeff Vesevick, Staff Liaison**