

**RECREATION COMMISSION
MINUTES
OCTOBER 27, 2017**

Board or Commission: Recreation
Meeting: Regular

Called to Order: 7:00 a.m.
Adjourned: 8:51 a.m.

Quorum: Yes

MEMBER ATTENDANCE:

Brad S. Browder	Chairman	Excused Absence
Susan Q. Carroll	Commissioner	Present
Glen G. Graham	Commissioner	Present
Jeffery M. Jourdan	Commissioner	Present
Kevin S. Kennebeck	Commissioner	Excused Absence
Mark W. Reinke	Commissioner	Present
Tim O'Shea	Commissioner	Present
Also Present:		
Jeff Vesevick	General Manager / Staff Liaison	Present
John Kenwood	Liaison Trustee	Teleconferenced
Mark Franz	Village Manager	Absent
Brad Chapple	Food and Beverage Director	Present
Mike Campbell	Golf Professional	Absent
Noel Allen	Director of Golf	Present
Chris Pekarek	Golf Course Superintendent	Present

1. CALL TO ORDER

The September 22, 2017 regular meeting of the Recreation Commission was called to order at 7:00 AM at the Village Links of Glen Ellyn Maintenance Facility; 485 Winchell Way; Glen Ellyn, Illinois by Commissioner Jourdan. Commissioner Jourdan ran the meeting in Chairman Browder's absence.

2. PUBLIC COMMENTS

None.

3. APPROVAL OF MINUTES FROM SEPTEMBER 22, 2017 MEETING

MOVE TO APPROVE MINUTES OF REGULAR MEETING FROM 9/22/2017, 7:00 AM

RESULT Motion Unanimously Carried
MOVER: Commissioner Carroll
SECONDER: Commissioner Reinke
AYES: Carroll, Graham, Jourdan, Reinke, and O'Shea
NAYES: None
ABSENT: Browder and Kennebeck

4. **STANDING REPORTS**

A. MANAGER – JEFF GENERAL MANAGER VESEVICK

General Manager Vesevick reported September was a very dry month which was good for golfers, but not so good for the Reserve 22 patio because it was cooler than normal in the first half of the month and hotter in the second half. September was the 4th best number of rounds played in the last 10 years. Golf rounds were up 4%, while green fees were up 4% as well. The dry weather made it challenging to maintain the golf course.

September was an average month for Reserve 22 with revenues almost flat from last year. Staff is currently looking to fill the Executive Chef and Assistant Restaurant Manager positions. Staff is hoping to have these positions filled by January 1, 2018. Reserve 22 moved to Open Table on October 1, 2017 and terminated the Yelp reservation method. Commissioner O'Shea stated it takes about three (3) prompts when calling in for a Reserve 22 reservation. Commissioner O'Shea asked staff to review the phone prompts for Reserve 22 and condense the process.

B. FINANCIAL – COMMISSIONER JOURDAN

Commissioner Jourdan reported September was a great month for both the Village Links and Reserve 22 with an overall 4% increase in YTD revenues and an 8% increase in operating income. Commissioner Graham asked about the 693% difference in commodity spending from September 2016 to September 2017. Commissioner Jourdan said when reviewing commodities from a YTD perspective there is not that much change and the large difference is due to the timing of when goods are purchased. Commissioner O'Shea asked for a breakdown of items included under the commodities category for the next meeting.

C. TRUSTEE LIASON – JOHN KENWOOD

Trustee Kenwood updated the Commission on the Village's economic development efforts. Kenwood said the Village is reviewing two (2) competing proposals for the renovation of the former Police Station at the Civic Center.

1. College of DuPage (COD) submitted a formal plan for an incubator partnership at the former Police Station. COD is proposing to contribute \$1.5 million towards the renovation project and will pay a portion of the Civic Center's ongoing maintenance costs. COD needs to know if the Village plans to participate by November 2017 or other alternative locations will be considered.
2. School District 41 proposed that the preschool program be relocated to the Glen Ellyn Park District facility on Spring Avenue and the Glen Ellyn Park District administrative offices be relocated from Spring Avenue to the former Police Station site. The School District 41 plan is still in the draft stages and they will be presenting a formal proposal soon.

A new Cajun restaurant, Rue, opened up on Crescent Avenue. There is a proposal to turn the commuter parking lot adjacent to the library into a condominium development and there is another proposal to turn some of the properties to the south of the library into a condominium complex as well.

5. DISCUSSION OF 2018 USER FEES

General Manager Vesevick stated staff performed a driving range fee analysis. The analysis compared the Village Links fees to local competitors. Based upon this analysis, staff is recommending some of the driving range bucket prices be increased, which will increase revenues by approximately \$40,000. Director of Golf Allen said staff is looking for continual revenue growth. Discussion ensued regarding the bucket prices. Commissioner O'Shea supported the overall bucket fee increases but felt the large bucket smartcard should be increased to \$115. Commissioner Graham opposed a price increase for the buckets.

MOVE TO INCREASE THE GOLF RANGE BUCKET FEES AS RECOMMENDED BY STAFF AND TO INCREASE THE LARGE BUCKET SMARTCARD PRICE TO \$115.

RESULT: Motion Carried
MOVER: Commissioner Jourdan
SECONDER: Commissioner O'Shea
AYES: Carroll, Jourdan, Reinke, and O'Shea
NAYES: Graham
ABSENT: Browder and Kennebeck

6. RESERVE 22 CUSTOMER SURVEY RESULTS

Marketing Coordinator Jamie Martin presented her key findings from the Reserve 22 survey. The survey reached over 21,566 people and there were 1,895 respondents, representing a 9% reply rate. Much of the data came from the core customers, male golfers, which can help grow this sector moving forward. The survey offered key information from growth customers as well including: women, men and women under 40, and non-golfers.

From the survey it appears that food quality and service are the areas of greatest concern. The survey also found that live music is not driving people to patronize Reserve 22; nor is it deterring customers. Commissioner Reinke asked if Reserve 22 will limit music as a result of this finding. Food and Beverage Director Chapple replied music will be offered less frequently and later in the evening. Commissioner O'Shea suggested not offering music at all. Respondents rated the bar's ambiance higher than the dining room. The age group 50 and over comprises the largest share of the customer base at 66%. The average age of a Glen Ellyn resident is 41.

Commissioner O'Shea said the survey findings reaffirmed the need for improved service, quality, and ambiance. Commissioner Reinke asked if there are plans for dining room improvements. General Manager Vesevick responded staff is meeting with an interior designer next week. Commissioner Reinke recommended the survey feedback be

forwarded to the interior designer so these suggestions can be incorporated into the overall plan. Commissioner O'Shea recommended that staff obtain proposals from different designers. The goal is to possibly begin the renovations during the slower months of January and February.

Golf Course Superintendent Pekarek said current staff could do some of the renovation work. Pekarek said if the current design plan is implemented then his staff could get the work done this winter, whereas if another designer is selected the project may have to be pushed off a year. Commissioner Carroll asked why another proposal would cause a delay. Pekarek replied it is already November and the project has to be completed by February and it may take a month to receive new design proposals. Commissioner Carroll said this is not a good enough reason to just have one (1) design estimate. General Manager Vesevick indicated he would like to have a proposal to the Commission by the next meeting and the 2018 Budget contains \$35,000 for this project.

General Manager Vesevick indicated staff will continue to review the survey results and encouraged the Commissioners to do the same. Commissioner Reinke said the survey findings were helpful because it reiterated many concerns already discussed by the Commission.

7. ACTION ITEMS FROM THE LAST MEETING

None.

8. ANNOUNCEMENTS AND OTHER BUSINESS

Commissioner O'Shea asked if the Village Links and Reserve 22 will be closed on Mondays for the winter. General Manager Vesevick replied beginning in December the facility will be closed on Mondays. Food and Beverage Director Chapple said Reserve 22 plans to host a New Year's Eve Celebration with dancing, a full buffet, and an open bar package. Commissioner O'Shea suggested hosting a family celebration with an 8PM countdown and a nice buffet. Food and Beverage Director Chapple said based upon the volume and the numbers he would rather hold the family gathering in the dining room and the adult celebration in the Blue Heron room.

9. NEXT MEETING FRIDAY, NOVEMBER 17, 2017

10. ADJOURN

Commissioner Graham moved and Commissioner Reinke seconded, to adjourn the meeting. The meeting was adjourned at 8:51 a.m.

Submitted by Aileen Haslett, Recording Secretary

Reviewed by General Manager Jeff Vesevick