Village of Glen Ellyn

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

Board or Commission:	Recreation	**Date:**	November 22, 2024
Meeting:	Regular	**Called to Order:**	7:00 a.m.
Quorum:	Yes	**Adjourned:**	8:08 a.m.

MEMBER ATTENDANCE:

Carol Scott	Chairperson	Present
Nancy Carter	Commissioner	Present
Tony Coconate	Commissioner	Present
Scott Coldiron	Commissioner	Present
James Ozog	Commissioner	Present
Rick Quoss	Commissioner	Present
Tom Slowinski	Commissioner	Present
Also Present:		
Jeff Vesevick	General Manager / Staff Liaison	
Noel Allen	Director of Golf	
Andrew Cross	Golf Course Superintendent	
Jon Satinover	Food & Beverage Director	Via remote participation
Steve Thompson	Trustee Liaison	
Elisa Pollina	Recording Secretary	
Public		

A. CALL TO ORDER/ROLL CALL

The November 22, 2024 meeting of the Recreation Commission was called to order at 7:00 a.m. at the Village Links of Glen Ellyn; 485 Winchell Way; Glen Ellyn, Illinois by Chairperson Scott. Chairperson Scott asked the commission if they approve Jon Satinover's remote participation in the meeting. The commission unanimously agreed, with all members voting in favor.

B. APPROVAL OF MINUTES

APPROVAL OF MINUTES FROM October 25, 2024 MEETING
MOTION BY: Commissioner Coconate
SECONDED BY: Commissioner Coldiron
RESULT: Unanimous

C. PUBLIC COMMENTS – None

D. STANDING REPORTS

1. *Manager – Jeff Vesevick* – Vesevick shared several updates, noting that October's above-average temperatures and dry weather allowed golfers to take full advantage, with carts grounded only once during the month. October finished strong, with revenue increases across all categories. Rounds played were up 37% compared to last year, and golf revenues showed growth in every area except the Pro Shop, where a slight decline in sales had minimal impact on the bottom line.

The Village Links hosted the Links Cup matches for the 25th consecutive year, with the professional golf staff team securing their 16th win. Vesevick confirmed the tradition will continue in the future. Only two shotgun events were held in October, and outing revenue for the year remains steady at 10-12% of total golf revenue.

The golf staff completed greens aerations using a new approach—closing nine holes at a time to avoid the use of temporary greens, which was well-received by golfers. Other events included the Swingin' Set Ladies Tournament and Luncheon, which was a fun and successful gathering.

The golf course is in excellent condition, and ongoing work with Greg Martin continues on the Master Plan. We have a meeting on December 11 to review what he has come up with for the verification process, with a presentation planned for January. Andrew has been addressing invasive species on the course and preparing bunkers for winter, ensuring they will be ready for play in the spring.

2. *Reserve 22 – Jon Satinover* – Satinover provided an update highlighting recent successes and upcoming events. The pumpkin carving event was a resounding success, with excellent feedback from attendees. The liquor inspection passed without any violations. For Thanksgiving, there are 376 reservations for dinner along with 31 hot package takeout orders. The new menu has launched and received positive feedback, and the Christmas Bar is now live, adding a festive touch. On December 23, a Christmas cookie decorating event is planned.

On the financial side, cost of goods remains in line, except for food costs, which are off by 1% and up by 37%. Banquet sales are down, but October sales increased, and labor costs were lower compared to the previous month.

3. *Financial – Jeff Vesevick* - Vesevick reported that, as of the end of October, the net position was impacted by renovation expenses, but the financial outlook remains strong. Despite the costs, $500,000 was added to the bottom line year-to-date. In the Food & Beverage segment, profitability has been affected by a lower number of banquets, though banquet activity has still been higher over the past two years. Golf performance continues to excel, with revenues up 8% year-to-date, driven by increased popularity and strategic pricing adjustments.

While last year's capital expenditures totaled $425,000, this year's spending has reached $1 million due to renovations. Despite this, the financial position remains robust, with a healthy cash balance of $3.3 million. Overall, we are in a strong financial state.

4. *Trustee Liaison – Steve Thompson* - Trustee Thompson shared several updates, beginning with the resignation of President Senak during the Village Workshop. Trustee Simon has been appointed as Acting President through the end of May, while retaining her trustee seat and voting responsibilities. In the event of a tie, the motion will not pass.

Additionally, the Village Board approved the budget and levy on Monday, which includes a modest CPI increase in the levy. The annual holiday tree lighting is scheduled for the day after Thanksgiving.

E. 2025 Golf Rate Proposal – Noel Allen **-** Director Allen provided an overview of the proposed 2025 golf rates and explained the process behind their development. The rate study began in July, analyzing market positioning, year-to-date rounds, historical data, and budget projections. Data sources included industry trends and informal discussions with other golf courses to gauge the market. Multiple rate models were created, considering factors such as weather unpredictability, player demographics (juniors, seniors, residents, and non-residents), and rain checks.

After thorough analysis, the team proposed Model C, which includes a $4 increase in green fees and the introduction of a 15% discount for veterans (not combinable with resident or VIP discounts). VIPs will continue to receive 20% off, and residents will see a proposed 30% discount next year. The proposed increase aims to align with green fee revenue targets while maintaining competitiveness.

Other proposed adjustments include a $1 increase in driving range fees and no change to cart fees, which will remain at $21. Noel noted that the 2025 minimum wage increase would be the last, leading to more stable costs in the future.

In response to Chairperson Scott's inquiry about the timing of the last rate increase, Noel clarified that rates were frozen during renovations to avoid any negative association. The current increase is necessary to address rising expenses, sustain market competitiveness, and fund capital needs, including the upcoming Master Plan project. Demand for golf remains strong for 2025, buoyed by new players, favorable weather, and nearby course closures.

Trustee Thompson asked if the Veterans Day promotion would continue, to which Noel confirmed it would. He also emphasized that the proposed rate adjustments are designed to minimize the need for future increases.

Commissioner Ozog motioned to recommend the adoption of Model C for Board approval. Commissioner Slowinski seconded the motion. The motion passed unanimously.

Commissioner Ozog commended Allen for his exceptional analysis and presentation.

F. OLD BUSINESS – None

G. NEW BUSINESS – Manager Vesevick shared that Trustee Thompson suggested inviting the Village Board to provide input on the Master Plan. To facilitate this, Vesevick will develop a timeline and arrange a special meeting for the Village Board, which will be scheduled following the upcoming meeting with Greg Martin.

H. NEXT MEETING - January 31, 2025

I. ADJOURNMENT
Commissioner Coconate motioned and Commissioner Quoss seconded to adjourn the meeting. The meeting was adjourned at 8:08 a.m.

Submitted by Elisa Pollina, Recording Secretary

Reviewed by Jeff Vesevick, Staff Liaison