



Minutes
Village of Glen Ellyn
Recreation Commission
Regular Meeting
January 31, 2025
7:00 AM
Village Links/Reserve 22

Board or Commission: Recreation
Meeting: Regular
Quorum: Yes

Date: January 31, 2025
Called to Order: 7:06 a.m.
Adjourned: 8:01 a.m.

MEMBER ATTENDANCE:

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

A. CALL TO ORDER/ROLL CALL

The January 31, 2025 meeting of the Recreation Commission was called to order at 7:06 a.m. at the Village Links of Glen Ellyn; 485 Winchell Way; Glen Ellyn, Illinois by Chairperson Scott.

B. APPROVAL OF MINUTES FROM November 22, 2024

APPROVAL OF MINUTES FROM November 22, 2024 MEETING

MOTION BY: Commissioner Carter

SECONDED BY: Commissioner Ozog

RESULT: Unanimous

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

1. *Manager – Jeff Vesevick* – Vesevick shared several updates regarding November and December, while November was not particularly impressive, it still ranked as the third-best November in the past 15 years. December, however, was underwhelming. The golf course officially closed on December 1, allowing staff to prepare for the winter. Though final numbers are not yet official, they indicate a 7% increase in rounds played for the year, which is a strong result. All categories showed growth, except for golf shop sales, which had minimal impact on overall performance. The redesigned golf shop received positive feedback from guests and was well-merchandised.

One of the most notable events in November was the Iron Man Open, a highly popular tournament that saw 52 teams competing on a mild day. Andrew Cross and his team prepared the course, completed final mows, and worked on getting equipment ready for the upcoming year. Additionally, Andrew is finalizing the Master Plan, which is nearing completion. All greens were top-dressed in preparation for next season.

On the restaurant side, Reserve 22 had a slower November and December, but overall, the restaurant and bar performed well for the year. The pop-up bar remains a strong draw, reinforcing the importance of creating an inviting atmosphere alongside great food and service to drive revenue. While the banquet business declined slightly, adjustments were made to ease pressure on the kitchen, and the venue still generated over \$800,000 in banquet revenue, keeping operations profitable.

Looking ahead, Satinover is preparing for Super Bowl events, March Madness, and Valentine's Day. Additionally, a Winter Wonderland theme was introduced in January, aimed at adding warmth and a welcoming ambiance to the operation.

2. *Reserve 22 – Jon Satinover* – Satinover provided several updates, noting that banquet bookings are down, and efforts are underway to address the decline. The surge in demand following COVID has leveled off, prompting a refresh of the banquet space, including new carpeting and updated centerpieces.

One advantage of banquets is that when there are no bookings, there are no associated expenses. Overall, costs remained in line, with the exception of food costs, which increased by 1%. Despite this, all other financial categories showed improvement compared to the previous year. The year ended with a strong 4.7/5 customer satisfaction rating.

Recent events have been successful, including the Chili Cook-Off and the Winter Wonderland paired with Elsa-themed events, which book up once posted. The Elsa event is scheduled through February and is contributing positively to January's

numbers. Additionally, labor costs should be lower due to proactive scheduling and management taking on key roles.

Looking ahead, the team is preparing for Super Bowl celebrations with a buffet, as well as a special menu for Restaurant Week. The spring menu is set to launch on April 1.

The team recently held an all-staff meeting, a practice now in its third year. The meeting facilitated productive discussions on teamwork, workplace culture, and customer interactions, making it a valuable session. Another key topic was hiring for the busy season, ensuring the team is fully staffed and ready when demand increases.

Vesevick and Julie Rusin have also discussed strategies to boost sales during the off-season, exploring ways to maintain strong revenue year-round.

3. *Financial – Jeff Vesevick* - Vesevick reported that the year was overall very successful. Year-end revenues increased by 2%, while expenses rose by 8% due to renovations. The operating income totaled \$1.2 million, though the net position decreased by \$228,000.

Despite this, the financial outlook remains strong, with golf contributing 78-80% of total profits. Looking ahead, maintaining this financial momentum is crucial, especially with the upcoming Master Plan.

4. *Trustee Liaison – Steve Thompson* - Trustee Thompson provided several updates on ongoing projects:

- The event park is progressing as planned.
- The train station project is also moving forward.
- The hotel project is advancing, but demolition has been temporarily halted as the EPA conducts an assessment for contaminants. Remediation efforts will resume once the assessment is complete and cleared to resume.
- The Full Circle affordable housing project will go before the Plan Commission on Thursday.
- The apartment complex at Glenwood Station is nearing completion, with occupancy expected in April or May.
- The townhomes on Route 53 continue to make steady progress.

F. NEW BUSINESS

1. *Reserve 22 Décor Discussion* – Julie Rusin, Marketing Strategist, presented a proposal to enhance the restaurant's ambiance with a décor refresh, distributing a detailed packet outlining the plan. She emphasized that when the restaurant is decorated, reservations increase, guest ratings improve, and ambiance scores on review platforms are higher.

Current Challenges & Considerations:

- **Ambiance Matters:** Guests frequently mention décor in their feedback, and ambiance ratings impact overall OpenTable scores.
- **Seasonal Transitions:** During peak outdoor dining months, guests often leave if they can't get an outdoor table, even when indoor seating is available. The proposed refresh aims to bring outdoor elements inside, making the indoor space more inviting.

- **Industry Standards:** Restaurants typically undergo a refresh every five years to stay competitive, but Reserve 22's last update was seven years ago, and signs of wear are showing.
- **Evolving Expectations:** With rising dining costs, customers expect more than just a meal—they want a memorable dining experience, particularly weekend diners beyond the golf crowd.

The Proposed Design Refresh:

Julie mentioned she was inspired by Il Sogno's recent décor transformation and consulted Andrew's Garden, a local florist-turned-floral design business. Andrew developed a concept to bring nature indoors, incorporating faux greenery and moss to soften the restaurant's atmosphere and give it a classier, more inviting feel.

- **Minimal Structural Changes:** No major renovations—just the addition of greenery to complement existing holiday pop-ups.
- **Low Maintenance:** Cleaning would require only occasional compressed air.
- **Cost-Effective:** The proposed refresh costs \$25,000, significantly less than the \$100,000 spent on the last update.
- **Budget Allocation:** Carpet replacement was initially budgeted at \$50,000 but came in at \$25,000, covering the cost of the greenery refresh.

The goal is to begin in March and complete the refresh by spring break.

The Recreation Commission unanimously approved the restaurant refresh proposal.

G. OLD BUSINESS - Manager Vesevick announced that this would be his final meeting, as he will be retiring on February 13 after 30 years at Village Links. Reflecting on his tenure, he expressed gratitude for the opportunity and thanked everyone for their support, collaboration, and the meaningful relationships he has built over the years.

He shared that Noel Allen has been selected as the next Village Links Manager. Vesevick noted that while he will be retiring in Texas, he plans to return for a few months in the summer and is looking forward to reconnecting. He concluded by expressing confidence in the dedicated and talented staff he is leaving behind.

The Recreation Commission thanks Vesevick for his years of service.

H. NEXT MEETING - February 28, 2025

I. ADJOURNMENT

Commissioner Carter motioned and Commissioner Coldiron seconded to adjourn the meeting. The meeting was adjourned at 8:01 a.m.

Submitted by Elisa Pollina, Recording Secretary

Reviewed by Jeff Vesevick, Staff Liaison