



Minutes
 Village of Glen Ellyn
 Recreation Commission
 Regular Meeting
 May 30, 2025
 7:00 AM
 Village Links/Reserve 22

Board or Commission: Recreation
Meeting: Regular
Quorum: Yes

Date: May 30, 2025
Called to Order: 7:00 a.m.
Adjourned: 8:45 a.m.

MEMBER ATTENDANCE:

Carol Scott	Chairperson	Present
Nancy Carter	Commissioner	Absent
Tony Coconate	Commissioner	Present
Scott Coldiron	Commissioner	Present
James Ozog	Commissioner	Present - remotely
Rick Quoss	Commissioner	Present
Tom Slowinski	Commissioner	Present
Also Present:		
Noel Allen	General Manager / Staff Liaison	
Mike Campbell	Director of Golf	
Andrew Cross	Golf Course Superintendent	
Jon Satinover	Food & Beverage Director	
Brittany Eads	Restaurant Manager	
Steve Thompson	Village Trustee Liaison	
Meredith Hannah	Director of Business Development	
Julie Rusin	Marketing Strategist	
Public		
Tom Manak		

A. CALL TO ORDER/ROLL CALL

The May 30, 2025 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.

B. PUBLIC COMMENT - None

C. APPROVAL OF MINUTES FROM APRIL 25, 2025

APPROVAL OF MINUTES FROM APRIL 25, 2025 MEETING

MOTION BY: Commissioner Quoss

SECONDED BY: Commissioner Coconate

RESULT: Unanimous

D. STANDING REPORTS

1. Financial – *Noel Allen* – Manager Allen provided a financial overview, noting that April revenues were up 8%, driven largely by golf activity—making it the second-highest April on record, just behind 2023. Operating expenses for the month rose 21%, primarily due to increased administrative costs. Grounds expenses increased by \$59,000, largely related to the bunker project, while Golf Services expenses were down \$7,000.

Reserve 22 expenses increased by \$25,000, due to higher labor costs, the purchase of new umbrellas for the banquet patio, and higher linen costs.

Year-to-date revenues are down 3% (approximately \$32,000), primarily due to a delayed course opening. Year-to-date operating expenses are up 3%.

Upcoming capital needs include replacing the air conditioning unit (estimated at \$35,000) and the security system (estimated at \$60,000). Additionally, a \$100,000 payment will be made to the Park District for the execution of the Master Plan of Panfish Park.

Despite these variances, we are exceeding our financial targets across all categories through April. The \$7,000 decrease in Golf Services is attributed to staffing changes following Jeff's retirement, including position backfills and salary realignments.

Meredith Hannah, Director of Business Development, reported on Panfish Park, announcing that the Park District and the Village will host a ribbon-cutting ceremony on June 12 from 4:00 to 6:00 p.m. to celebrate the new playground and art installation at the park.

2. Manager's Report

A. Golf – *Mike Campbell* – Director Campbell reported that golf activity is strong, with total rounds reaching 6,000. The driving range is up 2%, and Pro Shop sales have increased by 12%. The Ladies Swing Set Luncheon and clinics concluded successfully. We recently hired Joey Gavac and Sarah Arnold as golf professionals. Permanent tee times and leagues are underway. While tournament participation has declined, the team is exploring ways to revitalize interest and welcomes ideas from the Recreation Commission. Staff onboarding is nearly complete, and the facility is now fully staffed.

Trustee Thompson added that the Glen Ellyn Chamber of Commerce outing in May was a great success, with the course in excellent condition, outstanding food, and a well-run event overall. Next year, the outing may expand to include more service clubs.

B. Reserve 22 – *Jon Satinover* – Director Satinover provided several updates. April sales remained flat overall, though banquet revenue was down by \$6,000. Year-to-date labor costs have increased by \$7,000, largely due to the minimum wage adjustment. Liquor costs are up 3% compared to last year. As January through March are typically slower months, we've run promotions to boost sales and are also working through excess liquor inventory.

A new carry-out program will soon launch, allowing golfers to place orders from the course and pick them up to take home. Staffing-wise, we are actively recruiting a Sous Chef and have extended an offer to a promising candidate. A new Banquet Captain has also been hired, and onboarding has gone smoothly.

Despite the decision to stop offering an on-course open bar package in 2025, golf outings continue to enjoy many beverage offerings. There have been only a few instances requiring cutoffs, which staff has handled appropriately and documented. Most importantly, our priority remains guest safety, and post-event feedback has shown appreciation for our responsible service approach.

C. Grounds – *Andrew Cross* – Superintendent Cross provided several updates. The greens have begun to respond and are coming in well. Course accessories have been placed, and regular mowing is now underway. A total of 350 tons of sand has been added to the bunkers, and by the end of the day, all bunkers will have fresh, fluffy sand.

We've also begun clearing pond edges to remove invasive weeds and have started seeding rough areas using a new seeder that arrived in late March. All new equipment is now in service, and the old equipment was successfully auctioned off for \$31,000.

Bunker edging will take place following the sand installation. We are currently fully staffed with a strong and capable crew. Additionally, the concrete sign has been power-washed, and the adjacent sign has been freshly painted.

3. **Trustee Liaison** – *Steve Thompson* – Trustee Thompson shared several key updates: Jim Burket has been elected as the new Village President, and two new trustees—Sonia Desai Bhagwakar and Steve Szymanski—have joined the board. Demolition has begun on the Roosevelt Road property; however, the demolition company was cited by the EPA and must now comply with remediation guidelines before proceeding. The Village is actively working through the remaining demolition, with full clearance expected by fall.

The Greenwood Station apartment building recently held its grand opening, and 40% of the units have already been leased. This year, the Fourth of July parade will return to the downtown area. Unfortunately, the French Market has been canceled, but the Village will partner with the Chamber of Commerce to explore alternative community events.

E. RESERVE 22 PRESENTATION – Jon Satinover presented Reserve 22 2024 Recap, beginning with a reminder of the restaurant's mission: "To provide an exceptional dining experience that complements the spirit of the game and the Village of Glen Ellyn while being self-sufficient."

In terms of financial performance, restaurant sales increased by 4% compared to 2023. Banquet sales, however, saw a decline of 21%, which Satinover noted was partially self-inflicted as the team made intentional decisions that impacted banquet volume. Concession sales remained flat year over year. With respect to the cost of goods sold, Satinover emphasized that managing costs becomes especially important when sales are down. Although food costs were 1% above the target goal, they were still better than 2023's figures. So far this year, Reserve 22 is beating its food cost targets by 2%.

Beverage sales performed well, with liquor exceeding its target by 1%, beer by 3%, and wine by 3%.

Operating profit saw a 5% decrease from 2023, a year in which the restaurant posted strong numbers. Despite this decline, Satinover confirmed that 2024 financial targets were still met.

To improve performance, Reserve 22 will hold monthly sales-focused meetings to identify underperforming days and develop targeted plans to address them. The team is also working on a strategy to track banquet lead conversions more closely and will continue engaging with community partners to increase banquet bookings, with Liz and Britney leading those outreach efforts.

Satinover highlighted several successful special events from the past year. The pumpkin carving event, organized by Kim, had a strong turnout. Parkview School hosted fundraisers at the restaurant, which generated additional revenue. Santa visits were held on Mondays and Tuesdays—days the restaurant is typically closed—allowing Reserve 22 to generate extra revenue during off-hours. Elsa-themed visits and cookie decorating events were also popular and well-received.

Some ongoing challenges were noted, including rising food costs and shifts in guest disposable income. Satinover assured the group that the chef is actively managing costs and that the restaurant maintains full flexibility with its menu to adjust as needed. Promotional strategies are ready to be implemented if necessary. Staffing remains a priority, with a strong focus on retention and hiring selectively. Reserve 22 continues to offer pay rates that are higher than most restaurants in the area to attract and retain quality staff.

Looking ahead to 2025, the goals for Reserve 22 include operating as sustainably as possible, increasing overall sales, and maintaining a guest satisfaction rating of 4.5 stars or higher. Satinover noted that the current rating stands at 4.6 stars.

F. 2025 MARKETING PRESENTATION - Julie Rusin, Marketing Strategist, provided an overview of the marketing presentation. She reported that the Village Links' social media page has seen a 7% increase in followers, with a strategic shift toward video content, as it consistently garners the highest engagement. Vince has been instrumental in generating content, and "hole-in-one" posts are reaching an average of 750 people.

Reserve 22 currently has 4,000 followers, an 11% increase year-to-date. Video posts typically receive around 1,000 views, and we continue to actively grow the audience by inviting and adding new followers. Additionally, the Glen Ellyn Eats dining page—which targets local diners interested in area restaurants—now has 6,011 subscribers and has generated over 250,000 views in the past year.

Julie highlighted several successful special initiatives. The Holiday Pop-Up Bar achieved record-setting revenue. During January and February, the team introduced a Winter Wonderland theme, with Elsa character events that sold out quickly. The annual Chili Cook-Off, which involved partnerships with other local restaurants, sold 200 tickets and

raised over \$4,000. The "Spring Refresh" initiative provided a subtle yet effective aesthetic update to the space, generating positive feedback from guests.

Current marketing goals include expanding the VIP program, which offers non-residents incentives to golf at Reserve 22. This program has shown strong potential, with 1,177 memberships sold. The junior golf camps also continue to be a priority, as they play a key role in developing future golfers.

For Reserve 22, the team is focused on further growing both the Holiday Pop-Up Bar and the Winter Wonderland events with Santa and Elsa having already been booked for 2025/2026. Efforts are also underway to increase banquet and private event bookings and improve overall visibility.

Rusin concluded by sharing that Reserve 22 was recently honored with a Diners' Choice award for outdoor dining and received an honorable mention for Best Local Fish Fry. She credited the chef and staff for their continued excellence in food quality and service, which plays a critical role in guest satisfaction and retention.

G. OLD BUSINESS – MASTER PLAN UPDATE – No update

H. NEW BUSINESS – Manager Allen reported that golf carts are scheduled to be replaced next year. In preparation, Mike Campbell will bring in several demo models for the Recreation Commission to test. Members will have the opportunity to compare features and provide feedback to help inform the final selection.

I. NEXT MEETING - June 27, 2025

J. ADJOURNMENT

Commissioner Slowinski motioned and Commissioner Coconate seconded to adjourn the meeting. The meeting was adjourned at 8:45 a.m.

Submitted by Elisa Pollina, Recording Secretary

Reviewed by Noel Allen, Staff Liaison