



Minutes
 Village of Glen Ellyn
 Recreation Commission
 Regular Meeting
 March 28, 2025
 7:00 AM
 Village Links/Reserve 22

Board or Commission: Recreation
Meeting: Regular
Quorum: Yes

Date: March 28, 2025
Called to Order: 7:00 a.m.
Adjourned: 8:46 a.m.

MEMBER ATTENDANCE:

Carol Scott	Chairperson	Present
Nancy Carter	Commissioner	Present
Tony Coconate	Commissioner	Present
Scott Coldiron	Commissioner	Present – Remote participation
James Ozog	Commissioner	Present
Rick Quoss	Commissioner	Present
Tom Slowinski	Commissioner	Absent
Also Present:		
Noel Allen	General Manager / Staff Liaison	
Mike Campbell	Director of Golf	
Andrew Cross	Golf Course Superintendent	
Jon Satinover	Food & Beverage Director	
Vince Crovetti	Head of Golf Professional	
Steve Thompson	Village Trustee Liaison	
Elisa Pollina	Recording Secretary	
Public		

A. CALL TO ORDER/ROLL CALL

The March 28, 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. APPROVAL OF MINUTES FROM FEBRUARY 28, 2025

APPROVAL OF MINUTES FROM FEBRUARY 28, 2025 MEETING
MOTION BY: Commissioner Carter
SECONDED BY: Commissioner Ozog
RESULT: Unanimous

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

1. Financial – *Noel Allen* – Manager Allen provided financial updates, noting that February's results were typical for this time of year. While revenues appear concerning compared to last year, it's important to remember that the facility opened on February 23 last year.

Over the past 20 years, rounds played ranked 8th, green fees ranked 8th, cart rentals ranked 3rd, the driving range ranked 5th, and the Pro Shop ranked 17th—directly tied to overall activity levels. Merchandise inventory is still a work in progress. Food sales performed well, ranking 2nd, and total revenues ranked 4th.

Weather has been a significant factor, with zero playable hours in 2025 so far, compared to seven last year. As a result, revenues were down \$50,000, though operating expenses decreased by \$32,000, which includes \$24,000 in separation pay for Jeff Vesevick's extra vacation time. Despite these challenges, the net profit change is \$28,000 better than last year, and total revenue is \$16,000 above the target.

Cash reserves have dipped slightly, but the financial position remains strong. Losses are expected from November through April, with one more month of projected losses before an anticipated upswing in revenues. Efforts are ongoing to identify cost-saving opportunities.

2. Manager's Report

A. Golf – Mike Campbell – Director Campbell provided several updates, noting that, similar to last year, February has been a slow month for golf. Most of the merchandise orders have been received.

He introduced Vince Crovetti as the new Head Golf Professional, highlighting that he is currently in training and doing an excellent job.

Registrations for golf continue, with 73 total groups participating in permanent tee times and 40 groups enrolled in the Wednesday senior draw.

Additionally, 60 new employees were on boarded in February, and an Assistant Golf Professional has been hired to replace Vince Crovetti in his previous role.

B. Reserve 22 – *Jon Satinover* – Satinover provided several updates, highlighting key wins and financial stability. Notably, no overtime has been incurred this year, which is typically a challenge during this season due to reduced staffing. He credited Brittany and Kim for effectively managing staff and keeping operations efficient.

Regarding costs, food expenses are under budget by 1%, and wine costs remain stable. While liquor and beer costs have increased, he anticipates they will balance out once operations ramp up.

Banquet operations are off to a strong start, with the first wedding successfully hosted—Liz did an excellent job managing the event, which had 67 attendees and received highly positive feedback.

New patio furniture has arrived, featuring wider chairs and 12 new umbrellas. Additionally, the new menu launches on April 1, and Brittany has curated a new cocktail menu.

For upcoming events, Easter reservations have reached 414, and a \$10 per person fee will be charged for no-shows. The Mother's Day menu will be released soon, and hiring for the summer season will begin in the next month.

In response to Trustee Thompson's inquiry about the old patio furniture, Satinover explained that some pieces were repurposed for grounds and other areas, while the rest were either recycled or sent to a scrap yard. The previous furniture lasted 10 years, and the same brand was chosen for the replacement, ensuring similar durability.

Chairperson Scott asked about food cost management. Satinover explained that the Chef is highly mindful of expenses, and if any menu item becomes too costly, it can be removed to maintain profitability.

C. Grounds – Andrew Cross - Cross provided several updates, noting that February marks the ramp-up of course maintenance work. The team has completed the removal of 25 trees and recently acquired a new skid steer, a \$100,000 investment, which will be reflected in March expenses. Collaboration with Gregg Martin continues on the next steps for the Master Plan.

Cross also attended the Golf Course Superintendents Association (GCSA) conference in San Diego, a two-day education and trade show. Key takeaways included advancements in automation and drone technology. Aerial drones, which use infrared imaging to detect stress and track course changes are emerging as a valuable tool, though they remain costly. Additionally, small autonomous mowers for fairways are being introduced in the industry, and their impact will be closely monitored.

The department is also in the process of migrating from Google to Microsoft and is still working through software integration.

Commissioner Quoss inquired about the plaques from the removed trees. Cross confirmed that they were carefully removed and relocated to other trees.

3. Trustee Liaison – Steve Thompson – Trustee Thompson provided updates on several key developments:

- The U.S. Bank site event park and the Park District project have both been approved by the board and are moving forward.

- Panfish Park will be officially transferred to the Park District on May 1, reducing the Village's involvement in its maintenance. However, the Village will continue to maintain the ponds.
- Manor Woods will also be transferred to the Park District's oversight.
- The Full Circle hotel site for affordable housing has been approved by the Village, with demolition set to begin soon.
- Voting for the Milton Township election ends on April 1, with positions on the ballot including Village President and Trustee seats.
- The Village is transitioning to an online permit application process, streamlining approvals and submissions.

E. 2025 GOLF OPERATIONS PRESENTATION – Director Mike Campbell presented the 2025 Golf Operations update, emphasizing the continued growth and evolving priorities of the Village Links. He noted that golf participation has surged nationally over the past two years, with rounds up 6% across the country. Village Links has performed even better, with rounds increasing by 15%, consistently placing the course above average compared to others. Weather remains a critical factor in both success and profitability; when conditions are favorable, play is strong. So far, golf-playable hours have outperformed expectations.

Looking ahead, the focus for the year is on enhancing the golfer experience by creating more of a “country club” atmosphere. Campbell explained that retaining existing golfers is a top priority, as attracting new ones remains challenging. The team is committed to making every golfer feel welcome. He also pointed to a significant opportunity with the upcoming year-long closure of Cantigny Golf Course, which could help drive additional traffic and visibility to Village Links.

Campbell acknowledged several ongoing challenges, including unpredictable weather patterns and the rising cost of golf. He noted that labor continues to be the largest operational expense. On the technology front, the course is leveraging several platforms to optimize operations and customer service, including Club Prophet for point-of-sale and course management, Golf Genius for scoring and tournament coordination, Gallus Golf for mobile and online engagement, and HotSchedules for staff scheduling. The team is also considering adding an online merchandise platform to expand retail offerings. Tag Marshal, used for pace-of-play monitoring, has had a few minor issues, but they are being addressed. Earth Networks continues to provide reliable lightning detection.

The Village's IT department has played a key role in recent upgrades, including the installation of new mainframes on each floor. Additionally, larger iPads have been provided to the rangers to improve on-course operations. Security enhancements are also in progress, with new cameras scheduled for installation in August. Requests for quotes have been sent to vendors and camera locations have been identified.

Outings remain an important part of the business model, serving as a healthy supplement to walk-up play. Campbell noted the importance of maintaining a balanced schedule but emphasized the financial benefits that outings bring. In response to Trustee Thompson's request, a full outing recap will be provided at the next Recreation Commission meeting to help quantify their impact. Thompson also inquired about food and beverage usage during outings, and Campbell confirmed that more than 90% of outings utilize in-house catering.

Lastly, Campbell reported strong performance in junior programming. Junior camp enrollment has increased, and the camps continue to be well-received under the leadership of Vince Crovetti, who has successfully managed the programs for several years.

F. OLD BUSINESS

1. *Master Plan Funding Ideas* – Manager Allen provided an update on funding strategies for the Master Plan, following last month's discussion on potential external funding sources. From both a staff and Village perspective, Allen emphasized that if the Village begins soliciting donations, there must be a near-certain commitment—approximately 99%—to moving forward with the project. Additionally, any funds raised would need to be used exclusively for the designated purpose.

Allen mentioned the possibility of implementing a commemorative paver or brick donation program in the future, noting that such contributions should reflect a high-level donation to ensure meaningful support. These ideas can be explored further down the line as plans solidify.

The total projected cost of the Master Plan is estimated at \$10–12 million. At present, the Village is still servicing \$300,000 in debt related to the clubhouse, which necessitates a conservative financial approach. For now, we are in a holding phase focused on building cash reserves. Although the golf operation yields approximately \$1 million in operating profit annually, there are still significant capital needs. The financial goal is to improve our position by \$300,000 to \$500,000 per year.

To help develop a viable funding strategy, the Village will bring in a financial consultant. Given that capital planning operates on a 5-year cycle and contractors are currently booking projects two years out, it's important to begin the financial groundwork soon. While the course layout and Master Plan have been finalized, if a clear path to securing the full \$10–12 million does not emerge, the team may need to pursue value engineering to scale the project accordingly.

Allen stressed the importance of being diligent in saving and waiting for existing debt obligations to expire. Once a healthy financial reserve is established, the Village will be in a better position to move forward with the project.

Trustee Thompson inquired whether early debt repayment was an option, to which Allen responded that this is one of the areas where the Village's Finance

Department and financial consultant's expertise will be valuable. The Recreation Commission also discussed the importance of transparency throughout the process. One suggestion included dedicating a webpage to communicate the goals, status, and timeline of the project to the community.

G. NEW BUSINESS - None

H. NEXT MEETING - April 25, 2025

I. ADJOURNMENT

Commissioner Carter motioned and Commissioner Quoss seconded to adjourn the meeting. The meeting was adjourned at 8:46 a.m.

Submitted by Elisa Pollina, Recording Secretary

Reviewed by Noel Allen, Staff Liaison