

MINUTES

BOARD/COMMISSION: Recreation

DATE: September 16, 2009

MEETING: Regular

CALLED TO ORDER: 7:45 p.m.

QUORUM: Yes

ADJOURNED: 9:28 p.m.

MEMBER ATTENDANCE:

PRESENT: Chairman Girsch,
Commissioners
Rosley, Dwyer, Power;
Recreation Director Pekarek

LOCATION: Glen Ellyn Civic Center

ABSENT: Commissioners Cavanagh
Forman, Gallagher,
Trustee Liaison Cooper

I. CALL TO ORDER

Chairman Girsch called the meeting to order at 7:45 p.m.

II. APPROVAL OF MINUTES

Chairman Girsch moved to approve the minutes of July 15, 2009, seconded by Commissioner Dwyer. Motion carried.

III. STANDING REPORTS

A. MANAGER REPORT

Director Pekarek reported that based on rounds played through August, it appeared that golf rounds would end up down by 8-9% for 2009. With the exception of May, every month has been down by about 10%. At the end of August, year-to-date rounds were down 6.7%. Great weather in September has helped business. After the first two weeks of September, year-to-date rounds were only down 3.1%.

Director Pekarek indicated decisions will need to be made for 2010 in the next 30 days. The Village Links cannot operate at current levels. Long term, revenues are not adequate to sustain the current level of expense.

Pekarek said that many area golf course managers feel that weather has hurt play, but he feels that weather is less of a factor than the economy and a decline in interest in golf. At the Village Links, 9-hole course play has fared better than play on the 18-hole course.

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Open discussion occurred regarding various ways to bring in revenue. Commissioner Rosley questioned the coupon drink tickets and asked if it be more cost efficient to offer fountain drinks instead of Gatorade and other bottle products. Director Pekarek indicated the studies reflect that while the bottled beverages cost more, the potential cost savings is not as large as one might suspect. Out of \$65,000 in retail value of the beverages given away, restricting customers to fountain beverages and coffee would only save a couple of thousand dollars. Staff feels that this is not a significant amount of money given the number of customers impacted.

Commissioner Rosley asked how many individuals enroll annually for the V.I.P. program. Director Pekarek was not sure, but he estimated the number to be 750-900.

In closing, Director Pekarkek stated that he waits until the end of September each year to analyze sales results for specific green fees. By that time of year enough business has occurred so that the comparison between years is meaningful.

B. FINANCIAL REPORT

Commissioner Rosley introduced a possible revenue suggestion to create more loyalty and to bring golfers and their friends from neighboring suburbs to the Village Links by offering an annual season pass.

Open discussion occurred regarding various loyalty and season pass programs. Topics of discussion ranged from cost of maintaining the greens, the overall economic environment, recruiting small groups such as local businesses and churches, Chamber of Commerce, "a frequent golfer program", based on the concept of the frequent mileage program. Commissioner Rosley stressed that the Commission would like to be proactive to any new ideas on ways to bring in a more loyal customer base. Director Pekarkek's stated that it is very difficult to measure success and would continue to entertain any new ideas that the commission could offer for a future program.

Director Pekarek was asked to include an evaluation of the impact of season passes in the 2010 User Fee Recommendation that will be discussed in October.

C. TRUSTEE LIASON

Trustee Liaison Cooper was not in attendance.

V. ANNOUNCEMENTS AND OTHER BUSINESS

Director Pekarek informed Commission that the Village of Glen Ellyn is putting together a manual for all Commissions. He stated that if the Commissioners would like to have their e-mail addresses in the manual to please forward it to the Village of Glen Ellyn through him.

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Next month's meeting will cover a recommendation for 2010 User Fees which will include a great detail of analysis. Chairman Girsch announced that the next meeting is scheduled for October 21, 2009.

VI. ADJOURNMENT

Commission Dwyer moved to adjourn the meeting at 9:26 p.m., seconded by Commissioner Power. Motion carried.

Submitted by: Tina Kornblith

Reviewed and edited by Matt Pekarek, Recreation Director October 18, 2009

Approved by the Recreation Commission October 21, 2009