

Village Links Golf Master Plan Steering Committee Minutes

8/9/2010

Called to order 6:35pm

Adjourned 8:20pm

Present: Kathleen Esposito, Glen Graham, Sue Carroll, Bob Cornwell, Bill Schumann, Mary Ellen Martin, Gene Ferris, Craig Pryde, Jim Schutte, Brad Rosley

Location: Village Links Restaurant

Called to order by Bill Schumann at 6:35pm

New Committee member Jim Schutte was introduced.

Approved Minutes from July meeting. Bob Cornwall made motion, Gene Ferris second, all approved

After giving brief overview of short term goal planning, Chairman Schumann handed off to Kathleen Esposito who contacted 8 different golf course operators regarding their food service. Four of the courses operated their own food service and 4 outsourced it.

Kathleen gathered some information about each and got an idea of what was working and if they were pleased with their current situation.

Park District / Contact Information	Restaurant In House or Outsourced	Financial Information	General Comments (All pd's willing to share contracts and RFP's)
Channahon PD Heritage Bluffs Mark 815-467-7275	In house	Lost a couple thousand over the last two years	Lunch crowd, just golfers; basic menu; has small banquet room; isolated location, no bar; closed in the winter; golf course bigger focus, food is designed for the turn and quick lunch
Elk Grove PD Fox Run Mike Brottman 847-437-9494	In house	Restaurant Rev. is \$155,000/Liq. Is \$160,000..min profit	Renovated clubhouse recently, built bar with view of course; glorified lunch/snack shop with line cook; golf facility first, located next to major franchise restaurants
Highland Park PD Sunset Valley Doug 847-579-3105	Out source with Hel's Kitchen;	\$1,900 per year; PD pays utilities; 30,000 rounds;	Small facility, 30 tables, no bar; no banquet; Used to run in house but lost money every year; contract up for renewal and planning on raising the rent
Schaumburg PD Schaumburg GC Dan 847-985-2115	Outsource with A La Carte / Chandlers	8 to 12% on net revenue w/ avg. \$500,000 to \$750,000; bar is \$250,000	3 yrs ago switched to Chandlers; pd had problems with winter lay offs, inconsistent staff, lost money; now open year round, excellent food; dual destination, golf and food; Evening specials are packed;
Lisle PD River Bend GC Dave	In house The View	\$1.3 million in Revenue, break even bottom	Bar with view and large deck overlooking course; seats 100 people shared with outings; 9 holes; open year round; brings in large

630-968-1920		line	outside crowd for lunch/dinner and no golf; special events and evening specials
Wheaton PD Arrowhead GC Mike Bernard 630-510-5070	In house; Head chef & 3 full timers	Net \$561,000 and \$240,000 in banquets	Large bar, grill, deck and restaurant overlooking golf course; open year round, bring in big non golfing crowds; 60/40 split on food to alcohol;
Wilmette PD Wilmette GC Tom Porter (R)	Outsource Open Kitchens	\$50,000 and share utilities	Holds 140 people for outings; Minimum off street lunch crowd; Was in house until last year, made no money; primarily pub food and members much happier; designed for golfers first ; rounds down but restaurant is not;
Winnetka PD Winnetka GC Tom 847-501-2074	Outsource Open Kitchens	\$21,000; PD pays utilities, replaces equip. six years	Members happy with food; poor clubhouse layout, no bar, shut down in winter, not a lunch destination, large junior gathering, surrounded by golf courses with great rest.

Kathleen's summary was that the restaurant component of the golf business could make money and work well with the golf course.

Glen Graham had a lengthy discussion with the General Manager at Wilmette Golf Course. They went from making nothing in the food service to collecting \$50k per year rent and are extremely happy that they made the change from doing it themselves. They just renewed a 3 year lease with Open Kitchens. He also offered to speak to our Village Trustees and Matt P. about this transition. The outsourcing has worked well with outings and other golf related events and it has taken very little of his time to work on a daily basis with Open Kitchens.

Sue Carroll spoke to White Pines. They are offering full live music on Friday evenings to bring more non golf revenue to the facility.

Brad Rosley spoke with Mt. Prospect Golf Course head pro, Brett Barcel. They switched to outsourcing through Open Kitchens about 10 years ago and have been very pleased. They went from losing money to collecting \$50,000 per year rent and splitting the utilities. They also have a 3 season tent that allows them to have larger groups use it for non-golf related parties + outings. The food service has been great and has complimented the golf business while allowing him to focus all his energy on the golf business.

Craig Pryde shared some drawings he had done for possible restaurant changes back in 2007-8. Due to some costs and uncertainty about making any changes, none of those plans were ever presented to the Rec. Commission. It was assumed any changes would be at the full expense of the Village as outsourcing the food and beverage was not brought up at that time.

The overall impression was that there is probably an opportunity to make money in the food service area while complimenting the golf business and providing more use of the facility by village residents. We need to find the right vendor that would be willing to abide by the standards and limitations that are presented.

A lengthy discussion began about what was the best way to get the ball rolling. Glen Graham made the motion to request a formal Request for Proposal (RFP) or Request for Information (RFI). This would help the

Steering Committee find out if there are interested vendors and what they would propose. There was some confusion over the best process to gather the initial information and Chairman Schumann will check with Village Trustees to find out the best way to go about this and the steps that need to be taken. It was seconded by Bob Cornwell. After a long discussion it was voted on and passed.

The Steering Committee is hopeful that the Recreation Commission will agree with this idea as the best way to do some real “fact-finding” to find out if there are any interested vendors and what they would propose doing. The Steering committee will begin immediately putting together Request parameters. They will begin by requesting the proposal documents issued by other courses that have already gone through this process. Using these as templates should greatly move things along. We would also rely on Matt Pekarek’s input to make sure we covered all the bases. Matt has already given the Rec. Commission a detailed list of items (at prior Commission meetings) that he believes would have to be addressed if the food service is to be outsourced and we would make sure those are addressed.

The long-term strategic plan:

Bob Cornwell met with Andy Anderson of Billy Casper Golf. They work with many golf courses in IL and other states. They have some efficiency advantage due to their size. They also offer consulting services that we may want to consider in the future.

We also decided to go to courses that have put up or have plans for a new clubhouse for their plans and costs. Those include Arrowhead, Sportsman’s and Wilmette. We are hopeful that seeing the scope and cost of their plans gives us useful information going forward. We will also be looking into golf courses that have found ways to include other governmental bodies to allow the facility to potentially be used for other activities.

It was discussed that as the long term strategic plan takes shape, an appropriate first step is to define what the property should truly be for the next 20-25 years..... as divergent opinions were given ranging from a strictly golf oriented property to more “outside the box” possibilities, Chairman Schumann directed the Committee members to give this topic appropriate consideration, and to be prepared to discuss this longer term philosophical question at the next meeting.

Public Comments: none

Meeting Adjourned at 8:20pm. Next meeting scheduled for Monday September 13th at 6:30pm at the Civic Center.

Minutes approved by the Steering Committee September 13, 2010