

Minutes

BOARD/COMMISSION: Recreation

DATE: October 20, 2010

MEETING: Regular

CALLED TO ORDER: 7:34 p.m.

QUORUM: Yes

ADJOURNED: 8:53 p.m.

MEMBER ATTENDANCE:

PRESENT: Chairman Girsch,
Commissioners
Cavanagh, Cornwell, Noel,
Rosley

LOCATION: Glen Ellyn Civic Center

ABSENT: Commissioners Dwyer,
Schumann,

ALSO PRESENT: Trustee Liaison
Cooper, Recreation Director
Pekarek

Call to Order

Chairman Girsch called the meeting to order at 7:34 p.m.

Public Comments

None.

Approval of Minutes

Commissioner Cornwell motioned for the approval of the minutes from August 16, 2010. Commissioner Noel seconded. The motion passed unanimously.

Commissioner Noel motioned for the approval of the minutes from September 15, 2010. Commissioner Cornwell seconded. The motion passed unanimously.

Standing Reports

Manager – Matt Pekarek

Mr. Pekarek stated September was a good month overall, not as good as 2009, but better than 2008. The weather was extremely dry and the temperatures were moderate, with no frost delays. He stated the 9 hole play was up 14% for the month 7% for year and the 18 hole course was down 4% for the month, and up 3% on the year.

Golfers noticed that course conditions were superior compared to other area golf courses. This was the result of the 2004 course renovation and an upgraded maintenance program.

The 9 hole course was affected by this year's harsh weather more than the 18-hole course, prompting staff to aerate greens on that course sooner than in past years. He explained a new aeration pattern that was used this year to speed recovery time.

High school golf teams are a dominant presence in the fall season. This is a good service to the community but the revenue gained is limited.

The 17th annual Fall Fest involves many promotions and special offers for golfers.

September is a busy month for outings. This looks to be a good possibility for revenue growth, even though there is strong competition among courses. Additionally, organizers usually failed to sign up as many participants as they initially hoped to attract. General discussion took place regarding opportunities for outings in the future.

Financial – Commissioner Rosley

Commissioner Rosley reported that driving range revenue was down 14% from the previous year. The Pro shop business is still difficult to make any money on, food service is down on the year despite cutting expenses by \$11,000 on the year, and green fee revenue was down 6% on the year.

Trustee Liaison – Peter Cooper

Trustee Cooper stated the Director of Finance for the Village has accepted a position in Carol Stream. The position is open for applicants.

The tax levy process has begun.

The Village is negotiating with the College of DuPage to draft an intergovernmental agreement. He was hopeful an agreement could be reached without any further litigation.

Downtown a new Asian restaurant will be opening soon. Bells and Whistles Snackery will close at the end of the month.

Commissioner Rosley asked if the Glen Ellyn Alliance will be shutting down at the end of the year. Trustee Cooper stated that one of the findings from the strategic plan was that too many entities were involved in the downtown area. A transitional board has been created to serve as an umbrella organization until a new organization can be formed. He will keep the Commission updated.

Old Business - New Revenue Ideas

Commissioner Cornwell provided information regarding the October 18 steering committee meeting. Some members have resigned and new members are being added. The group is discussing the long term and short term. The group will be working with Village Links staff and that an Request for Information (RFI) on the Outsourcing of Food Service will be drafted. Village Links staff will make a presentation to the committee on the facility issues that need to be resolved.

Commissioner Noel asked about year to date Food Service revenue and expense. Mr. Pekarek said that revenues are down \$20,00 and expenses are down \$33,000. He explained how overhead costs are allocated on the financial performance worksheet and that Food Service is essentially a break even operation each year.

Commissioner Cavanagh discussed the difficulty of planning for the short term when the long term plan has not been completed yet. He questioned if the food service RFI will be utilized for the 2011 golf season. Commissioner Cornwell stated the goal of the RFI was too look at more information to see the feasibility of a food service business. Mr. Pekarek stated he will be drafting the RFI and try to identify visions from a number of vendors to determine the market potential of the food service business. Mr. Pekarek said that in offering to draft the RFI he was not trying to work around the Recreation Commission and Village Board, but that he felt it was important to expedite things so that the steering committee could make some progress as soon as possible.

New Business – User Fees for 2011

Mr. Pekarek provided a report on proposed 2011 user fees, which are the primary user fees at the Village Links. He outlined the process staff used to develop this recommendation. Rounds played are up very slightly and revenue is down slightly. Staff recommends that fees be left unchanged.

A plan was mentioned that Phoenix area golf courses use to offer last minute discounts for unused tee times. It was asked if that strategy could work in Glen Ellyn. Mr. Pekarek stated the industry generally considers that approach to have been a failure, as it trains golfers to wait till the last minute to make tee times to get discounts. The result is that play remains weak and revenues are down even more.

Commissioner Cornwell motioned to approve the 2011 user fees. Commissioner Rosley seconded. The motion passed unanimously.

Announcements and Other Business

Reminder – Next scheduled meeting scheduled for Wednesday November 17, 2010 at 7:30 p.m. at the Glen Ellyn civic center.

Mr. Pekarek stated that he would defer his planned storm water presentation to a future meeting

Adjournment

Commissioner Cavanagh motioned for adjournment. Commissioner Rosley seconded. The motion passed unanimously and the meeting was adjourned at 8:53 p.m.

Submitted by: Chris Ragona

Reviewed and edited by Matt Pekarek, Recreation Director, November 11, 2010

Approved by the Recreation Commission November 17, 2010