

Minutes

Recreation Commission Special Meeting to Discuss Village Links Naming and Branding

Date: November 8, 2012

Location: Glen Ellyn Civic Center

Called to order: 7:05 pm

Adjourned: 8:50 pm

Present: Chairman Girsch, Commissioners Cornwell, Graham, Jourdan, Miller

Also present : Recreation Director Matt Pekarek, Head Golf Professional Noel Allen, Food Service Manager Mike Atkins, Director of Golf Jeff Vesevick.

Call To Order

Called to order by Chairman Girsch at 7:05 pm.

Public Comments

None

Village Links – Naming and Branding

This was a special ad hoc meeting to discuss the naming and branding of businesses at the Village Links. This topic was discussed at an ad hoc meeting on October 25 attended by Chairman Girsch, and staff members Matt Pekarek, Jeff Vesevick and Mike Campbell.

Matt Pekarek explained that the addition of a bar and banquet facility at the Village Links raised the issue of the name and brand under which business is conducted at the golf course. Staff has been advised that the new restaurant, bar and banquet facility should be named. While the name and logo for the “Village Links of Glen Ellyn” have served the course well and are an established brand with the public, if any changes to name, logo, and brand are entertained, now would be the opportunistic time to do so.

A discussion followed on business names, logos and branding. There was a strong feeling that the “Village Links of Glen Ellyn” name, logo and brand should be continued. While most people felt the restaurant, bar and banquet business should have its own name and logo, some questioned if that was necessary.

A list of brain storm ideas for possible restaurant names was circulated prior to the meeting. There was not any strong support for any of the ideas on that list. A long far reaching discussion on names and marketing ensued. The consensus was to consider ask everyone to submit their favorite names. Staff will pursue alternate ideas. Staff will look into the possibility of retaining a marketing firm for professional help. The names of a couple of local firms were noted.

Adjournment

The meeting adjourned at 8:50 pm.

Draft minutes prepared by Matt Pekarek

Approved by the Recreation Commission January 16, 2013