

MINUTES

BOARD OR COMMISSION: Recreation DATE: February 20, 2013

MEETING: Regular X Special _____ CALLED TO ORDER: 7:33 PM

QUORUM: Yes X No _____ ADJOURNED: 8:33 PM

MEMBER ATTENDANCE:

PRESENT: Chairman Girsch, Commissioners, Cavanagh, Cornwell, Jourdan, Leuzzi and Miller

ALSO PRESENT: Trustee Ladesic, Director Pekarek, Recording Secretary Blake

ABSENT: Commissioner Graham, Student Commissioner Garrett Dickson

CALL TO ORDER:

The February 20, 2013 regular meeting of the Recreation Commission was opened by Chairman Girsch at 7:33 PM. A quorum was present.

PUBLIC COMMENTS:

None

APPROVAL OF MINUTES:

Commissioner Miller moved and Commissioner Cornwell seconded to approve the minutes from the January 16, 2013 meeting. It was approved unanimously.

STANDING REPORTS:

Manager's Report

Manager Pekarek said January is the quietest month of the year at the Links. The final financial report for last year was received and 2012 was very profitable. Gross profits were \$786,000, making 2012 the second most profitable year in the past 20 years. These results are due mainly to the weather. Manager Pekarek noted that since the course was renovated eight years ago, \$700,000 in capital equipment has been replaced and cash reserves have increased by \$700,000.

Manager Pekarek noted that a golf industry publication has reported that 93% of all U.S. golf courses are losing money. Yet, the Links has made a profit every year since the course renovation. Operating expenses at the Links have been reduced seven of those eight years.

Commissioner Miller asked about the condition of the turf this year. Manager Pekarek said that the turf does not improve over the winter, that it is generally the same as it was at the end of last year.

The spring weather patterns will be very important once things begin growing again. He noted that some key construction items need to be completed so the lakes can be filled to normal levels and the irrigation system can be turned on.

Manager Pekarek reported that mower maintenance is under way. It is important to keep mowers in top cutting condition. He summarized the maintenance required on the mowing equipment.

The 2013 Schedule of Events has been finalized. Tournaments, Leagues and instruction offer customers 13,000 rounds of golf and 4,000 hours of instruction. These programs are labor intensive for the Golf staff.

Pre-season registration is running far behind 2012. This is due to (1) the extraordinary weather last year; and (2) the conditions resulting from construction disruptions. The resident card discount has been extended from March 31 to May 31 because of current site conditions.

There will be a new Point-of-Sale system going live sometime in March, which should be embraced by customers by the end of the season. The old system is no longer supported and needs to be replaced.

The pre-season newsletter was mailed earlier in the week, and the new amenities will be highlighted at the Chicago Golf Show booth. Staff is working with a new golf marketing firm to generate traffic with outings and meeting groups.

Commissioner Miller asked where the Pro Shop inventory is being stored. Manager Pekarek said it is being stored elsewhere on the property. He noted that apparel does not take up too much space. Staff is looking at how to provide some limited food offerings until the kitchen reopens. The Pro Shop will house some customer seating in the Spring.

Trustee Liaison Report

Trustee Ladesic asked if credit card purchases will be accommodated at the half-way house and beverage carts. Manager Pekarek said yes, although specific internet access is being worked out at the Halfway House. iPod® technology will be used with the beverage carts. Trustee Ladesic also asked if the Civic Center cashiers could accept pre-season golf registration while the clubhouse is under renovation. Manager Pekarek said capturing data into a single system would be a challenge and it would be difficult to answer all of the questions on golf programs and pre-paid fee programs at the Civic Center. Because of the new Point-of-Sale System, we are producing a new photo ID card for every customer.

Trustee Ladesic noted that the study on wayfinding signs is nearly complete.

Trustee Ladesic said that the golf cart purchase was narrowly approved by the Village Board. There was concern expressed by Trustees about the amount of research and due diligence performed. He suggested that the Commission help the staff find better ways to purchase golf carts in the future. Manager Pekarek said that if the Recreation Commission wanted to take on this effort, now would be the time to start. Staff has determined that buying new carts and trading them in every 4 years provides the best quality of vehicle for the cost involved because new incur a minimum of repair costs and they retain better trade-in value. The Commission could investigate identify other ways to purchase carts and compare capital investment, maintenance costs and trade-in value down the

road. The Village Links expects to consider a new cart purchase for 2017 and it would be helpful to have data on other purchase methods. Commissioner Miller asked if the carts would have club covers and GPS yardage systems. Manager Pekarek answered that the new carts would have club covers, but that they would not have GPS yardage systems because the carts will still be stored outdoors and those systems are increasing less popular because of cost and the ready alternative of hand held distance measuring devices.

UPDATE ON VILLAGE LINKS FACILITY IMPROVEMENT PROJECT

Manager Pekarek noted that the roof truss installation should be complete in another week. Roof sheeting will follow, with extensive interior work after that. Trenching for the new parking lot lights is disruptive, but going on now as opposed to closer to the start of the season. Efforts are ongoing to complete the masonry around the Pro Shop to avoid issues when the course opens. Orders for kitchen equipment and furniture have been placed. Several televisions will be purchased when they are on sale. Discussions are being held to bring on an outside marketing firm to assist with, among other things, naming the restaurant.

Commissioner Cornwell asked when the actual opening will take place, given that the soft opening will be May 31. He strongly suggested that any formal opening be delayed so that bugs can be worked out and a good impression can be made. There was discussion concerning how to have a dedication event and also how to manage customer expectations at the start. The general feeling was that a grand opening is not a good idea, especially early in the summer. The marketing firm will assist in developing long and short term strategies, and funds will be spent on marketing in the first one or two years.

ANNOUNCEMENTS AND OTHER BUSINESS

There were no announcements. The next meeting of the Recreation Commission will be on Wednesday, March 20 at 7:30 PM at the Glen Ellyn Civic Center.

ADJOURNMENT:

Commissioner Cornwell moved to adjourn the meeting, with Commissioner Miller seconding the motion, which was agreed to unanimously. The February 20, 2013 meeting adjourned at 8:33 PM.

Submitted by Karen Blake, Recording Secretary

Reviewed and Edited by Matt Pekarek, Recreation Director March 15, 2013

Approved by the Recreation Commission March 20, 2013