

AGENDA



VILLAGE OF GLEN ELLYN RECREATION COMMISSION

**Wednesday July 16, 2014
7:00 PM
Village Links Board Room**

1. Call to Order
2. Public Comments
3. Approval of Minutes of June 18, 2014
4. Standing Reports
 - A. Manager – Jeff Vesevick, Director of Golf
 - B. Financial -
 - C. Trustee Liaison – Tim O’Shea
5. Announcements and Other Business
6. Reminder – the next meeting of the Recreation Commission is Wednesday August 20, 2014 at 7:00 pm at the Village Links.
7. Adjournment

APPROVAL OF MINUTES:

Commissioner Jourdan moved, and Commissioner Browder seconded, approval of the minutes of the May 21, 2014 meeting. The motion was passed unanimously.

STANDING REPORTS:

Manager's Report

Golf Course Superintendent Pekarek expressed appreciation for getting the assessments from Mr. Kahn and Mr. McIntosh as people who really know the business.

It was reported that May was a decent month for golf. The course came back from the winter nicely after the soil temperatures warmed. The course is in decent shape. Staff is performing normal maintenance and completing some left over construction items. The golf range activity is very strong compared with previous years. Resident card sales are up 29% over the previous year; however, last year showed poorly because of the construction. Superintendent Pekarek noted that results of golf outings are difficult to assess when taking into account displacing regular players. September and October are big months for outings.

The two seatings for the Mothers Day brunch were sold out. A 10 year projection was prepared approximately one year ago, and food service operations are ahead of sales and profit estimates. Pro shop sales are up 60%, but it is not able to compete with big box golf equipment sales. The pro shop is provided as a customer service. The "Have One on Us" event was successful with good weather. Junior camps start in June. Commissioners discussed a program of junior competitions against other courses. Sixty youth signed up at the Links. U.S. Senior Open qualifying will take place this month.

The staff now includes five full time employees. With the increased personnel, they will be able to take on more responsibility, as well as will face higher expectations.

Commissioner Browder mentioned that he has received feedback complimenting on the condition of the greens. However, he would like to see easier pin placements on weekends to encourage prompt pace of play. Commissioners discussed the place of play issue and how to encourage players to fix ball marks.

Financial Report

There was no financial report to review for this meeting. Chairman Cornwell noted that there has been a lot of work done on the financial reports. His desire is for a basic, clear report received quicker than it has been in the immediate past. Trustee O'Shea said that the Village recently lost its Finance Director, and that a position has been posted for a part time bookkeeper housed at the Links. The Village staff is reviewing the Links financials; there just is no report at this time.

Trustee Liaison Report

Trustee O'Shea clarified the new electric aggregation contract. Rates would have increased no matter what the Village did. If rates decrease, the Village can opt-out of the new contract.

ANNOUNCEMENTS AND OTHER BUSINESS

Chairman Cornwell announced that Matt Pekarek has retired. Ideas were discussed for a farewell event and Village recognition of his service. Mr. Kahn said that Matt left behind a good group of staffers with lots of energy. Chairman Cornwell noted that Matt took a flood plain and turned it into a good facility.

There was general discussion concerning better organizing the service staff and installing some leadership positions such as bar manager, server manager and banquet captain. Complaints are still being received about the speed of service in the restaurant. There was also discussion concerning inventory control, particularly at the half-way house. Staff must have a respect for every piece of inventory. There is a need for additional training, particularly on the POS system.

Trustee O'Shea suggested putting a café in the pro shop for those wanting something quick before teeing off. It could be just a kiosk with hot dogs, beer and soft drinks and snacks. There was general support for this idea, and it has been done well elsewhere.

Bill McIntosh said that he has submitted two marketing proposals to the Village Manager, and will have two more in the near future. The proposals include monitoring and coordinating social media and gathering data. Knowing the customer will assist in how to plan the marketing strategy.

The next meeting will be Wednesday, July 16, 2014 at 7:00 PM at the Village Links of Glen Ellyn, unless the banquet room is in use, in which case the meeting will be at the Civic Center.

ADJOURNMENT:

Commissioner Jourdan moved, and Commissioner Leuzzi seconded, to adjourn the meeting. The motion was approved unanimously, and the meeting was adjourned at 8:20 PM.

Submitted by Karen Blake, Recording Secretary
Reviewed and Edited by Jeff Vesevick, Director of Golf

Manager's Report

June 2014

GOLF

June was a relatively poor month for golf, as rain fell 16 of the 30 days, negating any momentum gained at the end of May. The ever popular Have One On Us Customer Appreciation weekend was a relative success, as we saw the most rounds played (1,119) since 2011. The Village Links played host to the U.S. Senior Open Qualifying on Monday, June 23.

The introduction of PGA Jr. League golf has attracted 60 junior golfers, creating \$15,000 in new revenues at a relatively low cost (\$4,500). The league is a new way to lure kids back from summer leagues of other, more popular sports like baseball, lacrosse, soccer, and of course, video games.

Rounds played are up 11% for June, and are up 15% for the year.

Green fee revenues are up 8% for June, and are up 14% for the year

Pro Shop sales are up 48% for the month, and are up 57% for the year

The Driving Range was closed in 2013.

A spreadsheet is attached to compare 2014 to the 5 previous year, with 2013 under construction, and 2012 an unusual good start weather-wise.

FOOD & BEVERAGE

There are no previous numbers to make comparisons to food sales. Sales to date are trending to reach revenues of around \$1.8 million. The month of June posted a \$96,000 profit from operations, with \$121,000 operational profit year to date.

A number of training sessions have taken place to improve service and efficiency, with more scheduled.

Inventory procedures are being implemented to minimize shrinkage.

A new sales tablet has been implemented for the Beverage Cart, allowing for immediate posting of sales, and ease of credit card usage. Mini bottles of selected liquor has also been added to the Beverage Cart menu.

GROUNDS

Temperatures in June were typical, posing few difficulties for maintaining the golf course. The abundance of rain (6.06" versus and average of 3.91") allowed for very minimal supplemental irrigation. The rain did, however, effect revenues, as carts were "grounded" twice on the 18 Hole Course, and 4 times on the 9 Hole Course, where drainage is typically slower.

80 tons of sand were added to the 9 Hole Course bunkers, improving playability.

19,000 ball marks were filled with green dyed sand

Solid tine spiking was completed in several high wear areas

Stimpmeter readings were conducted 6 times in June. 18 Hole greens rolled from 9.3' to 9.9 feet, with an average reading of 9.6'. 9 Hole greens rolled from 9.0' to 9.4', with an average of 9.2'

Overall, the Golf Course is in very good condition.

MARKETING

Village Links Mangement signed an agreement with Legendary Marketing to boost exposure for both the Golf Course and Reserve 22 through re-designed websites, email marketing, facebook, twitter, and other electronic media channels.

Comment Cards have been placed in Reserve 22 and the Golf Shop to invite Customer feedback. To date, approximately 30 customers have taken advantage of this feedback mechanism.

MAY 2014



**RECREATION DEPARTMENT
FINANCIAL PERFORMANCE WORKSHEET** (calendar year beginning January 1)

		2013	\$ Per	2014	\$ Per			YTD 2013	\$ Per	YTD 2014	\$ Per		
		MAY	Round	MAY	Round	+/-	%	MAY	Round	MAY	Round	+/-	%
REVENUE													
4025	SALES TAX	2,511		18,002		15,491	617%	4,387		46,040		41,653	949%
4230	INTEREST - INVESTMENTS	1,256		-		(1,256)	-100%	7,660		1,425		(6,235)	-81%
4500	GREEN FEES	185,960	24.32	221,320	24.35	35,360	19%	279,071	23.07	332,458	23.21	53,387	19%
4520	DRIVING RANGE	0	0.00	33,163	3.65	33,163		0	0.00	60,111	4.20	60,111	
4530	PRO SHOP - SALES/INVENTORY	11,130	1.46	20,140	2.22	9,010	81%	24,718	2.04	40,369	2.82	15,651	63%
4550	RESIDENT CARDS	4,935		5,770		835	17%	22,185		28,685		6,500	29%
4570	MOTOR CARTS	42,316	5.53	52,329	5.76	10,013	24%	61,928	5.12	76,953	5.37	15,026	24%
4900	MISC. - OVER/SHORT	(32)		(87)		(55)	173%	5		(187)		(192)	-3969%
4901	MISCELLANEOUS	9,465		6,875		(2,590)	-27%	28,519		29,584		1,065	4%
4590	FIELDS & PARKS					0						0	
4580	FOOD SERVICES	19,360	2.53	207,970	22.88	188,610	974%	28,415	2.35	535,449	37.38	507,034	1784%
TOTAL REVENUES		276,900	36.21	565,481	62.22	288,581	104%	456,888	37.77	1,150,887	80.34	693,999	152%
ROUNDS PLAYED		7,647		9,089		1,442	19%	12,096		14,326		2,230	18%
RESIDENT CARDS SOLD		549		318		(231)	-42%	2,394		2,433		39	2%
EXPENSES													
700	ADMINISTRATION	39,388	5.15	51,638	5.68	12,250	31%	163,569	13.52	186,861	13.04	23,292	14%
710	GOLF GROUNDS MAINTENANCE	114,668	15.00	96,834	10.65	(17,834)	-16%	240,014	19.84	239,298	16.70	(716)	0%
720	GOLF SERVICES	78,241	10.23	86,244	9.49	8,003	10%	210,173	17.38	211,448	14.76	1,275	1%
730	FOOD SERVICE	35,997	4.71	164,838	18.14	128,841	358%	73,969	6.12	504,994	35.25	431,025	583%
740	FIELDS AND PARKS	921		1,090		169	18%	5,846		2,817		(3,029)	-52%
750	PRO SHOP	29,502	3.86	13,175	1.45	(16,327)	-55%	113,292	9.37	94,343	6.59	(18,949)	-17%
780	MOTOR CARTS	6,092	0.80	5,996	0.66	(96)	-2%	6,092	0.50	6,998	0.49	906	15%
705	MECH. MAINT. - ADMINISTRATION	0	0.00	0	0.00	0		0	0.00	0	0.00	0	
715	MECH. MAINT. - GROUNDS	7,616	1.00	9,159	1.01	1,543	20%	41,468	3.43	49,167	3.43	7,699	19%
725	MECH. MAINT. - GOLF	1,121	0.15	346	0.04	(775)	-69%	7,878	0.65	2,821	0.20	(5,057)	-64%
735	MECH. MAINT. - FOOD	594	0.08	720	0.08	126	21%	6,078	0.50	5,507	0.38	(571)	-9%
755	MECH. MAINT. - PRO SHOP	0	0.00	0	0.00	0		500	0.04	502	0.04	2	0%
785	MECH. MAINT. - CARTS	486	0.06	499	0.05	13	3%	1,782	0.15	1,814	0.13	32	2%
TOTAL OPERATING EXPENSE		314,626	41.14	430,538	47.37	115,912	37%	870,661	71.98	1,306,571	91.20	435,910	50%
DEPRECIATION		33,000		33,000		0	0%	165,000		165,000		0	0%
TOTAL EXPENSE		347,626	45.46	463,538	51.00	115,912	33%	1,035,661	85.62	1,471,571	102.72	435,910	42%
5 NET		(70,726)	-9.25	101,943	11.22	172,669	-244%	(578,773)	-47.85	(320,684)	-22.38	258,089	-45%

JUNE 2014



RECREATION DEPARTMENT
FINANCIAL PERFORMANCE WORKSHEET (calendar year beginning January 1)

2013	\$ Per	2014	\$ Per			YTD 2013	\$ Per	YTD 2014	\$ Per		
JUNE	Round	JUNE	Round	+/-	%	JUNE	Round	JUNE	Round	+/-	%

REVENUE

4025	SALES TAX	6,271		20,814		14,543	232%	10,658		66,853		56,195	527%
4230	INTEREST - INVESTMENTS	1,159		280		(879)	-76%	8,819		1,705		(7,114)	-81%
4500	GREEN FEES	252,324	24.76	272,879	24.14	20,555	8%	531,395	23.85	605,337	23.62	73,942	14%
4520	DRIVING RANGE	(50)	0.00	37,032	3.28	37,082	#####	(50)	0.00	97,143	3.79	97,193	#####
4530	PRO SHOP - SALES/INVENTORY	19,781	1.94	29,276	2.59	9,494	48%	44,499	2.00	69,644	2.72	25,145	57%
4550	RESIDENT CARDS	2,820		4,380		1,560	55%	25,005		33,065		8,060	32%
4570	MOTOR CARTS	61,134	6.00	71,960	6.37	10,826	18%	123,062	5.52	148,913	5.81	25,852	21%
4900	MISC. - OVER/SHORT	154		(28)		(182)	-118%	159		(215)		(374)	-235%
4901	MISCELLANEOUS	10,035		18,008		7,973	79%	38,554		47,591		9,037	23%
4590	FIELDS & PARKS	10,000				(10,000)	-100%	10,000				(10,000)	-100%
4580	FOOD SERVICES	57,607	5.65	254,246	22.49	196,639	341%	86,022	3.86	789,695	30.81	703,673	818%
TOTAL REVENUES		421,235	41.34	708,844	62.70	287,610	68%	878,123	39.40	1,859,731	72.56	981,609	112%
ROUNDS PLAYED		10,189		11,305		1,116	11%	22,285		25,631		3,346	15%
RESIDENT CARDS SOLD		334		263		(71)	-21%	2,728		2,696		(32)	-1%

EXPENSES

700	ADMINISTRATION	145,336	14.26	205,967	18.22	60,631	42%	308,905	13.86	392,828	15.33	83,923	27%
710	GOLF GROUNDS MAINTENANCE	83,204	8.17	80,592	7.13	(2,612)	-3%	323,218	14.50	319,890	12.48	(3,328)	-1%
720	GOLF SERVICES	71,268	6.99	91,815	8.12	20,547	29%	281,441	12.63	303,264	11.83	21,823	8%
730	FOOD SERVICE	61,522	6.04	157,797	13.96	96,275	156%	135,491	6.08	662,790	25.86	527,299	389%
740	FIELDS AND PARKS	1,042		787		(255)	-24%	6,888		3,605		(3,283)	-48%
750	PRO SHOP	(4,191)	-0.41	23,743	2.10	27,934	-667%	109,101	4.90	118,086	4.61	8,985	8%
780	MOTOR CARTS	3,404	0.33	5,035	0.45	1,631	48%	9,496	0.43	12,034	0.47	2,538	27%
705	MECH. MAINT. - ADMINISTRATION	0	0.00	0	0.00	0		0	0.00	0	0.00	0	
715	MECH. MAINT. - GROUNDS	6,116	0.60	7,025	0.62	909	15%	47,584	2.14	56,192	2.19	8,608	18%
725	MECH. MAINT. - GOLF	207	0.02	213	0.02	6	3%	8,085	0.36	3,034	0.12	(5,051)	-62%
735	MECH. MAINT. - FOOD	396	0.04	407	0.04	11	3%	6,474	0.29	5,914	0.23	(560)	-9%
755	MECH. MAINT. - PRO SHOP	0	0.00	0	0.00	0		500	0.02	502	0.02	2	0%
785	MECH. MAINT. - CARTS	324	0.03	332	0.03	8	3%	2,106	0.09	2,146	0.08	40	2%
TOTAL OPERATING EXPENSE		368,628	36.18	573,714	50.75	205,086	56%	1,239,289	55.61	1,880,285	73.36	640,996	52%
DEPRECIATION		33,000		33,000		0	0%	198,000		198,000		0	0%
TOTAL EXPENSE		401,628	39.42	606,714	53.67	205,086	51%	1,437,289	64.50	2,078,285	81.08	640,996	45%
6 NET		19,607	1.92	102,130	9.03	82,524	421%	(559,166)	-25.09	(218,553)	-8.53	340,613	-61%

JUNE 2014



RECREATION DEPARTMENT
FINANCIAL PERFORMANCE WORKSHEET (calendar year beginning January 1)

2013	\$ Per	2014	\$ Per			YTD 2013	\$ Per	YTD 2014	\$ Per		
JUNE	Round	JUNE	Round	+/-	%	JUNE	Round	JUNE	Round	+/-	%
52,607		135,130				(361,166)		(20,553)			

GOLF SUMMARY

REVENUES	326,263	32.02	404,258	35.76	77,996	24%	717,965	32.22	932,049	36.36	214,084	30%
less EXPENSES	(164,523)	-16.15	(185,013)	-16.37	20,490	-12%	(671,930)	-30.15	(696,560)	-27.18	24,630	4%
OPERATING PROFIT/(LOSS)	161,740	15.87	219,245	19.39	57,505	36%	46,035	2.07	235,489	9.19	189,453	412%
less OVERHEAD	(125,811)	-12.35	(109,627)	-9.70	(16,185)	13%	(351,909)	-15.79	(244,674)	-9.55	(107,235)	
NET	35,928	3.53	109,618	9.70	73,690	205%	(305,874)	-13.73	(9,186)	-0.36	296,688	

PRO SHOP SUMMARY

REVENUES	19,781	1.94	29,276	2.59	9,494	48%	44,499	2.00	69,644	2.72	25,145	57%
less EXPENSES	4,191	0.41	(23,743)	-2.10	27,934	667%	(109,601)	-4.92	(118,587)	-4.63	8,986	8%
OPERATING PROFIT/(LOSS)	23,972	2.35	5,533	0.49	(18,440)	-77%	(65,102)	-2.92	(48,943)	-1.91	16,158	-25%
less OVERHEAD	3,205	0.31	(14,069)	-1.24	17,273	539%	(57,401)	-2.58	(41,655)	-1.63	(15,746)	
NET	27,177	2.67	(8,536)	-0.76	(35,713)	-131%	(122,503)	-5.50	(90,599)	-3.53	31,905	

FOOD SERVICE SUMMARY

REVENUES	57,607	5.65	254,246	22.49	196,639	341%	86,022	3.86	789,695	30.81	703,673	818%
less EXPENSES	(61,918)	-6.08	(158,203)	-13.99	96,285	-156%	(141,965)	-6.37	(668,704)	-26.09	526,739	371%
OPERATING PROFIT/(LOSS)	(4,311)	-0.42	96,043	8.50	100,354	-2328%	(55,943)	-2.51	120,991	4.72	176,934	-316%
less OVERHEAD	(47,349)	-4.65	(93,741)	-8.29	46,392	-98%	(74,351)	-3.34	(234,890)	-9.16	160,538	
NET	(51,660)	-5.07	2,302	0.20	53,962	-104%	(130,294)	-5.85	(113,898)	-4.44	16,396	

PARKS SUMMARY

REVENUES	10,000		0		(10,000)	-100%	10,000		0		(10,000)	-100%
less EXPENSES	(1,042)		(787)		(255)	24%	(6,888)		(3,605)		(3,283)	-48%
OPERATING PROFIT/(LOSS)	8,958		(787)		(9,745)	-109%	3,112		(3,605)		(6,717)	-216%
less OVERHEAD	(797)		(467)		(330)	41%	(3,607)		(1,266)		(2,341)	
NET	8,161		(1,254)		(9,415)	-115%	(495)		(4,871)		(4,376)	

Note that OVERHEAD includes all administration expense, including bond payment principal and interest. This worksheet does not include capital expenditures, but does include an estimated amount for DEPRECIATION shown on page 1.

JUNE

	2009	2010	2011	2012	2013	2014
Green Fees	281641	250383	276636	318841	252324	272879
Driving Range	35723	31583	34379	41465	0	37032
Pro Shop	32156	21592	26957	34951	19781	29276
Res Cards	3274	3320	3639	3490	2820	4380
Carts	61318	53628	60733	82360	61134	71960
Food	83118	72834	87461	112250	57607	226834
Rounds	11313	10935	11515	13144	10189	11305

YTD

	2009	2010	2011	2012	2013	2014
Green Fees	690553	692245	602744	807137	353613	605336
Driving Range	102477	97038	82127	118156	0	97143
Pro Shop	81798	65902	76056	97301	39162	69644
Res Cards	25317	23968	21668	34530	24985	33065
Carts	135773	138750	121562	193562	105363	148913
Food	212070	202066	192161	267210	77309	762283
Rounds	28146	29398	25770	35501	17640	25631