



The snow melting has not caused any flooding problems this year, even with simultaneous snow melt and rain events. The pond system water level never rose appreciably, and the system is working as designed.

Staff feels there is a 75% chance the golf course will open on March 29. The harsh winter will probably result in some turf problems. It will take some time to get the grounds cleaned up after the snow is gone. Additionally, the bunkers are not in very good shape as December rains washed out several areas.

Manager Pekarek noted that Mike Atkins will be at the April Commission meeting to discuss food service operations. Jeff Vesevick will attend the May meeting.

In response to Commissioners' questions, Manager Pekarek said that gross sales at the restaurant are better than hoped for in the first year of operation. It is a good position from which to build revenues and control expenses. Trustee O'Shea recommended reviewing revenues by day of the week so that a decision can be made next winter whether or not to close the restaurant one or two days of the week.

### **Financial Report**

The Financial Report for February was not yet available.

### **Trustee Liaison Report**

Trustee O'Shea reported that the Board of Trustees is concentrating on budget matters. There are many capital projects that need to be done, i.e., a police station, salt dome, downtown streetscape, street improvements, etc., but current capital funds will be exhausted in 3-5 years. Also, the Village will be repairing potholes as best as possible. He said the Board noted that the Links marketing plan is behind schedule and that the signage needs to be done.

### **CAPITAL PROJECTS PRIORITY**

Commissioners discussed how to set priorities for future capital spending. Ideas included capital improvements that would increase revenue or be appreciated by patrons. Those things pertaining to Reserve 22 could be tabled until revenue levels are clearer. Chairman Cornwell asked Commissioners to submit ideas to Manager Pekarek, and rank those listed on Manager Pekarek's capital projects list. The possible projects will be discussed at the next Commission meeting.

## **2014 GOLFER PERKS**

Because staff is not yet trained on the way the existing software would track data for a rewards program, Manager Pekarek is looking for feedback from the Commission on ideas for a more traditional rewards program, but one that would not erode existing revenue sources. After discussion, the Commissioners recommended waiting on creating a new rewards program until staff can be trained on the existing software, which will enable staff to assess how useful the computerized program may be. Manager Pekarek will report back to the Commission at the April meeting on this matter.

## **MARKETING SUGGESTIONS**

Chairman Cornwell presented feedback from the Board of Trustees regarding the lack of a marketing plan for the facility. He presented a plan to Commissioners for consideration. The key points of his plan included: brand development; internet marketing; media and social media; direct contact; wedding planners and in-house promotions and events.

Commissioners discussed the work done to date by the Maude Group, focusing on expectations for branding, signage and finished products. Manager Pekarek is meeting with the Maude Group in the next few days and will report the result at the next Commission meeting.

There was discussion concerning reaching media outlets. Manager Pekarek and Chairman Cornwell will meet with Meredith Hanna, the Village economic development coordinator. She is also the resource to go to for strategies to contact the potential corporate clients along the I-88 corridor. Commissioners also reviewed the use of both Links and Village staff to enhance the presence on, and use of, social media.

Commissioners also talked about weddings, rehearsal dinners and showers. A plan needs to be put in place so it can be reported back to the Trustees. Similarly, a plan for in-house promotions needs to be refined and communicated to residents.

The conclusion was that a marketing plan needs to be put in place and implemented as soon as possible.

## **ANNOUNCEMENTS AND OTHER BUSINESS**

There was discussion concerning feedback Commissioners received on restaurant service. Manager Pekarek reviewed the responsible staff for various requests for booking different events, i.e., golf outings, banquets, etc. There is not one client manager to coordinate all inquiries for service.

Trustee O'Shea asked about changing the starter script and policies to emphasize player pace and replacing divots, and how no-shows are to be handled. There was discussion concerning

how to communicate these key messages to players without alienating them. There are efforts in place to encourage golfers to help maintain the quality of the course.

The lighting in the restaurant was agreed to be too harsh. Staff is trying different ways to soften it, but no solution has been reached at this point.

The construction project is closed from a financial standpoint, and will be discussed at the next Board meeting. Although the punch list work is complete, staff is pursuing several warranty issues.

The next meeting will be Wednesday, April 16, 2014 at 7:00 PM at the Village Links of Glen Ellyn.

**ADJOURNMENT:**

A motion to adjourn the meeting was made by Commissioner Jourdan and seconded by Commissioner Leuzzi. The motion passed unanimously. The meeting adjourned at 9:12 PM.

Submitted by Karen Blake, Recording Secretary  
Reviewed and Edited by Matt Pekarek, Recreation Director  
Approved by the Recreation Commission May 21, 2014