

The golf course experienced some minor damage from the severe winter, although it was protected from the extreme cold temperatures by snow cover. Ice cover and snow mold damage occurred, but the damage does not appear to be widespread or lasting.

March sales at Reserve 22 were \$91,000 with 19% of that total coming from banquet sales. There are 132 banquet events currently scheduled for 2014.

Financial Report

Commissioner Jourdan reported that he, along with others, met again two weeks ago with Jeff Wallace and Ted Moody of the Glen Ellyn Finance Commission. The reporting needs are being worked out and Manager Pekarek is finalizing how to present the desired data in report form.

Manager Pekarek said that the revenues in food and beverage will be very seasonal. Losses were experienced November through February, with a small cash basis profit in March. Manager Pekarek is pleased with the January-March food and beverage revenues. Most golf course restaurants that are not located on major thoroughfares are closed in the off season.

Trustee Liaison Report

None

2014 GOLFER PERKS UPDATE

Manager Pekarek reported that staff is learning about the capability of the systems in place to provide data for a perks program. Spending behaviors that are to be rewarded, how to collect points and deliver the reward all need to be determined. How to reward frequent dining with golf activity also needs to be determined. There was discussion with the Commissioners concerning a system based on whomever pays gets the points. Commissioners noted that there are companies whose business is to establish and administer loyalty systems for their clients. Commissioner Leuzzi will forward to Manager Pekarek a list of such companies.

Commissioner Leuzzi noted that a loyalty plan is only one aspect of a marketing plan. Commissioners agreed that a rewards program does not need to reward a high percentage of spending, as long as it rewards something.

RESERVE 22

Reserve 22 staff was in attendance to get customer level feedback from the Commission on restaurant and banquet operations.

Restaurant sales have been good early in the year without golfer traffic. The Commission commented that sales have been good early in the year without golfer traffic and the restaurant is on the right track. There is a good core staff, and additional hiring and training is a priority. Kitchen staff is in place and has good systems. Work still needs to be done with the service staff. They continue to hear comments that drink orders are slow and some orders are not quite right. However, the consensus is that staff has come a long way.

The Easter brunch is completely booked. There will also be a special brunch for Mothers Day, and the patio will be open for Fathers Day. The regular Sunday brunch is becoming more popular, and permanent golfers will staff to come in soon.

There have been thoughts on changing the menu at the half-way house. However, items need to be easily transportable so that play does not slow.

Staff has been looking at sound deadening panels in the restaurant and surrounding areas.

ANNOUNCEMENTS AND OTHER BUSINESS

There was discussion concerning the homes adjacent to Panfish Park that have been purchased by the Village. Manager Pekarek said that they were not purchased specifically so a new police station could be built at Panfish Park, although that is the least expensive option as Village owns the land. Once the houses are demolished, not much will be done with the property until the Village decides on the police station issue.

Staff said that the temporary sign at Park Boulevard will be removed soon, and noted that it did bring patrons in over the winter.

The next meeting will be Wednesday, May 21, 2014 at 7:00 PM at the Village Links of Glen Ellyn.

ADJOURNMENT:

The meeting ended at 8:20 PM.

Submitted by Karen Blake, Recording Secretary

Reviewed and Edited by Matt Pekarek, Recreation Director May 16, 2014

Approved by the Recreation Commission May 21, 2014