

April sales at Reserve 22 were \$126,000 from mostly non-golfer traffic. Banquet sales were \$21,000, or 14% the total. Nearly all these banquets were for other than golf outings. The Easter Brunch, the first holiday brunch for Reserve 22, was a success. The loud acoustic problems in the bar and dining room were addressed by installing decorative acoustic panels. The difference has been noticeable.

The golf course itself is in decent condition, while many others in the Chicagoland area are in bad shape from the severe winter. Not much work can be done on it as the grass is not yet growing much. Manager Pekarek reviewed the steps that the Links staff has taken over the years to maintain the course.

May activity has not started well. The trend for golf revenues is about as low as it has ever been. Golf activity has not yet impacted food and beverage sales, which are trending up with non-golfer traffic. Commissioner Cornwell noted that it will be acceptable for weather to impact golf revenue, but not restaurant revenue. Manager Pekarek estimated that restaurant revenues could be 60% over projections, and net income also above projections.

Financial Report

Manager Pekarek and Commissioners discussed the reports to be created with the assistance of members of the Finance Commission. The profit and loss report is nearly ready.

Commissioners discussed use of volunteers and educating golfers to help with course maintenance. Also, easier pin placement may help move play along on weekends.

Trustee Liaison Report

None

GOLF DIVISION UPDATE

Director of Golf Jeff Vesevick reviewed the Golf Division operations. The focus of the Division is to provide efficient, courteous service to the citizens of Glen Ellyn. The three key staff members (Director of Golf Jeff Vesevick, Noel Allen, Head Golf Professional; Mike Campbell and 1st Assistant Golf Professional) have 60 years of combined experience, and several staff are PGA members. These staff members also take on tasks such as installing POS systems, installing fixtures and preparing the payroll. Additionally, everyone had several tasks associated with the renovation.

Going forward, staff will be concentrating on increasing revenues. There are evening leagues playing both courses, which has helped to fill some dead time on the course. A new Junior League golf is popular. On the other hand, the effort to control expenses has been ongoing since 2001.

Director Vesevick said that place of play is always an issue, and various methods to control it have been tried. There are also ongoing efforts to educate golfers on how to repair their ball marks, and to generally respect the course. He is also trying to concentrate on marketing and communication.

Commissioners complimented staff on making the golf play a special time for them.

Manager Pekarek noted that the Links Pro Shop is the busiest point of sale in Illinois, with more transactions than any single location. In response to Commissioner questions, it was noted that there is little if any league turn over from year to year. They all come back.

ANNOUNCEMENTS AND OTHER BUSINESS

In response to questions, Manager Pekarek said that he has not had the time to follow up on the marketing referrals given to him by Commissioners.

The next meeting will be Wednesday, June 18, 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 Graham seconded to adjourn the meeting. The motion was approved unanimously, and the meeting was adjourned at 7:55 PM.

Submitted by Karen Blake, Recording Secretary

Reviewed and Edited by Matt Pekarek, Recreation Director June 12, 2014

