

MINUTES

BOARD OR COMMISSION: Recreation DATE: June 18, 2014
MEETING: Regular X Special _____ CALLED TO ORDER: 7:03 PM
QUORUM: Yes X No _____ ADJOURNED: 8:20 PM

MEMBER ATTENDANCE:

PRESENT: Chairman Cornwell, Commissioners Browder, Graham, Jourdan, Leuzzi

ALSO PRESENT: Trustee O'Shea, Village Manager Franz, Chris Pekarek, Mike Kahn,
President of Golfmak, Village Links interim General Manager Bill
Mcintosh

ABSENT: Commissioners Girsch and Student Commissioner Dickinson

The June 18, 2014 regular meeting of the Recreation Commission commenced at 7:03 PM at the Village Links of Glen Ellyn; 485 Winchell Way; Glen Ellyn Illinois. A quorum was present.

PUBLIC COMMENTS:

None

INTRODUCTION OF INTERIM MANAGEMENT

Mike Kahn, President of Golfmak was introduced. He reviewed his background, and commented on the good feeling he gets from the facility, and the very relaxed customers. The professionals are working with young people who are golfing with their parents. The quality of the course is good with good color. As far as operations go, the money is coming in well. However, there is now \$1,800 per day of debt service. The goal is to keep everyone watching the money in and out, counting every dime even more than before. He concluded by stating that it is a great facility.

Bill McIntosh of Golf Specialists, Inc. consults with golf courses and reviewed his background. He marveled at the course and the new facility. He also feels good energy and vitality at the Links.

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