

The PGA Junior League has 60 junior golfers, creating \$15,000 in new revenues for \$4,500 in cost. The League encourages new golfers and contributes to the “club” atmosphere of the Links.

At the end of June, rounds played were up 15% for the year, greens fees were up 14% for the year and pro shop sales were up 57% for the year.

Food and beverage sales are trending to reach revenues of approximately \$1.8 million for the year. June saw a profit of \$96,000 from food and beverage operations. Training sessions and new inventory procedures have been initiated. New equipment on the Beverage Cart allows for immediate posting of sales and more convenient credit card use.

The course is in good condition. In response to golfers’ comments, 80 tons of sand were added to the 9 Hole Course bunkers. Additionally, 19,000 ball marks were filled with green sand. There was discussion concerning the timing of top dressing the greens.

The Commissioners discussed the customer experience at the Links in response to questions submitted by Commissioner Leuzzi. Proper work flow of staff, primarily in the restaurant, is still a work in progress. Director Vesevick noted that there have been training sessions, and will be more in the future. There are new systems and work flow in place for better staff visibility, and the Shack now has the same POS capability as the restaurant. Servers are being tested on the menu, and there will be promotions to head server, bar manager and banquet captain. Staff is very enthusiastic about these challenges.

Comment cards have been placed in Reserve 22 and the Golf Shop to invite customer feedback. They are reviewed at staff meetings and prioritized. Thirty cards have been received to date.

Mr. Kahn of Golfmak had positive comments about the staff and changes to date. The half-way house is being turned into more of a self-serve location, and liquor has been added. There will still be counter service for hot dogs, but sandwiches are self-serve. It was suggested to offer ½ sandwiches, salads and fruit cups. Open grills require permits, restricting a broader hot menu. There was also discussion concerning the wine selection at Reserve 22.

Marketing

An agreement has been signed with Legendary Marketing to enhance exposure through a redesigned website and social media channels. The cost is within budget at \$1,750/month plus a one-time set up cost for the website changes of \$1,500. With the on-line booking system being updated, it is expected that many more than the 25 bookings per week will be received via the internet. Internet bookings for the restaurant will remain via telephone and kept in a book for the time being.

Staff has commented that the current POS system is cumbersome. Mr. McIntosh said that continued work is needed to get the existing system working better as adding a second one would be even more difficult. Director Vesevick noted that it's a long process to tweak the POS and requires funding.

Financial Report

Chairman Cornwell reiterated that he would like a report showing how much comes in, what is spent and how much profit there is each month. Mr. Kahn noted that there is \$1,800 daily debt service on the facility, Reserve 22 should make \$5,500 a day to reach the goal of \$2 million for the year. It is currently at a pace to reach \$1,885,000. If use increases over the Holidays, the goal should be reached. There was discussion concerning all the transitions occurring around the financial reporting. There should be a bookkeeper on staff soon. New General Ledger accounts will be in place starting in August. Management and Commissioners are looking forward to receiving profit-loss statements and to be better able to see the financial picture at any time.

Staff is attempting to assess the percentage of patrons are golfers. Mr. McIntosh said that the number of walk-in non-golfing customers is encouraging given the current lack of advertising and appropriate signage.

There is still a shrinkage problem at the bar, resulting from over-pouring and not ringing up all drinks. Training is ongoing. Also, having a floor manager will help to keep an eye on the bar area.

Trustee Liaison Report

Trustee O'Shea reported that the Board will be starting the budget process again, and capital improvements are current the big focus. There continues to be discussion concerning a new police station and other capital projects.

Regarding Panfish Park, two homes owned by the Village will definitely be demolished in the fall. There is ongoing discussion about a third house at the entrance of the park.

ANNOUNCEMENTS AND OTHER BUSINESS

Chairman Cornwell introduced new Commissioner Susan Carroll. She was very instrumental in the recent construction project oversight.

Commissioners discussed the Legends of the Links. It is solely this Commission that makes such a designation. The presentation is public. There were suggestions of more public input into recommendations. Regarding the two names suggested earlier in the meeting, one appeared to be a certainty, and the other will be researched further and discussed again at the next Commission meeting. Perhaps an explanation of the award and the criteria could be published in the next newsletter with a deadline for recommendations being the September 16 Commission meeting.

There was discussion concerning a live band outside. This has been done in the past. Commissioners expressed concern about the 10:00 PM noise curfew and assuring that the Links continues to be a good neighbor. There were also ideas discussed about playing the Nine Hole course as a 3 hole in the evenings to encourage more players. Director Vesevick suggested that "foot golf" be considered as the foot goal would be off the green and non-golfers would be brought onto the course. It is very popular.

The next Commission meeting will be Wednesday, August 20 at the Links.

ADJOURNMENT:

Commissioner Jourdan moved, and Commissioner Graham seconded, to adjourn the meeting. The motion was approved unanimously, and the meeting was adjourned at 8:21 PM.

Submitted by Karen Blake, Recording Secretary