

Permanent Starting Times ended for the season on August 24. The Glen Ellyn Open had 10 more players on August 17 than in last year's competition. Forty eight Junior Golfers are participating in the Fall PGA Jr. Golf League, a program that was very successful over the summer.

Two new programs will kick off this fall. The first will be "Foot Golf" on the 9 hole course and played to a 21 inch hole. The soccer ball holes will be at the edge of the fairways and will have covers for when not in use. The Village Links has joined the American Foot Golf League. The second offering will be a "Big Hole Scramble" using 8" cups on the 9 hole course. This offering is being initiated in response to customers' requests.

GROUNDS

The grounds are in excellent condition and required a minimum of irrigation. The Manager's written report noted eleven essential activities undertaken by staff to maintain the grounds, eleven mechanical and building maintenance activities, and maintenance activities at Panfish Park.

Course Superintendent Pekarek has generated a list of priorities for the Links, which was circulated to Commissioners via email earlier in the month.

RESERVE 22

August was a good month for food service with several banquets. It indicates that Reserve 22 is on the way to being less reliant on golf activity for the success of the restaurant. Director Vesevick will start having the breakdown between banquet and non-banquet revenues starting in October. One of the biggest increases in sales was for wine. It was suggested to have a wine tasting event with participants voting on wines to offer in the restaurant in the future.

The restaurant saw an operating profit of 28.8% in August. Year to date profit is \$230,000. Liquor profits are still up and down, but are more stable than in the past. Chef Mike has some ideas to boost the weaker months. He will be preparing Thanksgiving take out meals. The restaurant will not be open on Thanksgiving other than long enough for the meals to be picked up. They will be complete with sides, salads, etc. and will serve 12-16 or 6-8. These have been very popular elsewhere. The service is being advertised on table tops and emails.

"Rule 29" has been identified as the firm to handle advertising and some branding, using direct mail, print and social media advertising. They will immediately begin with the Thanksgiving meals offering. It is expected that a contract will be signed with them later in September.

After an internal and external search, Executive Chef Mike Concepcion has been offered, and has accepted the position of Food and Beverage Director, which was vacated by Mike Atkins. He is currently evaluating the staff and supervisory positions for the restaurant, bar and banquet. He will continue to oversee the kitchen, and has named Dennis Hellmann as Sous Chef. Some concern was expressed that care be taken to keep part time staff hours below the threshold for benefits, particularly health care.

Ann Pedersen has been hired as part-time business office coordinator, focusing on financial management tools and working with the Village Finance Department. Interim Finance Director Coyle noted that Ms. Pedersen will be implementing the recommendations from the Finance Commission concerning reporting. Once the Village is on a calendar year, starting in 2015, reporting will be easier as both the Links and the Village will be on the same calendar. The greens fees and rounds figures are different between the Links and the Village for August because of timing issues. These problems will be eliminated in 2015.

SIGNAGE

Mr. McIntosh discussed the various sign proposals presented by Parvin-Claus, and the location of the lettering "restaurant, bar, events" above or below the Links or Reserve 22. The consensus was for the lettering to be above. The brush has been cleared from behind the monument sign so the course can be seen in the background. Discussions are ongoing with the Village concerning the colors to be used.

TRUSTEE'S REPORT

None

ANNOUNCEMENTS AND OTHER BUSINESS

It was noted that this will be the last meeting attended by Mr. McIntosh and Mr. Kahn as their contract ends September 30. Chairman Cornwell said that they did what they were asked to do by using the assets in place and not cutting to the bone. Mr. Kahn said that it was a good crew to start with, and is pleased that Jeff and Chef Mike have taken leadership positions. With the new Business Coordinator, it is possible that the payroll may be able to be reduced a bit. Commissioner Browder noted that those who have been asked to do more should be rewarded. Going from three to two full time golf professionals will be a period of transition. The staff is good and dedicated. Commissioners were in agreement.

Chairman Cornwell said that he likes to see staff out among the clients rather than stuck in the offices. Director Vesevick said that now that the Business Coordinator is on board, he will have

more time to be out on the facility. Mike Kahn noted that food and beverage operations take more energy from management than the course itself, and this is an issue at all courses. He reminded staff to keep building the customer base of golfers. Hopefully the marketing agency will help with that effort. Commissioners have taken note of the number of young people on the course. The teaching pros have a wide age range of students. Mike Kahn noted that virtually every municipal course has lost money this year except for the Links.

Director Vesevick reminded Commissioners that he welcomes all feedback and comments, both good and bad. There is also a suggestion box and rating cards for patrons to submit.

Commissioners discussed bringing in the NFL network package. The expense for 16 Sundays is significant, unless a sponsor can be found. Director Vesevick said that it would require an additional \$80,000 in revenue to pay for it unless the expense can be partially met by a sponsor. However, although it may not be a good decision financially, it should bring in new patrons and accustom them to coming to the restaurant.

Commissioners commented on how beautiful the grounds are, and the vista from the restaurant. Superintendent Pekarek was recognized for his efforts. The number of geese and coyotes on the course was also noted.

Mr. McIntosh has solicited bids for a valet service. There are several ways to structure the pricing. He noted that it should be available Friday and Saturday nights regardless of whether there are special activities. Staff will decide on the structure of the service.

The next Commission meeting will be Wednesday, October 15 at the Links.

ADJOURNMENT:

Commissioner Carroll moved, and Commissioner Browder seconded, to adjourn the meeting. The motion was approved unanimously, and the meeting was adjourned at 8:13 PM.

Submitted by Karen Blake, Recording Secretary