

# MINUTES

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BOARD OR COMMISSION: Recreation DATE: December 17, 2014  
MEETING: Regular X Special \_\_\_\_\_ CALLED TO ORDER: 7:00 PM  
QUORUM: Yes X No \_\_\_ ADJOURNED: 8:31 PM

## MEMBER ATTENDANCE:

PRESENT: Chairman Cornwell, Commissioners Browder, Carroll, Jourdan and Leuzzi

ALSO PRESENT: Interim General Manager Jeff Vesevick, Golf Course Superintendent Chris Pekarek, Trustee O'Shea

ABSENT: Commissioners Graham, Kennebeck and Student Commissioner Dickinson

The December 17, 2014 regular meeting of the Recreation Commission was called to order at 7:00 PM at the Village Links of Glen Ellyn; 485 Winchell Way; Glen Ellyn Illinois by Chairman Cornwell. A quorum was present.

## **PUBLIC COMMENTS:**

There was no public comment.

## **APPROVAL OF MINUTES:**

Commissioner Jourdan moved and Commissioner Carroll seconded, approving the November 19, 2014 meeting minutes. The motion was unanimously approved.

## **STANDING REPORTS:**

### **Manager's Report**

Interim Manager Vesevick reported that November was a poor month for golf because of the weather. Snow and freezing temperatures forced the course to close 15 times in the month. Both courses are scheduled to close for the season on December 15. The Iron Man event was postponed, but ultimately held with 32 golfers participating.

Rounds played were down 7% for the month and up 8% for the year. Although rounds played were higher than 2013, the number was the next lowest in 10 years. However, the driving range continues to do very well, with sales up 168% for the year. Motor carts sales were up 11% for the year.

## GROUNDS

The golf course is in good condition and the grass is in dormancy. Staff winterized the irrigation system and other course equipment. The Grounds Crew also put up the Holiday decorations inside and outside of the clubhouse. In addition, routine maintenance and clean-up was performed at Lambert Lake and Panfish Park.

Pro Shop merchandise sales were down 23% for the month, but up 27% for the year. Staff will be evaluating merchandise and concentrating on those items generating the most sales in the future. Accounting procedures will be updated in 2015 to show a true cost of goods sold on a monthly basis.

## RESERVE 22

Interim Manager Vesevick said that Food and Beverage operations results were down for the first time in November. However, due to accounting timing, sales proceeds were included only through November 25, a situation that will be solved with the new fiscal year in 2015. Income will be approximately \$1.75 for the year, with about 18% of that coming from banquet sales and outings.

The Thanksgiving take out program did generate some interest, but few sales, with the main comment being that it was expensive. However, there are plans for increased promotion for the holiday take out idea in the coming year.

Reserve 22 will be the wine sponsor for a DuPage Convention and Visitors Bureau open house in February. The restaurant has also entered into an advertising agreement with *Yelp!*

Interim Manager Vesevick noted the additions to the staff of Angel Soto and Victoria Carroccio to work under the direction of Food & Beverage Director Michael Concepcion to maximize sales and marketing, as well as supervise the front of the house.

The contract for the new sign has been awarded to Parvin-Clauss by the Board of Trustees. It is hoped that installation will be completed by the end of January, 2015.

## **Financial Report**

Interim Manager Vesevick reviewed the year-to-date budget as prepared by the Village staff. The Links shows a \$890,000 profit through November, as opposed to the loss originally budgeted. The \$500,000 scheduled debt service payment has been made. Even with \$120,000

in extraordinary expenses in 2014, a profit of \$190,000 is being shown for the year. Beginning in 2015, the Village financials and the Links financials will be reported for the same period each month, so that the results will be the same on both reports.

### **Trustee's Report**

Trustee O'Shea reported that the Board of Trustees will not be meeting again until after January 1. The 2015 budget was passed in December with no tax increase. The new timing of the budget allows for budget approval and decisions on the tax levy to be made at the same time. Some additional funds will be directed to the Village's pension obligations. Trustee O'Shea noted that the Village tax represents 6% of a homeowner's tax obligation.

### **PROJECT DISCUSSION**

#### ICE RINK

The discussion on ideas to bring more people out to the Links facility and generate revenue began with an ice rink. Superintendent Pekarek researched the idea. The size should be 100' by 100'. Because the ponds at the Links are connected and flowing, even in winter, it would take longer for them to freeze sufficiently to create a safe 8" ice thickness. Each snow event requires clearing the snow and re-glazing the surface. Based on the Park District's experience, a typical winter generates about 30 good skating days. Several possible locations have been reviewed, including ponds, the driving range and portions of the parking lots. Any of these locations are either far from the Clubhouse or take up parking that is proximate to the Clubhouse. The pros and cons of building an ice rink were discussed in depth by the Commissioners. Staff needs and materials would require sales of \$75,000, or \$2,500 for each day of 30 skating dates to break even. Although more people would be drawn to the property, it is unknown how many skaters would patronize Reserve 22. Commissioners concluded that it would be a good idea, but at this time, there are not the budgetary resources to build and maintain an ice rink. The idea can be revisited in the future.

#### CLOSING MONDAYS AND TUESDAYS JANUARY THROUGH MARCH

Interim Manager Vesevick provided data on the financial impact of closing the facility Mondays and Tuesdays aside from banquets and parties for the first three months of the year. It could save approximately \$8,000 over the three months. Commissioners discussed the advantages and disadvantages. Squeezing patrons into fewer days creates a better vibe on the open days. It would be easier to schedule food orders and staff; however, if staff loses these days, they may go elsewhere. The full time staff would still be on duty, but would give them the opportunity for focus on operations without customers. Commissioners suggested the change

for only January and February, and/or only Mondays as a test. The Commissioners' consensus was that it will be up to Interim Manager Vesevick to decide how many days for how many weeks to close the facility, if at all.

### **PROJECT DISCUSSION**

A list of possible projects for staff to pursue as identified by Commissioners was circulated for discussion, and is included as part of these minutes as Exhibit "A". The first five would be for the golfing staff to consider. There was discussion as to whether these ideas are designed to make money, or to be perks to attract golfers. It was suggested to do pre-pays rather than discounts. There could be incentives for purchasing permanent tee times, or a permanent tee time program. It was felt that if people come to golf, they will spend money elsewhere on the grounds. Loyalty programs were considered last year, and it is a matter of deciding what incentives to offer. Perhaps offering permanent tee times to all residents within the Park District would increase the number of golfers. Staff will determine how many residents live within Park District boundaries but outside the Village. Interim Manager Vesevick will make recommendations on these potential programs at the next meeting.

Commissioners discussed ways to set up a caddy program. Previous attempts to offer a program were unsuccessful with few using the service. To make it work, caddies would have to be booked in advance, and staff time will be needed to find and keep reliable and available caddies. Staff will contact other courses in the area with successful programs for recommendations on pricing and administration.

Items 6 and 7 on the project list just need to be forwarded to Chef for implementation. The newer Reserve 22 staff needs the opportunity to get settled before being presented with additional project ideas.

### **ANNOUNCEMENTS AND OTHER BUSINESS**

Interim Manager Vesevick noted that the recent breakfast with Santa was very well received. He also noted the connection between the cost of a band and the number of followers that come to hear it and the bigger crowd it attracts.

The next Commission meeting will be Wednesday, January 21 at the Links, and will be presided over by Commissioner Jourdan.

**ADJOURNMENT:**

Commissioner Jourdan moved, and Commissioner Browder seconded adjourning the meeting. The meeting adjourned at 8:31 PM.

Submitted by Karen Blake, Recording Secretary  
Reviewed by Interim Manager Jeff Vesevick

## Exhibit A

List of possible project topics for Village Links/Reserve 22 Staff to pursue as identified by members of the Recreation Commission. This list is not exhaustive, and discussion is to revolve around which may be the most valuable to the operation, and to prioritize as such.

1. Permanent Tee Time incentives
2. Loyalty or Rewards program for Golf and/or Food
3. A pre-payment incentive for golf cart usage
4. A caddy program
5. Village Links member/Guest type tournament
6. Seasonal/Specialty parties at reserve 22
7. Wine tastings and Food pairings
8. Lunch: Chili and Soup Bar (quick, economical, unique, and everybody likes soup)
9. Family Dinner with Bingo (spend some dollars on economical prizes)
10. Ice Rink which attracts people to property and hopefully keeps them for lunch/dinner
11. Theme Nights: Small Plates, Italian, "Create your own Pizza/Flatbread"
12. Kids Play, Parents Dine (once per month): Put Kids in Event room with Movie, crafts, etc. with supervision and kids dinner buffet while parents dine on own in dining area; 2 hours (6:30-8:30) on a Friday or Sat night in Jan/Feb/March
13. Adult Trivia Nights - Group trivia for prizes (golf = \$0 cost; other)
14. Valentines Promotion: Feb 14 a Sat this year
15. St. Pats Promotion - Irish Lunch and Dinner Features and Irish Brews