

MINUTES

BOARD OR COMMISSION: Recreation

DATE: January 21, 2015

MEETING: Regular Special

CALLED TO ORDER: 7:00 PM

QUORUM: Yes No

ADJOURNED: 8:31 PM

MEMBER ATTENDANCE:

PRESENT: Chairman Cornwell, Commissioners Browder, Graham, Jourdan and Kennebeck

ALSO PRESENT: Interim General Manager Jeff Vesevick, Golf Course Superintendent Chris Pekarek, Staff Ann Pederson, Mike Concepcion, Mike Campbell, Noel Allen, Trustee O'Shea

ABSENT: Commissioners Carroll, Leuzzi and Student Commissioner Dickinson

The January 21, 2015 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 Graham seconded, approving the December 17, 2014 meeting minutes. The motion was unanimously approved.

STANDING REPORTS:

Manager's Report

Interim Manager Vesevick reported that there were only three days in December when there could be golf. Two years ago, it was decided to leave the course open until mid-December. It would not damage the greens, and it does not cost anything. This year, the course closed on the second Sunday in December. The course was in good shape at the end of the season. The 9-hole will stay open with temporary tees and greens throughout the winter, and the driving range remains open on artificial tees as well.

January 21, 2015

The number of rounds played and revenues from green fees, the pro shop and carts were all up in 2014 as compared with 2013; although the figures did not reach the levels of 2012. Revenue goals for 2015 include \$1.8 million in green fees compared with \$1.65 million realized in 2014.

GROUNDS

The grounds staff kept busy in December, including installing heating cables to prevent ice damage, electric service was installed to the location of the anticipated new electronic entrance sign, and maintenance work was done on equipment.

The staff assisted with the Rotary Citrus Sale for the sixth year by storing the citrus and transporting it to the clubhouse during weekend pick up.

RESERVE 22

Interim Manager Vesevick said that Angel Soto started as one of two Assistant Managers. He will be responsible for sales and operations as well as work at the front of the house.

Banquet sales were strong in December with 32 holiday parties. Banquets have accounted for 18.2% of sales. Interim Manager Vesevick said that Reserve 22 has gained momentum over the comparable term of August-December 2013. Dining has not grown as much as banquets.

The restaurant will be closed Mondays starting in January, and extending through February. Residents will be informed by email, Facebook and signage around the facility.

In the days ahead, staff will be working with Legendary Marketing and Rule 29 to continue developing marketing plans. The website will be updated with 2015 data and schedules of events. Although installation of the new entrance sign has been delayed by weather, staff is using that time to plan for the information to be put on the sign.

There will be a Superbowl event at the restaurant, building on last year's successful party. Marketing has been ongoing for 2-3 weeks. There will be a special menu for Valentine's Day, and a special theme for Fat Tuesday's menu.

Commissioners discussed local bands that can be brought in along with their following. These are advertised via email blasts and Facebook and the website. Interim Manager Vesevick has been the staff person working on marketing to date; however, the plan is to have one person from each department creating a Facebook message once a day. He also explained Legendary Marketing's role.

In response to Commissioners' questions, Trustee O'Shea said that candidates have been solicited for the permanent manager position, and the Village hopes to have it filled by the end of February. There is desire for Commissioners to see the Recreation Commission meeting reports two weeks before the meeting, although the financial information will not yet be ready.

MARKETING PLAN

Interim Manager Vesevick presented the Village Links/Reserve 22 Marketing Plan for 2015, which he prepared. Rule 29 will be providing a 12 month communication plan. Efforts will be focused on getting the name and logo out to the public and make people aware of what is available at the facility. This will probably be done more via social media than print advertising. Reserve 22 will be the wine sponsor for the DuPage Convention and Visitors open house in February. This is good exposure to those looking for event venues. Commissioners also discussed ways to reach high school athletic teams and parents.

In response to questions about the marketing budget, Interim Manager Vesevick said that the GolfMak consultants recommended spending 6% of revenues on marketing in the first year, which drops to 5% after that. The budget is less than this formula, but greater than in past years.

Interim Manager Vesevick is soliciting feedback on the website, noting some people like and some do not. It is collecting more data and more inquiries for banquets and events. However, Lendary uses more "conversational" language which some have described as condescending or "cutesy". The question is whether the website is mainly a tool to collect data, or does it have some other primary function.

Financial Report

Staff member Ann Pederson was introduced to the Commission. She will be presenting the financial report in the future.

Trustee's Report

In response to questions, Trustee O'Shea reported that the Board of Trustees is researching options for an over- or underpass at the railroad tracks, particularly near the library. All funding would be from federal grants. This Board wants to decide once and for all whether such a structure is feasible from an engineering standpoint. There will be a new pedestrian underpass at Taylor. Although it has been suggested to build an under-pass at Forest, the Board is cool to that idea.

Staff is soliciting pricing on a new police station at Panfish Park. The police department would move out of the Civic Center, and place it closer to Roosevelt Road, where a significant percentage of calls originate. It is a priority for the Board.

The plan to build a salt dome at the Public Works garage was originally defeated because of cost. However, there are other options including building it offsite.

The Village is awaiting design plans from the developer of the Giesche site. St. Petronille is considering a lease for its parking area so that a parking garage can extend all the way to the church.

PROJECT DISCUSSION

Chairman Cornwell walked through the status of the Project List items.

The wine parings and tastings and chili offering can be taken off the list, as they have or are being done. The theme menus are being done by Chef Mike. The Commissioners would like him to report back at the next meeting on details. There was also discussion about moving the televisions currently in hallways to the banquet room for parties. Staff will look into issues with wiring and storage.

Interim Manager Vesevick will be working with Commissioner Leuzzi on creating a loyalty program.

There was extensive discussion concerning various incentives and discounts. A program should not cut into profitability by offering free things. Perhaps a patron can get an incentive for pre-paying. Encouraging twilight golf was also discussed. Staff noted that programs can quickly become complicated. Staff will look into the possibilities and present for the next Commission meeting.

Staff has researched a plan to offer caddy services. The details of how to create a pool of potential caddies to call on were considered. There was discussion whether this should be just a convenience or part of an incentive or discount program, and some concern whether it could take income away from cart rental. Staff will create a program, including time and place for training. Then, staff will contact Commissioners and other members to get a list of potential caddies. It was suggested that the program be discussed with golfers coming in for permanent tee times. There was mention of needing waivers and insurance concerns.

There was a kiosk for water, coffee and soft drinks at the pro shop this fall. The success of this offering can be better assessed during the 2015 season.

There was discussion concerning the *Touring the Links* newsletter that is mailed out three times a year. It reaches 5,000 of the most active people, and can be loaded onto the website. Legendary picks articles out of the publication and broadcasts it via Facebook. It was suggested that the entire newsletter be sent out electronically.

There was discussion concerning a "Glen Ellyn Open" golf tournament, and staff has been looking into the idea, perhaps holding it in the middle of August. Staff will continue to pursue.

Commissioners brought up the idea of having the SCORE radio station broadcast from the Links. Also, Commissioners discussed keeping email blasts in the mix of communication, particularly for those not on Facebook.

ANNOUNCEMENTS AND OTHER BUSINESS

The next Commission meeting will be Wednesday, February 18, 2015 at the Links.

Commissioner Graham moved, and Commissioner Jourdan seconded, adjourning the meeting. With unanimous consent, the meeting adjourned at 8:31 PM.

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