



## NEW PROGRAMS

Mike Campbell presented the plans for a caddy program. It will be for children 13 and older and will be promoted at schools and other locations with flyers. Potential caddies will undergo extensive training. It will be advertised to players via direct word-of-mouth as they come to the Links. Reservations will be made ahead of time, although there may be opportunities for impromptu weekend use if there are some caddies on campus. The cost to players will be approximately \$20 per loop plus tips. Careful analysis will be made to assess any material loss of cart rental revenue.

There was discussion concerning purchasing hats, bibs, shirts and even range finders for the caddies. It is possible that some parents may be willing to help with the cost of these accessories. There was also discussion concerning caddies driving carts. A cart operator must have a driver's license and be 18 years old. Employees can be under 18 years old.

Noel Allen said that staff is setting up the ability to prepay for small buckets and motor carts. However, a 20-play prepay is 20 rounds, and players do not receive refunds for any rounds not played. It is a package rather than a discount. Players staff has talked to about this program have been positive.

## RESERVE 22

Interim Manager Vesevick reported that, for the first six weeks of 2015, total sales are up approximately 40% over the previous year's period, and banquets are up even more. The restaurant is getting closer to standing on its own, despite being closed one day a week in the winter.

Chef Concepcion has implemented training steps for the service staff, including pre-shift meetings and classes such as a wine class and a beer class. Service staff is working on "greet and pitch" by introducing themselves to patrons and understanding and explaining the food specials (which are no longer on the tables). A training manual has been created, every server will be taking a food exam the end of February. As the service staff becomes more knowledgeable and confident, it has a positive effect on the guests. Feedback is that the service is getting better, and is much more professional than this time last year.

Interim Manager Vesevick noted that the two biggest weaknesses identified by consultants were service and returning phone calls. Both problems are being addressed and solved.

Chef Concepcion mentioned consideration is being given to moving the POS computer, adding a computer or moving the one in the kitchen to have one closer to the patio. Some wiring changes will be required.

Superintendent Pekarek mentioned the purchase of a laser designed to discourage geese on the course. They are a minimal problem in the summer, but a nuisance in spring and particularly in fall when grass is taller. He reviewed the Links' experience with dogs and reminded Commissioners that a dog is a life time commitment for the animal and a care giver cannot always be found.

Interim Manager Vesevick made note of the box around the new sign, which will allow masonry to proceed with heaters. Following that will be training on the sign software.

### **Financial Report**

Staff member Ann Pedersen said that the January financial reports were not available from the Village Finance Department in time for this meeting. She reported that revenues were \$82,000 for January, with \$70,000 coming from food and beverage. This compares to revenues of \$62,000 a year ago with \$52,000 from food and beverage. There will be a net loss for January, but smaller than the one a year ago. There is approximately \$1.1 million cash on hand, which is one of the lowest balances for January on record.

Interim Manager Vesevick said that cash on hand should not drop below \$1 million, and will be monitored. Cash reserves start building in April.

Ann Pedersen noted that the 2015 budget for the Links is on the Village website, and can be viewed by going to the Finance Department. The budget anticipates \$200,000 in net income after debt service for 2015. Staff cautioned that there are several unmet capital needs that will require addressing in the near future.

### **ANNOUNCEMENTS AND OTHER BUSINESS**

Chairman Cornwell suggested the Legends of the Links presentation to be on the day of the draw.

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

Without a quorum, the meeting ended at 7:30 PM.

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