

# MINUTES

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BOARD OR COMMISSION: Recreation DATE: November 18, 2015  
MEETING: Regular X Special \_\_\_\_\_ CALLED TO ORDER: 7:04 PM  
QUORUM: Yes X No \_\_\_ ADJOURNED: 8:31 PM

## MEMBER ATTENDANCE:

PRESENT: Chairman Browder, Commissioners Carroll, Dell, Graham Jourdan and Reinke

ALSO PRESENT: General Manager Jeff Vesevick

ABSENT: Commissioners Kennebeck and Leuzzi

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The November 18, 2015 regular meeting of the Recreation Commission commenced at 7:04 PM at the Village Links of Glen Ellyn; 485 Winchell Way; Glen Ellyn Illinois by Chairman Browder. A quorum was present.

## **PUBLIC COMMENTS:**

None

## **APPROVAL OF MINUTES:**

Commissioner Reinke moved, and Commissioner Jourdan seconded approving minutes of the October 21, 2015 Commission meeting. The motion was approved.

## **STANDING REPORTS:**

### **Manager's Report**

#### GOLF

Manager Vesevick reported that October was another good month for golf, although cooler and drier than normal. There were 4 frost delays in October, with the first occurring October 17. Revenues from the Driving Range were down again for the month, but still up 4% for the year. The biggest competition for the Driving Range is at St. Andrews. Also, juniors continue to play more rounds, so are hitting balls less.

There were 11 outside events hosted in October. It is expected that revenues will quickly decline as the weather changes.

#### GROUNDS

Each of the 17 green-side bunkers on the Nine-Hole course has been renovated for a cost of \$21,350, including materials and labor. Annual green aeration was completed in all locations. Greens were core aerated and top-dressed to promote quick recovery.

The grounds staff also mulched the walking trails at Lambert Lake, and replaced trees at Panfish Park.

#### RESERVE 22

Banquet revenues declined somewhat, but were more than made up in the restaurant and bar. The weather allowed the patio season to be extended. Revenues were up 27% for the month. The 2 for 1 Sunday through Thursday promotion cards have been sent, and the program will be evaluated over the winter to determine whether or not it is a success.

Architects have been engaged to look at extending the patio and trellis to expand capacity by approximately 20%, and concepts for increasing use of the back patio area off the banquet room.

A buffet will be offered on Thanksgiving, with the facility closing by 4:00 PM. At this time, there are 120 seats reserved over two seatings. The take-out offering has not caught on, although it will continue to be offered this year as it does not cost anything extra. The staff will be preparing for the chocolate, cheese and wine event at the Crowne Plaza.

The staff has met with Open Table and investigated Yelp in an effort to reduce the number of no-shows that have made reservations for dinner or special events. Staff has decided to go with Yelp given the cost of Open Table, coupled with the fact that the Links already has an advertising contract with Yelp. Yelp allows for a credit card number to be taken at the time of reservation, and Yelp securely keeps the credit card information.

Reserve 22 will host a Holiday Open House on December 6, and Breakfast with Santa on December 19. The Newcomers will also have a breakfast with Santa on December 5. Staff is also trying out a Wednesday family movie night in December, starting at 5:00 PM. Commissioners discussed ways in the future to increase the number of days that there is a Santa at the facility, and other ways to attract patrons during the Holidays. Manager Vesevick noted that a popular blues band would be playing the Wednesday night before Thanksgiving, a night when many people are out and about.

Manager Vesevick has discussed with staff closing the facility on Mondays during the winter. The benefits are that Chef has one less day to schedule staff, which will help with the IMRF challenges, along with the fact that the facility lost money on Mondays in the past. Staff recommends closing the entire facility on Mondays in December, January and February unless the weather is exceptional. The entire facility will be closed Mondays aside for banquets and the offices. **The Commissioners agreed unanimously to accept the Staff recommendation on winter closure and hours.**

### **Schedule of Events**

Manager Vesevick has prepared a calendar of events and matters that Commissioners would likely want to discuss over the course of a year. For example, the yearly schedule of events is generally discussed at the November meeting. In the Spring, it is tradition for each department to discuss the upcoming golf season. The Capital Projects list and budget would be discussed in August.

Commissioner Dell suggested setting up an events committee, separate from this Commission. Manager Vesevick said that having a group to meet with the golf pro on the many different formats and ideas for event play is a very good idea, and suggested working with Head Golf Professional, Mike Campbell. He also urged that all groups that play be represented: women, juniors, seniors, etc. Staff is open to changing and enhancing the tournament schedule. The staff challenge will be to fit in additional events into the schedule. Even though permanent tee times end in August, September is the busiest month for outings. Commissioner Dell and Mike Campbell will take the lead on organizing this committee.

### **Financial Report**

Commissioner Jourdan has reviewed the financial report and said that the numbers are very positive. Operations and gross profits are up 19% for the year. Manager Vesevick noted that the number of rounds played is very close to the goal of 72,000 for the year. Reserve 22 revenue is up 22%. He also noted that the cost of personnel as a percentage of sales is still 5% higher than goal. It is difficult to match industry standards with the added challenges of IMRF issues and having staff at the half-way house when weather, and rounds played are marginal. Chef Mike is looking into buying programs with a single vendor to try to decrease the cost of goods sold in 2016. The issues with over-pouring liquor have been solved with education.

### **VILLAGE LINKS USER FEES FOR 2016**

Manager Vesevick reviewed earlier discussions on raising rates. It is a soft golf market, although play has trended up a bit at the Links, due in part to the new facility. Golf outings are increasing. Rates have not been raised since 2009. Much market research has been done by

staff. The recommendation by staff will raise approximately \$115,000, assuming the volume stays the same. This figure compares favorably to the \$100,000 target discussed by Commissioners.

Commissioners discussed the potential uses for the additional funds. Costs have gone up, the minimum wage has increased and 60% of staff is minimum wage. There are also capital needs to be addressed, such as the purchase of a bunker machine. Maintaining adequate reserves is critical. The raise should be introduced when things are going well. Costs have been cut as much as possible, and new revenue is needed to take the facility to the next level to maintain its competitive position.

Commissioners discussed the advantages and disadvantages of doing several small increases, one large increase, the effect in a soft market and increasing revenues by starting the weekend rates on Fridays. The recommendation increases all categories incrementally.

Commissioner Carroll moved, and Commissioner Jourdan seconded the following motion which was approved unanimously:

**"the Commission recommends to the Village Board the 2016 rate increases as recommended by staff in the model presented to the Commission at its November 18, 2015 meeting"**

#### **OTHER BUSINESS**

Trustee O'Shea asked that the Commission consider moving its monthly meeting day. Several Commissioners have travel conflicts with meeting in the middle of the week. After discussion, it appeared that the second Thursday of the month could be workable as it is later in the week, and the second week allows for review of financial statements that generally come out the 10<sup>th</sup> of each month. Manager Vesevick will poll Commissioners, and determine how the meeting can be permanently changed in coordination with Village staff other Village meetings.

After discussion, it was agreed that the Commission will meet on December 16.

#### **ADJOURNMENT**

Commissioner Jourdan moved and Commissioner Reinke seconded a motion to adjourn the meeting. Without objection, the meeting was adjourned at 8:33 PM.

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