

# MINUTES

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BOARD OR COMMISSION: Recreation DATE: January 22, 2016  
MEETING: Regular X Special \_\_\_\_\_ CALLED TO ORDER: 7:04 AM  
QUORUM: Yes X No \_\_\_ ADJOURNED: 8:00 AM

## MEMBER ATTENDANCE:

PRESENT: Commissioners Dell, Graham, Jourdan and Reinke

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

ABSENT: Chairman Browder Commissioners Carroll, Kennebeck and Leuzzi

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The January 22, 2016 regular meeting of the Recreation Commission commenced at 7:04 AM at the Village Links of Glen Ellyn; 485 Winchell Way; Glen Ellyn Illinois by Chairman Pro Tem Jourdan. A quorum was present.

## **PUBLIC COMMENTS:**

None

## **APPROVAL OF MINUTES:**

Commissioner Graham moved, and Commissioner Dell seconded approving minutes of the December 16, 2015 Commission meeting. The motion was approved.

## **STANDING REPORTS:**

### **Manager's Report**

#### GOLF

Manager Vesevick reported that December weather permitted 612 rounds of golf, the second most since 2007, generating an additional \$15,000 in revenue. Throughout the winter, the nine hole course will remain open on temporary greens, along with the driving range and the pro shop, all with shortened hours.

The annual Holiday Open House customer appreciation event drew between 500 and 600 guests. It is an excellent opportunity for customer relations. Visitors received a 2-for-1 dining card good for the balance of the winter, which will, hopefully, bring additional patrons to the restaurant during its slower period.

The Fifth Annual Iron Man Open was host to 108 players, with warm weather allowing the after golf party to be on the patio.

Although the course was scheduled to close December 7, the weather allowed for an extra week, raising an additional \$15,000. The range will be open on artificial turf mats, and the Golf Shop open from 10:00 am to 4:00 pm Tuesday through Sunday. All facilities will be closed Mondays in December, January and February

#### GROUNDS

The grounds staff was off the last two weeks of the year, although on call for snow removal duties, staff is now performing annual off-season equipment maintenance.

Upgrades to the kitchen equipment have started. Three new pieces of equipment are yet to be installed. The goal is to have it all in place before the 2016 season. The changes include a new salad preparation area, a new oven, and replacement of some sinks with preparation areas and a refrigerator. All these upgrades are in the 2016 budget and total under \$20,000.

#### RESERVE 22

December was a good month for the restaurant and bar, with sales up 20% over a year ago. Mild temperatures and a lack of snow added in achieving those sales figures. Manager Vesevick noted that there were no banquets between Christmas and New Year's, compared to four events the previous year. Earlier in the month, the Glen Ellyn Newcomers' annual breakfast with Santa attracted over 500 guests. The Links' Breakfast with Santa attracted 118 patrons.

In response to questions, Manager Vesevick said that December saw the same number of parties as in the past year, but the number of attendees was lower. Upcoming events include a whiskey tasting with approximately 80 people expected, a Superbowl party, and three days of a special Valentine's Day dinner menu.

Interviews for a sous chef are ongoing, with receipt of 37 resumes. This person will run the kitchen when Chef Mike is not there, and will help with menu selection. The final test will be preparing dishes from a basket of ingredients. The hope is to have the new person on board by mid-February. Also, those eligible to participate in IMRF are pleased.

### **Financial Report**

Commissioner Jourdan reviewed the financial report and said that the facility is in an excellent position. The question was raised as to whether a revenue growth rate of 24% can be sustained. Manager Vesevick said that there are many additional opportunities to increase revenues. Although it is overly optimistic to think that the 24% rate can be sustained, the budget calls for half of that growth. There are plans to expand the patio, although probably not for 2016. The anticipated growth will come from banquets, parties and weddings. Golf is maintaining at approximately 72,000 rounds in a year.

Trustee O'Shea noted that cash reserves were \$1.47 million at the end of 2015, which is higher by approximately \$266,000 than 2014. Part of the increase was due to not spending all the approved capital expenditures in 2015. Although the Village Board's reserve goal is \$1.2 million, Manager Vesevick would like to have \$2 million in reserves. If there are down years, those reserves would be needed. There are no issues outside of operations that would affect the financial performance of the facility.

### **Trustee Liaison Report**

Trustee O'Shea reported that the Village has not yet received revised plans from Opus for the Geische project. There is a contract on the Schmidt's parcel, and is expected to be a restaurant. There is some concern that there could be too many casual burger restaurants in the central business district. The property at Park near Roosevelt that was going to be a breakfast restaurant is for sale. The feedback from residents for the project at the McChesney's site has been very positive. The residential portion will be luxury apartments. The plans for the new Police Department project will be considered by the Plan Commission and the Board in March. Soil conditions and utilities are the current issues.

Trustee O'Shea asked about the permanent tee time plan. Manager Vesevick described a new VIP membership category. There was wide-ranging discussion concerning the resident 20-play, which is paid in advance. The feeling is golfers do not use all 20 rounds, and various ideas were put forth to encourage usage, including encouraging guests, whether residents or non-residents. Encouraging 20-play with tee times after 5:30 PM would help the restaurant. It was noted that the practice of charging for a three-member foursome, which reduced no-shows by approximately 50%. Manager Vesevick will discuss with staff to develop a plan to incentivize players to choose the 20-play tee times.

### **MARKETING PLAN / PROMOTIONS**

Manager Vesevick reviewed the broad marketing plan for 2016. It is a mix of print, social media and in-house strategies. The marketing budget is \$90,000 for 2016, which is approximately 1.5% of the expected gross revenues. Staff is investigating the possibility of some radio and television with programs that are not particularly expensive. There was discussion about getting Score broadcasts to originate from the Links for a day. Manager Vesevick said that staff was discussing with the Park District to include the Links' junior programs in the District's print brochures. Commissioners discussed additional avenues for outreach, including producing a calendar with coupons and targeted mailings.

Manager Vesevick said that staff is continuing to evaluate Legendary Marketing, which maintains the website and online data base, including email promotions. Rule 29 is the primary marketing tool for Reserve 22, and assists with print materials, social media marking, direct mail promotions and the facility newsletters.

Commissioners asked about specific expenditures including: *Golf Now* which is distributed at golf courses, trade shows and hotels; *Home Pages* which has great placement and is fairly inexpensive; and *Our Town* distributed to new residents in several nearby communities. Staff will seek input from Commissioners on the new plan from Rule 29.

### **OTHER BUSINESS**

The next meeting will be Friday, February 19 at 7:00 AM at the Links

### **ADJOURNMENT**

Commissioner Graham moved and Commissioner Reinke seconded a motion to adjourn the meeting. Without objection, the meeting was adjourned at 8:00 AM.

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