

# RECREATION COMMISSION

## MINUTES

NOVEMBER 18, 2016

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**Board or Commission:** Recreation

**Date:** November 18, 2016

**Meeting:** Regular

**Called to Order:** 7:03 AM

**Quorum:** Yes

**Adjourned:** 8:27 AM

### MEMBER ATTENDANCE:

#### Present:

Susan Q. Carroll	Commissioner
Jeffery M. Jourdan	Commissioner
Kevin S. Kennebeck	Commissioner
Les Chandler	Commissioner
Mark W. Reinke	Commissioner

#### Also Present:

Jeff Vesevick	General Manager / Staff Liaison
Tim O'Shea	Liaison Trustee
Mike Concepcion	Executive Chef / Director of Food & Beverage
Noel Allen	Director of Golf
Chris Pekarek	Golf Course Superintendent

#### Absent:

Glen G. Graham	Commissioner
Brad S. Browder	Chairman

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### 1. CALL TO ORDER

The November 18, 2016 regular meeting of the Recreation Commission was called to order at 7:03AM at the Village Links of Glen Ellyn Maintenance Facility; 485 Winchell Way; Glen Ellyn, Illinois by Commissioner Jourdan. A quorum was present.

### 2. PUBLIC COMMENTS

- None

### 3. APPROVAL OF MINUTES FROM SEPTEMBER 16, 2016 & OCTOBER 21, 2016 MEETING

Commissioner Chandler moved to approve September 16, 2016 minutes and Trustee O'Shea seconded.

Commissioner Chandler moved to approve October 21, 2016 minutes and Trustee O'Shea seconded.

### 4. STANDING REPORTS

#### A. MANAGER – JEFF VESEVICK

Manager Vesevick reported that October was not a strong revenue month in golf due to the weather and wet soggy greens. However, he reported that there were 9 outside golf outings last month and this number seems to be growing every year.

Outing revenue was up 2% this year and the first 27-hole outing was held in ~~October~~ September.

Manager Vesevick also reported that AFGL chose Village ~~Green~~ Links to host their National Qualifier and foot golf is being booked consistently at this establishment.

The management team also met with an interior designer to determine a new design for the dining room in hopes that new crowds will draw if restaurant appears more inviting.

Manager Vesevick stated that Reserve 22 has a holiday open house and breakfast with Santa scheduled. In addition, the Glen Ellyn Newcomers have their annual Santa breakfast scheduled. Trustee O'Shea suggested heavier marketing with the Glen Ellyn Newcomers organization. He believes that getting the word out with new residents of Glen Ellyn that the Village Link facility is not only for golf but can be used as a restaurant, banquet and sports bar is essential.

### **MAINTENANCE OF GREENS**

Manager Vesevick reported that the crew is working on eliminating the moss on the greens. Aeration process has been completed but the greens are still wet and soggy. Trying to keep greens dry is continuing to be a challenge. The next aeration is scheduled for the spring.

### **RESERVE 22**

Manager Vesevick reported that marketing efforts such as Red Envelope will be introduced in January. All diners receive a red envelope and inside is a prize. The trick is that this envelope can only be opened on your next visit in the presence of your server.

The Thanksgiving Day buffet currently has 230 reservations, an increase from last year. ~~Chef Concepcion reported that the restaurant in November and December is projected to finish 90% over last year.~~

Trustee O'Shea asked why there were not better crowds during the Cubs streak? Reserve 22 was not busy and all other places were packed. O'Shea seems to think that Reserve 22 may have an identity crisis i.e. customers don't know if they are a restaurant or a sports bar. O'Shea feels that marketing needs to be stronger and clearer to customers when they are promoting events.

## **B. FINANCIAL – COMMISSIONER JOURDAN**

Commissioner Jourdan reported that finances are maintaining target numbers and there are no issues to report. He stated the facility is making its numbers, improving and saving any money left over.

Commissioner Jourdan questioned when employee incentives are getting paid out. Manager Vesevick responded they are getting paid quarterly.

Trustee O'Shea suggested that it would be beneficial to see a breakdown of how outings affect year to date golf revenues. Currently, golf outing revenues which generally bring in more golf profit than banquet (approx. a 70/30 split), are being reported under the restaurant side. It appears as though the golf profit is being extracted and added to the banquet outing side and ultimately not giving a clear

picture of revenues. Reserve 22 shows an increase in revenue and golf shows a 14% decrease. Trustee O'Shea wonders if the 14% decrease is accurate since revenues from golf outings are not being included. He stated that golf outings should not be driving restaurant revenues, they should be a separate metric to study how much the golf itself is affected especially since golf is driving this business.

#### C. TRUSTEE LIAISON – TIM O'SHEA

Trustee O'Shea reported that the budget has been completed and is scheduled for approval in December. O'Shea reported that due to an increase in property assessment that taxes were held at a constant with no tax increase next year.

The Village is attempting to eliminate the vehicle sticker program but is researching options to replace lost revenue from the program such as a food/beverage tax.

Village Board News: Trustee Elliot will be resigning from the Board on Monday. Diane McGinley is filling in for Elliot for his remaining 5-month term and she is also running for Village President. There are candidates for three new trustees and a new president to replace current board members in May.

Community Development: Trustee O'Shea reported that they are hoping that Dominick's management will break the leases of the plaza by the end of the year. Opus development pulled out of Giesche property but there are new developers interested in the property.

### 5. MARKETING DISCUSSION

Manager Vesevick reported that Village Links will be discharging the current marketing company because they are expensive and overall not happy with results. As a replacement, they are hiring a part-time employee that can keep up with website / email / social media and print advertisement. Rule 29 will continue to help branding with Reserve 22.

Manager Vesevick reported that he was very satisfied with a marketing spot on Drive time radio station and will run that again this winter.

The Red Envelope program will be implemented during the slow months of January – February.

Commissioner Kennebeck suggested Reserve 22 create a sports banquet package for school functions. Although some school organizations may have a tight budget and the margin for profit may not be that great, it might be a good idea because it is a good way to build a community relationship with the schools.

### 6. STAFF PREPRATION FOR RESTAURANT UPGRADES

Village Links management team met with an interior designer to determine a new design for the dining room. Attendees proceeded to review the floor plans and discuss their likes and dislikes.

**7. ANNOUNCEMENTS AND OTHER BUSINESS**

Trustee O'Shea believes that this Committee's challenge is to figure out what project is going to drive the most revenue back into this facility. He is skeptical if a restaurant makeover is the answer. O'Shea has been advising this committee for some time that the Village Board is open to reviewing renovation estimates and some suggestions previously discussed have never been brought forth. Although redecorating the restaurant is nice, he feels that the real money producer is building an outdoor pavilion that will serve a dual purpose (house the carts during winter months & banquet business in the warm months). People want to be outside and don't want to have an event where they have to rent an \$8,000 tent. Also, adding a cover to the back patio and making it an extension of the banquet room is another strong revenue builder in Trustee O'Shea's opinion. Trustee O'Shea doesn't see any movement by the Committee on these suggestions and wonders why these options are not explored since he believes these renovations will bring in the most revenue and the Village Board will be favorable in supporting financially.

**8. NEXT MEETING DECEMBER 16, 2016 at 7:00 AM.**

**9. ADJOURN**

Commissioner Jourdan moved and Commissioner Chandler seconded, to adjourn the meeting. The meeting was adjourned at 8:27AM.

**Submitted by Angela Andrianopoulos, Recording Secretary**

**Reviewed by General Manager Jeff Vesevick**