

**RECREATION COMMISSION
MINUTES
SEPTEMBER 22, 2017**

Board or Commission: Recreation
Meeting: Regular

Called to Order: 7:02 a.m.
Adjourned: 8:38 a.m.

Quorum: Yes

MEMBER ATTENDANCE:

Brad S. Browder	Chairman	Excused Absence
Susan Q. Carroll	Commissioner	Present
Glen G. Graham	Commissioner	Present
Jeffery M. Jourdan	Commissioner	Present
Kevin S. Kennebeck	Commissioner	Present
Mark W. Reinke	Commissioner	Present
Tim O'Shea	Commissioner	Present
Also Present:		
Jeff Vesevick	General Manager / Staff Liaison	Present
John Kenwood	Liaison Trustee	Present
Mark Franz	Village Manager	Absent
Brad Chapple	Food and Beverage Director	Present
Mike Campbell	Golf Professional	Absent
Noel Allen	Director of Golf	Absent
Chris Pekarek	Golf Course Superintendent	Absent
Manny Hernandez	Interim Executive Chef	Absent

1. CALL TO ORDER

The September 22, 2017 regular meeting of the Recreation Commission was called to order at 7:02 AM at the Village Links of Glen Ellyn Maintenance Facility; 485 Winchell Way; Glen Ellyn, Illinois by Commissioner Jourdan. Commissioner Jourdan indicated Chairman Browder asked him to run the meeting in his absence.

2. PUBLIC COMMENTS

None.

3. APPROVAL OF MINUTES FROM AUGUST 25, 2017 MEETING

MOVE TO APPROVE MINUTES OF REGULAR MEETING FROM 8/25/2017, 7:00 AM

RESULT: Motion Unanimously Carried
MOVER: Commissioner Carroll
SECONDER: Commissioner O'Shea
AYES: Carroll, Graham, Jourdan, Kennebeck, Reinke, and O'Shea
NAYES: None
ABSENT: Browder

4. **STANDING REPORTS**

A. MANAGER – JEFF GENERAL MANAGER VESEVICK

General Manager Vesevick distributed a historical weather report. General Manager Vesevick said it was the driest August in 18 years with less than a half inch of rain. August was a good month for golf and it was the third best in the last 10 years, with over 12,000 rounds played. About 30 patrons enrolled in the new fall special membership for \$200. This special is offered as a way to promote continued play in later months of the year. This special should experience growth in future years. A spring membership is also offered to customers. The Village Links newsletter was sent to approximately 11,000 addresses. The Fall Fest started in September and offers half price green fees on Mondays and Tuesdays. The junior league continues to grow with 47 participants, which is higher than last year's 36. The turf conditions for the month of August were good and green aeration will begin in October because the intent is to not disrupt play as long as possible.

Reserve 22 experienced the most profitable month on record for August. Overall year to date operating profits were up \$200,000, which means revenues increased, while costs were better controlled. Reserve 22 hosted the inaugural Rib Fest on Thursday, August 24, 2017 with 75 patrons selecting this food option. Staff will participate in the upcoming Naperville Wedding showcase to provide exposure to the Village Links banquet facilities. Oktoberfest starts today with special seasonal dishes and beverages. Food and Beverage Director Chapple said beginning on October 1, 2017, Reserve 22 will offer reservations through the Open Table phone app, which has a wider advertising network. Commissioner O'Shea suggested the No Wait app be researched as well.

B. FINANCIAL – COMMISSIONER JOURDAN

Commissioner Jourdan reported August was a good month with \$56,000 in operating income for both the Village Links and Reserve 22. General Manager Vesevick commented that 2017 was a big capital year with the purchase of the new golf carts. General Manager Vesevick said some of the cash reserves will be used to pay for the carts, but the Commission knew that going in. Reinke commented that cart revenue is up. General Manager Vesevick said this is due to the rental fee increase. Reinke noticed that the Pro Shop revenues are up 26%. General Manager Vesevick said this is due to the increase in rounds, as well as better quality products at the Pro Shop. Commissioner Jourdan said the miscellaneous revenue category is now broken out as requested at the last meeting.

C. TRUSTEE LIASON – JOHN KENWOOD

Trustee Kenwood updated the Commission on the Village's economic development efforts. The proposed property for the new Bucky's gas station along Roosevelt Road East of I-355 is currently in Lombard, so the Board will be voting on the annexation of the property and a special use permit at the Monday, September 25, 2017 meeting. Lombard cannot provide the utilities to the site, so the Village agreed to

annex the property and share sales taxes with Lombard with a 55% (Glen Ellyn)/45% (Lombard) split. A new CVS is planned along Roosevelt Road. The Pete’s Fresh Market sales tax incentive agreement is getting closer to being approved. Currently on the table for negotiation is a \$1.25 million sales tax incentive over a 10 year period, whereby the Village would retain the first \$75,000 every year and the remaining sales taxes would be split with the owner of the Baker Hill shopping center. Also the shopping center is requesting \$500,000 in roadway improvements along Roosevelt Road. The re-development of the Soukups property is moving along nicely.

Kentwood noted another high priority for the Village is resolving the smell from the Glenbard Waste Water Authority Treatment Plant that is impacting the Butterfield West neighborhood. The 2018 Budget season is beginning soon.

5. PRELIMINARY DISCUSSION 2018 BUDGET

General Manager Vesevick referenced the proposed 2018 Budget included the agenda packet. Staff continues to aim high in terms of revenue growth, but if the targets are not met, then expenses are reduced accordingly. The overall goal is for the Village Links and Reserve 22 to remain profitable.

Discussion ensued regarding the capital items on the Five Year Forecast. Profits from operations would not cover the costs for the proposed major capital projects including: the Pavilion (\$600,000), Patio Expansion (\$300,000), and Patio Upgrade (\$250,000). Commissioner O’Shea said in terms of selecting project; it depends on how much the Commission wishes to keep in cash reserves. Commissioner O’Shea suggested if the Village Links and Reserve 22 continue on current trek, then some of the cash reserves could be allocated to a capital project. Commissioner O’Shea went on to say, the goal of a future capital project should be to increase revenue during the slower non-golf months. General Manager Vesevick indicated he needed the Commission to recommend the proposed FY 2018 Budget.

MOVE TO APPROVE THE PROPOSED 2018 RECREATION COMMISSION BUDGET.
RESULT: Motion Unanimously Carried
MOVER: Commissioner O’Shea
SECONDER: Commissioner Graham
AYES: Carroll, Graham, Jourdan, Kennebeck, Reinke, and O’Shea
NAYES: None
ABSENT: Browder

6. RESERVE 22 CUSTOMER SURVEY

Discussion ensued regarding the proposed Reserve 22 Customer Survey. Commissioners made suggestions on how to improve the survey, with the goal of distributing the survey as soon as possible. Chapple indicated that as an incentive to complete the survey, respondents would receive a \$10 coupon off their meal at Reserve 22. Commissioner O’Shea suggested the coupon be effective November 1, 2017. Chapple will incorporate the suggestions into the final survey.

7. ACTION ITEMS FROM THE LAST MEETING

1. Staff will be reaching out to the local high schools in the coming months to determine other possible marketing alternatives.
2. The Big Ten network was added to the current cable subscription, thereby increasing the availability of televised college games. The Commission agreed that the \$4,000 fee for the NFL Ticket subscription was excessive for the Reserve 22 Bar.

8. ANNOUNCEMENTS AND OTHER BUSINESS

Discussion ensued how often the Village Links and Reserve 22 should send out email blasts. Commissioner O'Shea and Commissioner Kennebeck agreed an email blast every Thursday detailing the weekend's food specials as well as the televised sporting events.

9. NEXT MEETING OCTOBER 27, 2017

10. ADJOURN

Commissioner O'Shea moved and Commissioner Reinke seconded, to adjourn the meeting. The meeting was adjourned at 8:39 a.m.

Submitted by Aileen Haslett, Recording Secretary

Reviewed by General Manager Jeff Vesevick