

RECREATION COMMISSION

MINUTES

APRIL 21, 2017

Board or Commission:	Recreation	Date:	April 21, 2017
Meeting:	Regular	Called to Order:	7:00 a.m.
Quorum:	Yes	Adjourned:	8:25 a.m.

MEMBER ATTENDANCE:

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

1. CALL TO ORDER

The April 21, 2017 regular meeting of the Recreation Commission was called to order at 7:01 AM at the Village Links of Glen Ellyn Maintenance Facility; 485 Winchell Way; Glen Ellyn, Illinois by Chairman Browder.

2. PUBLIC COMMENTS

Commissioners welcomed two high school students from Glenbard West that observed the meeting for a homework assignment.

3. APPROVAL OF MINUTES FROM MARCH 17, 2017 MEETING

MOVE TO APPROVE MINUTES OF REGULAR MEETING FROM 03/17/2017, 7:00 AM

RESULT Motion Unanimously Carried
MOVER: Commissioner Jourdan
SECONDER: Commissioner Chandler
AYES: Carroll, Jourdan, Reinke, Browder, Chandler,
NAYES: None
ABSENT: Graham, Kennebeck

4. **STANDING REPORTS**

A. MANAGER – JEFF VESEVICK

Manager Vesevick reported that March was a wet/soggy month and the bad weather didn't bring out much activity on the golf course. Although March was not a great month in revenues with poor weather and three payroll cycles, the strong performance in February helped carry the loss in March.

Reserve 22 also did not perform as well as February which was to be expected since the golf suffered. Manager Vesevick reported that it is very common for the restaurant to dip in business when the golf course is slow. March Madness was cancelled since it was scheduled for Good Friday when many customers do not eat meat. Further, banquet sales were flat for March but still up 30% for the year. Easter Brunch in April was very successful with reservations for 635 people spread across 3 booking times.

B. FINANCIAL – COMMISSIONER JOURDAN

Commissioner Jourdan reported that the numbers were stagnate in March. Revenue was poor in March due to poor weather, three payrolls and lack of walk-in business. Manager Vesevick noted that he is hopeful the numbers will reverse themselves in April.

Trustee O'Shea noted that the restaurant was slow in March but not at the same rate as golf. This proves that walk-ins come to the restaurant for food and entertainment and not just for golf. Thus, it is imperative that the staff determines the overall restaurant identity. This will be key when trying to lure in business during the slow months of golf.

Chairman Browder asked if Commissioner Chandler can meet with Chef Mike to improve the menu based on demands that he sees in his food business. It is important to clear up restaurant identity because like, Trustee O'Shea, Chairman Browder also feels that the restaurant business is flat mainly due to the lack of identity and menu. Patrons do not know what type of dining experience they are going to receive when dining at Reserve 22 i.e. family, sports or band vibe.

Manager Vesevick added that interviews are continuing for an in-house part-time marketing agent to assist with streamlining marketing approach and schedules. He is hopeful that this will clear up the identity crisis. The intention is to make this position full-time and eventually keep all marketing in house and eliminate outsourcing work. Chairman Browder also suggested implementing an internship program where marketing students can intern and bring on a fresh perspective to marketing strategies. Trustee O'Shea suggested radio plugs and print ads in brand magazines. Director of Golf Allen confirmed that Village Links does have radio ads for three popular stations where discounts are advertised.

C. TRUSTEE LIAISON – TIM O’SHEA

Community Development:

1. Gas station proposal at five corners is getting strong resident push back. Gas station will generate sales tax revenue and will fill an existing vacant lot that has been empty for 7 years. Residents are concerned that a gas station is not the right fit for a location that is near to homes and school. Final approval or denial will be Monday the 24th. Trustee O’Shea asked the Commissioners if they are in favor of gas station. The Commissioners agreed they are in support of the gas station and would greatly appreciate the convenience and sales revenue.
2. Soukups property and business was sold and new tenant will renovate the property. There may be potential to house up to 4 retail businesses in that area.
3. Geische property is under contract. Katie’s space has had some interest.

5. STAFF PRESENTATION – GROUNDS – CHRIS PEKAREK

Golf Course Superintendent Pekarek displayed live examples of healthy grounds and explained the process utilized to maintain the greens. He provided visual samples of greens evidencing the positive impact of the aeration process. Greens are firmer after aeration and produce better control of thatch.

Pekarek presented some examples of herbs that will be grown by seed on the property in an effort to supply to the restaurant with fresh ingredients for cooking. Some items include mint, rosemary, basil, honey from bee hives and fresh picked flowers for the restaurant. The honey will be bottled and sold to the public for profit next year.

Commissioner Reinke suggested a renovation of #8 tee because he played on it two weeks ago and it was torn up. Superintendent Pekarek responded that it is a wedge and play on it is aggressive especially when greens are just starting to grow after winter season.

Commissioner Carroll was excused early from the meeting at 8:12 a.m.

6. ANNOUNCEMENTS AND OTHER BUSINESS

Trustee O’Shea suggested further discussion with the implementation of restrictions to new carts as they approach the greens. Superintendent Pekarek has previously stated he does not like restrictions because he doesn’t like to tell players how to play. After thinking about it and watching play this past month, he feels that some warnings may be beneficial but would not want to prohibit seniors driving up close. The restrictions he was interested in would protect natural greenery and perhaps some of the more damaged areas of the course. Trustee O’Shea gave an example of hole 14 where people drive right

up and it is offensive to golfers who are behind them and watch others disregard the care of the greens. He asserted that restrictions should be placed around the 18-hole course and the cart should indicate a warning and automatically slow down not shut down. As golf etiquette, people should not drive up against the greens. Superintendent Pekarek and Director of Golf Allen stated that the staff will be trained with GPS system on the new carts and the restrictions will be evaluated once carts get here. After training is complete, the information will be brought to the Commission to determine what type of restrictions if any should be administered.

7. **NEXT MEETING MAY 19, 2017 at 7:00 AM.**

8. **ADJOURN**

Commissioner Jourdan moved and Commissioner Reinke seconded, to adjourn the meeting. The meeting was adjourned at 8:25 a.m.

Submitted by Angela Andrianopoulos, Recording Secretary

Reviewed by General Manager Jeff Vesevick