

Glendale Lakes Golf Club Committee
November 9, 2017 at Glendale Lakes Golf Club

Meeting called to order at 7:00pm by Pat Maritato, a quorum was established and the meeting began.

Attendance: Pat Maritato (Chair), Donna Becerra, Sharon Sullivan, Dave Edwards, Raquel Becerra (Village Liaison), Ed Lambke, Mike Marron, Jennifer Ferrell

Not present on committee: Mayor Linda Jackson and Mr. Bob Hoffman

Others present: Chester Pojack (Trustee), Brian Trifilio, Randy Zelinka, Rosemary Russell (Notes/Minutes)

Communications/FYI/Golf Now/Banquet Reviews: Jennifer Ferrell stated that all comments on Golf Now and Banquet Reviews were good. She forgot to make copies for the Committee and will email them to everyone.

Public Discussion: Ed Lambke stated that while he was out golfing recently there was a lack of beverage cart employees on the course. He stated he felt the Course was missing an opportunity for income. Jennifer Ferrell stated she would look into that.

Approval of Minutes from May 11th 2017: Mr. Maritato asked for approval of the previous meeting's Minutes, Donna Becerra approved and Sharon Sullivan seconded. The minutes were approved.

Golf Management Reports: The Committee reviewed the reports from May to September. Chairman Maritato motioned to approve, Sharon Sullivan seconded and the reports were approved.

Golf Outing Bookings 2017/2018: Jennifer Ferrell stated that Outings were down slightly this year, however, many Outings have been repeat customers for years and years. Donna Becerra asked if we could send out flyers to the industrial parks in the area to perhaps generate more business. Chairman Maritato noted all the companies in Carol Stream and Glendale Heights that a mailing would reach and also suggested giving them resident rates. Ed Lambke suggested offering lower rates for yearly fees or offer the companies coupons for their employees. He believes they would enjoy it if they play enough. Raquel Becerra stated that Mayor Jackson gives away "free golf" at the annual Business Appreciation Luncheon as a token of appreciation and also to promote the course. Dave Edwards stated the course is in good shape and much better than in previous years. Chester Pojack agreed and stated his golf group loved the course the last time they played. Raquel Becerra also stated that very shortly we will be installing "Senior Tees" on certain holes and they will most likely be silver in color.

Banquet Event Bookings: Members of the Committee reviewed the reports.

New Business:

- i. **Charity Classic** – This year's Charity Golf Classic golf outing hosted 84 golfers who raised \$4,500 for the FOP, \$4,500 for the Glendale Heights Chamber of Commerce Scholarship and \$13,000 for Make-A-Wish Illinois. The 2018 event will be held on June 15th starting at 9:00am.

- ii. **Turkey Shoot Update** – This year’s event will be held on Saturday, Nov 11th and Sunday, Nov 12th. This year we are receiving our turkeys from Target.
- iii. **Golf Season Review** – Jennifer Ferrell stated that for the calendar year golf rounds and revenue are up, however, for the fiscal year rounds are down but improving. She believes that the new weekday tier system seems to be working well and has helped fill the slow times.

Summer Scramble hosted 66 golfers in July and the event will be run again next year. Links-N-Lures hosted 26 participants. Jennifer asked for input from the Committee as to whether this event should be held again next year.

Golf administration attended a Public Golf Course Seminar which discussed various topics affecting the industry today. It appears that currently all public courses are struggling for revenue.

This year high school golf gave the course revenue of \$33,000 for all 5 teams. The high school sectionals were held here on October 9th. Brian Trifilio marked all hazards and other areas. He also stated that the marks left by the students are common. Jennifer Ferrell stated she would be sending a thank-you letter to all participating schools. She also stated it is her belief the Course should raise the rate next year from \$13 to \$15 per student.

- iv. **Food & Beverage Update:** Jennifer Ferrell stated there are few weddings booked for July and August of 2018. She believes brides and grooms are looking for more “trendy” venues. To attract more business the golf course will be lowering its minimum spending requirements from \$9500 to \$7500 on a Saturday night. Randy Zelinka stated wedding parties seem to be getting smaller and so lowering our minimums would hopefully attract more brides and grooms. Also, Friday evening weddings are becoming more popular and are on the rise. One reason, lower spending minimums (usually 10%).

The Fall Festival of Flavor was held Wednesday, November 8th, at Medinah Shriners Center. Beef Wellington and 2 appetizers were served (a fig, almond and goat cheese tartlet along with a Gorgonzola stuffed date wrapped in prosciutto). Everyone attending complimented the food prepared by the Golf Course.

Chairman Maritato raised a question for Randy Zelinka concerning the amount of foam that comes from the tappers in the front bar and why does this happen? Randy stated it is due to the amount of time the beer sits in the line between usage. The longer it sits the more foam. However, it can be eliminated by pouring at least once an hour when not in use.

- v. **Golf Course Rates for 2018:** Jennifer Ferrell stated we should keep rack rates the same for 2018, however, we should raise our high school rates. Randy Zelinka informed the Committee there are already two functions booked on Friday evenings during Lent and so there will be no Fish Fry on those dates. Perhaps that information can be added to our website or a flyer so that our customers will be aware of the change.

- vi. **Golf Course Committee Schedule 2018:** The dates for the 2018 meetings are: January 25th, May 10th, and November 15th, 2018.

PROJECT UPDATE:

- i. **Bunker Renovations:** Jennifer Ferrell commented on the information in the Agenda (see packet) regarding the bunker renovation projects. Brian Trifilio stated he would like to finish Hole 3 during the winter months. Additionally, he stated he would be receiving “back fill” from the Public Works Department to complete the project. Chairman Maritato thanked Brian for all his work in completing these projects.
- ii. **Projects & Purchases Current Fiscal Year:** Jennifer Ferrell reviewed all the completed projects for the current fiscal year at the golf course. She stated that the dance floor re-surface and new carpet for the banquet rooms will be done simultaneously but probably not until 2019-2020. Raquel Becerra stated that due to a tax freeze on hold in Springfield the budget is very tight. Jennifer Ferrell then asked the Committee for any suggestions on the new budget.

Chester Pojack asked Chairman Maritato about the sign on North Avenue and President as it is beginning to look unkempt. Chairman Maritato stated that the property that the sign sits on does not belong to the Village. Raquel Becerra stated she would speak to Keith Knautz about having the sign “spruced up”. Chairman Maritato stated he would discuss the sign with Mayor Jackson.

Jennifer Ferrell commented on a new golf program for seniors at the Course. A Senior Card was sold for \$28 and we had 139 purchased. This was a good start for a new program and we will tweak and improve for next year. Perhaps this could lead to a Senior League or Outing for 2018-2019. Jennifer then asked for any suggestions or ideas for next year from the Committee.

Chairman Maritato questioned the color for the Senior Tees. Jennifer Ferrell stated green and Brian Trifilio stated silver. Chairman Maritato than asked if there were any further issues to discuss. A motion to adjourn was made. Donna Becerra seconded and the motion carried.

The meeting was adjourned at 8PM.