

Lake Limerick Inn Committee Minutes

October 9, 2021

Attendees: Mary Berni, Paul Wagner, Nancy Dudacek Milliman, Kyle Skinner, Bonnie Morrow, Lisa Wilson (new member), Mitch Robinson (new member)

Excused: Sheila Nokes, Sharon Hadsall, Dorothy Powter, Kristine Anderson

Staff: Roger Milliman, Jon Huus

Guests: John Ingemi

Meeting called to order by Kyle Skinner at 9:30am

Minutes: Motion made by Bonnie Morrow to approve August minutes, second by Mary Berni

Financials: *Roger & Jon* was positive about the way all numbers are headed in the right direction – up! Café: Up 36%, Lounge: Up 5%, and Restaurant: Up 23% over Prior Year. Weekly trends up over 2019.

Operations: New menu has been successful. Jon has been very happy with the customer experience and the feedback received from the community. Committee members complimented Jon on food well done.

Kyle suggested starting to analyze POS systems for what's turning and what's not. Also suggested using sign in cards to get an idea of how many new members are coming into the community vs. the existing customer base. Utilize analytics to improve the customer experience and strengthen marketing efforts. Mitch suggested using POS system to collect generic/non-specific data. Agreed by committee that this was a good idea and that the more information we have the better experience we can create.

Goal Setting: Kyle suggested to the committee that we set a "BHAG" (Big Hairy Audacious Goal) over a several year plan that will allow us to benchmark the Inn's progress. Committee members were then asked to think about what the BHAG should be and come back with ideas for next meeting. Kyle suggested that the goal be more non-dollar specific. Community member % as regular customers, plates served, etc.

Events: The End of Summer Bash – Kyle thanked all committee members for a successful End of Summer Bash. Job well done. This was a successful event and really brought the community together after a long COVID break.

Kyle requested that each committee member start thinking of an event that they could project manage. Something that brings people into the Inn or Café on a regular basis. Corn Hole leagues, trivia nights, music events, etc. This will be discussed further at the next meeting.

Halloween (Sunday Oct. 31) was discussed by *Kristine* and she and Kayla will be doing a table outside under the patio deck, of Trick or Treat Bags again this year. *Chef Jon* will plan a Family Meal Plan for the Inn that afternoon/evening.

Thanksgiving and Christmas: Plated dinners. Suggested two weekends before thanksgiving and one weekend before Christmas.

Design Sub-Committee: Mary has received rough estimates on Fireplace insert, blasting the fireplace and will get a second quote on painting on Oct. 23rd. She also requests any community members that are interested in joining the Design Sub-Committee.

Marketing Sub-Committee: A request will be sent out for photos from the Summer Events to be submitted to the Pro-Shop for the 2022 Calendar. The calendar needs one more \$250 sponsor and several sponsors for the Seahawks fan page.

Scope of work for upcoming fiscal year includes talk with a Drone Professional to include a scope of work drawn up by Roger to be considered including Lakes, Parks, Golf Course, Inn, & Café-Pro Shop.

New Members: The committee voted unanimously to add Lisa Wilson and Mitch Robinson as new members of the Inn Committee.

Request for this to be an Agenda item for the October Inn Committee Meeting.

Motion to adjourn was made by Lisa and second by Bonnie at 11:15am.

Minutes submitted by Kyle Skinner

Next Meeting – 11/13/21 – 9:30am - Restaurant