

Lake Limerick Inn Committee Minutes

November 13, 2021

Attendees: Lisa Wilson, Mitch Robinson, Nancy Dudacek Milliman, Bonnie Morrow, Mary Ann Wagner, Paul Wagner, Mary Berni, Mitch Robinson, Dorothy Powter

Excused: Sheila Nokes, Sharon Hadsall, Stacie Stoney, Jon Huus

Staff: Roger Milliman, Kristine Anderson

Guests: John Ingemi, Gary Wilson

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

Minutes: Motion made by Bonnie Morrow to approve October minutes, second by Paul Wagner

Note for BOD and Christy:

The Inn Committee meetings will be moving to the Café starting with the next meeting for 12/11/21.

Financials: Roger is pleased by the performance of the Inn and Lounge. Café is down because of inclement weather. Golf is down too due to the inclement weather.

Operations: Staffing is stable. Brian Marx is the new Café cook, starting November 20th. Currently works for the Casino and has a great working reputation, with experience working with Jon. Financial results are pleasing and the addition of Trivia Night, Bingo and the Sunday Family Specials are driving incremental revenue at the Inn.

Inn Committee is looking to drive additional revenue to the Inn & Lounge by looking into Karaoke Night, an indoor/outdoor Corn Hole League, and Meet Your Neighbor events, as well as more. In addition, we'll be looking to incorporate more events/activities at the Café to drive business there as well.

Holiday Hours and Events:

Decorations will be going up at the café, great hall, lounge and restaurant.

Thanksgiving Specials – Week of 11/18 – 11/20. Turkey Dinner and Full Menu.

Warming tray will be used for Turkey and not prime rib. Ribeye steak will replace the prime rib for the weekend and following weekend.

Inn, Lounge & Café - Closed Thanksgiving Day

Christmas Dinner – Plated dinner plus a limited Menu – Saturday Dec. 18th

Christmas Week – No specials

Restaurant/Lounge - open Thursday Dec. 23rd; closed Fri-Sat – Dec. 24th – 25th, open Sun. Dec. 26th. Limited menu currently planned

New Year's Dinner – Reservations required – plated Dinner Fri Dec. 31st

Inn/Lounge Closed – Jan 1st – 13th for annual cleaning.

Café will be Open Thurs. – Fri Dec. 23rd – 24th; closed Sat. Dec 25th; open Sun. Dec 26th

Open Thurs. – Fri. Dec 30th – 31st; closed Sat. Jan 1st, open Jan 2nd.

Café will be open Thursday – Sunday when Inn is closed for annual cleaning.

Goal Setting: A significant discussion was had amongst the committee members about the Semi-Annual Meeting and the concerns that several community members have about the Inn/Lounge. While we don't discount their trepidations, it was with unanimous agreement amongst the committee to start promoting our success and focus on sharing the positives about the community events, food and beverage for the Café and Inn. Our goal is to silence the misgivings of those in the community who believe the Inn should be closed or open to the public by generating more revenue and drawing a broader base of community members with more frequent visits.

Events:

Thanksgiving – weekend special – Fri – Sun – Turkey Dinner

Holiday Family Social – 12/11/21 – Bonnie is working with Kristine to replace the Tom & Jerry party with a Holiday Family Social. Something that incorporates tree lighting, golf cart caroling, kids sugar cookie decorating, Santa, hot buttered rum.

Bonnie, Nancy and Kristine will put a hold-the-date out there with details to follow as the plans solidify. Coordinate with the Magpies.

Christmas – Plated dinner – Saturday, December 18th

New Year's Dinner – Reservations required – plated dinner December 31st.

Mary Ann Wagner suggested that we have a schedule of the events for 2022 that Inn Committee oversees and assign project manager volunteers to be the point person for those events. Unanimous agreement from the committee and we'll draft a schedule for next month's meeting.

Design Sub-Committee: Budget approved at Semi-Annual Meeting. Mitch voiced concerns about whether we should actually spend the \$30,000 to renovate the Great Hall due to the concerns of the community members. Kyle disagreed and there was a discussion amongst the community to talk about updating the business plan for the Great Hall to generate revenue with the remodel. Committee agreed to proceed and Mary/Kyle will work on the Project Approval Request Form for blasting the fireplace.

Marketing Sub-Committee: This sub-committee has been incredibly busy. 2022 Calendar is with the Shopper and has a target delivery date of 12/1. The cost of the calendar is covered by the advertisements and photo fees. All proceed sales will go to projects earmarked for the Pro-Shop and Golf Course and some for the marketing budget. Committee met with Drone Photographer to go over the design plan. Estimated \$3k spend. Will own rights to videos and they'll capture video of each hole on the golf course (for their website); the parks and the lake. Would be able to edit into Facebook ads, or sell licensing rights for realtors to use for listings.

Concerns about the accidental budget cut for the fiscal year. Inn Committee is looking to do some kind of revenue generating event or sale that we could use to ear mark for marketing budget.

Motion to adjourn was made by Bonnie and second by Mary at 11:55am.

Minutes submitted by Kyle Skinner

Next Meeting – 12/11/21 – 9:30am – Café

