

LAKE LIMERICK INN COMMITTEE MINUTES

Called to Order: 2/13/2021 - 9:30am by Kyle Skinner

Attendees: Nancy Milliman, Sheila Nokes, Bonnie Morrow, Dorothy Powter, Paul Wagoner, Kyle Skinner and Mary Berni

Staff: Roger Milliman (CAM), Josh Neely (Chef), Kristine (server)

Guests: Brian Smith, John Ingemi, John Donahue-Grossman

Inn/Lounge Business:

Financial Assessment & Operational Updates – January – Roger/Josh

- a. Inn Revenue - \$1,036/wk – 3 weeks
- b. Lounge Revenue - \$158/wk – 3 weeks
- c. Café Revenue - \$751/wk – full January

Effectiveness of Business/Operations

Current World Order - Healthy Washington Roadmap – 25% capacity available starting Sunday 2/14/21

Inn – Deck almost complete, outside seating available

Restaurant Hours for Food 4:30 – 6:30ish

Walk-ins available, but reservations have priority & are highly recommended to

guarantee a seat by emailing foh@lakelimerick.com or calling during operating hours

Current Capacity Restaurant: 28 people max/7 tables available

Lounge open: 4pm – 11pm

Current Capacity: 16 people max/ 4 tables available

Cafe – Hours unchanged

New Menu Items

Café – positive feedback, reevaluate next month

Inn – desserts tracking well, salads tracking well, need a little bit more time to assess business from these items.

Sunday Sales Ideas

Fried Chicken Dinner – End of the Month each month

Paul Wagner suggested that we do a Weekly “hook” special to get people to try to drive business back to indoor dining. Perhaps a Weekly Prime Rib Special - Fridays

Reopening Special –

Galentine’s got snowed out so Kristine suggested a “Reopening Special” Cocktail specials – 15% off 1 entrée. Kyle mentioned that the keg may be aging, and we offer a “Kill the Keg” special for the beer drinkers in the community.

Wine Pairing Event(s)

Kristine wanted to make it an indoor offer to draw people back to the Inn.

Make it a more attractive pricepoint. People won’t need to purchase the entire bottles, can buy the wine by the glass. Includes small plate pairings. Utilize as a starter. Kristine has created a tasting card for tasting notes. Submit it back to Kristine, you enter a drawing, get a bottle as a prize

Café Business

DJs Competition Escalation – How will this impact sales of the Café, Inn & Lounge? Can’t beat them on price, suggested that they’re using the food as a loss leader to drive traffic & boost store purchases.

Sheila suggested reopening to 7 days/wk when the weather improves; however, Josh informed us that it's tough to get the hours/personnel necessary to open to 7 days/week. Nancy offered opening 5 days/week from April to September; however, Roger said that we need to have the business there first to make it sustainable to stay open that many days. Paul suggested that utilizing our current hours we cater to the crowds that already come to the Café and drive more business to them. Dogs and sandwiches for the 9th hole turn. Weekend draw utilizing a brunch theme to draw in more traffic on slower Saturdays. Josh is looking into it.

Holiday/Event Business Stuff

V-Day – snowed out

Suggested that we try to offer a special dinner for the following weekend for those that are interested. Kristine is concerned that the specialness will be gone. She'd get a poll though to see if enough people are interested.

St. Patrick's Day

Can't have a St. Patty's Day event this year because of COVID. Decided that Josh will offer thematic weekend specials bookended around St. Patrick's Day (a Wednesday this year). Sheila would like to put up decorations and Kristine is looking into thematic month-long drink specials.

Modified Fishing Event

Can't have a Derby this year because of COVID. Kyle suggested a weekend food & drink specials themed around fish and fishing to commemorate special event. Get people excited about the opening of fishing season and the "unofficial" start of Summer.

Subcommittee Business

Design – Subcommittee Team

NW Bistro Design Update

Bistro Furniture – tough to find. The committee is actively looking for table tops. Chairs will be easy to find and source.

Doors – not ready for install yet.

Lights – ordered waiting on delivery

Budget Update – Approximately \$9k left

Café/Pro-Shop Redesign Proposal

A small group of members within the Inn Committee and Green's Committee are pushing for a redesign of the Café/Proshop to improve functionality and safety due to line-of-sight and egress. Josh is for it. Roger encouraged those members to make sure they follow proper procedure to get it ready for Capital Project Budget Request. Kyle cautioned that this should not take priority over the focus of our current year budget spend: improving the Inn and Lounge aesthetic. All agreed and we decided this would be a topic outside of the Inn Committee but get monthly updates regarding it.

Marketing – Nancy Milliman

4 articles in the next 4 issues of the Fjord. 1st article written by Mark & Elen talking about the spring tourney

Starting Spring for ads in the Journal

Mason County Chamber of Commerce – Deal of the Week (online). Membership is in the thousands. Great for direct marketing feedback.

Inn Committee Business and General Updates

Minutes from last meeting

Motion to Approve by Bonnie & seconded by Nancy

Mary Berni offer to join Inn Committee if she's interested. She accepted.

Kyle motioned, Bonnie Seconded, approved by committee

Deck Update

Roger noted that another seal coat needed, and liquid rubber, hopefully March completion. He did say that the lower deck is completed and to checkout the blue pine. Lights get installed
Wednesday

ADA Bathroom Update

Pat and Roger have put together a design . No opportunity to do walk through with contractor.
Need plumber to repurpose water filling station into handwashing station

Meeting Adjourned at 11:15am.

Next Meeting 3/13/21 at 9:30am via Zoom