

FOOD & BEVERAGE COMMITTEE MEETING
January 2, 2025

Board Liaison Present: Tami Ronnfeldt.

Management Present: Steve Hardesty, Brian Sage, Jennifer Todisco

Committee Members present: Jean Nelson, Pete Lackner, Cheryl Ravenscroft, Janet Rose, Candy Bain, Mike Swoverland, Karen Froelich, Mary Williams, Barb Chambless

Committee Members Absent: None

Guests: 5 homeowners were present.

1. Call to Order: Chairman Jean Nelson called the meeting to order at 9:00 a.m.
2. Mike Swoverland made a motion to approve the December 5, 2024 minutes, 2nd by Pete Lackner, motion carried.
3. Board Liaison Tami Ronnfeldt reported on the December 30th HOA Board meeting. There was no employee of the month. With the recommendation by the Pool Task Force Committee it has been placed in 1st reading. It was also determined to dissolve the Pool Project Committee as their work has been done. The F&B 2025 Goals were approved.
4. Steve Hardesty announced a special Pool Project meeting is scheduled for January 8th at 3:00 p.m. in the CW ballroom. All home owners should attend this meeting to be in the know about this major project. The Architect will be available to answer questions. Once the project recommendation has been approved by the board, voting by the homeowners will be held in March along with Board elections.

Brian Sage reported on F&B financials: YTD revenues are -7.3% lower than budget and -1.4% lower than 2023 YTD. F&B Expenses (including cost of goods sold) YTD are +\$198K lower than budget and -\$22K higher than prior year. F&B Net Income YTD -\$134K lower than budget and -\$81K lower than prior year. He is pleased by what Jennifer has been able to accomplish. Figures do not reflect a true picture because price increases should have gone into effect early last year, before she came in board, and it didn't happen until early last quarter. She made budget for November!

5. Jennifer Todisco reported on a very busy Holiday season, there will be reports forthcoming on the December and NYE ones. Some days there were 2 or 3 events. It should be noted Banquet events need to use the special catering menu, it is priced appropriately and that is what needs to be used in all instances.

CW had 160 NYE attendees, Upstairs at CW there were 60 reservations, there were concerns at each of these. PV NYE was sold out and received rave reviews. The upcoming PV Wine Pairing January 18th is sold out and PV Valentine's Day February 14th only has only a few seats left. PV chef Chris is working on a St. PaddyGras with Irish and Creole food to be held March 15. CW is working on a Valentine and St. Patrick Day events which have not been announced yet.

Staff training is ongoing, turnover still high. At last PV kitchen staff stable. New guidelines for card playing at PV will be put out shortly. The No Show issue regarding reservations at PV is a continuing concern.

6. Dance Volunteer Guidelines are urgently needed. Rene Seifert who heads up the volunteer program cited several examples of what has happened and asked how they should be handled. Management is working on written guidelines for all volunteers to have for reference. It was suggested door volunteers use a hand stamp or a bracelet for those arriving (after showing their home owners card) to help with those going in and out.

7. Committee members comments: Regarding free dances Pete Lackner made a motion that a \$5.00/person charge be made to all who wish to attend these dances. We would then know how many to expect and could staff accordingly. 2nd by Candy Bains. Motion carried. At this time, dances are just breaking even. Several adverse comments were made about CW's NYE food and band, the bar upstairs felt food was okay and enjoyed the DJ. There were nothing but excellent comment about PVs NYE dinner and entertainment.

Liaison Tami Ronnfeldt provided information on the recent purchase of dinner and drink/dessert menus covers, to alleviate complaints about their cost. The extra revenue generated by listing top shelf liquor, better wines by the bottle, specialty drinks, even desserts has been phenomenal, people didn't realize these items were available and by comparing October-December 2023 sales to October-December 2024 sales there was a revenue increase of \$38,809.21

8. Guest comments: Don Hicks felt dance attendance would go down by using stamps or bracelets, people are adults and would be offended. Many comments to the contrary on this subject. Don also felt Jennifer has done well.

Renee Seifert who headed up the Fun Lakers Christmas event felt service was excellent but food very inconsistent and they may look elsewhere for future events. She and Cheryl also pointed out how 'adults' steal table decorations etc. from our clubs events so a hand stamp shouldn't offend them.

Bob Carlson asked what our F&B amenity cost per month for homeowners is, today it would figure around \$5.00. It's been as high as \$12.00 in the past.

9. Recommendation to the Board: None

10. Recommendation to Management: A \$5.00 charge per person be made for anyone wishing to attend future 'free' ballroom dances.

11. Meeting adjourned at 9:50 a.m. Next meeting February 6th at 9:00 a.m. in the PHX Room.

Respectfully submitted,

Cheryl Ravenscroft, Secretary