

HGMD Restaurant Committee

October 26, 2023 Report on October meetings of Sub-committee on Three-year Plan

The first October meeting of Cormac Ronan, Tom Merges, Bob Bankirer, Mavis Richardson, and Gwen Alexander was mostly about marketing and advertising that is planned to begin in January 2024. The Facebook account will continue and a large (full- or half-page will be voted on in committee) advertisement will be in monthly copies of Heather 'n' Yon all year. Other advertising to attract residents in near-by neighborhoods will also be developed, including using various media.

Marketing for the first year will concentrate on the HG community residents as well as residents in the surrounding neighborhood by developing the "product." The increase in customers/sales will be based on the following projects requested for approval by the HGMD Board:

- Employing/maintaining a competent team consisting of a manager and assistant manager, chef, bartender, kitchen support, and servers (based on larger HGMD budget for the restaurant that has been approved)
- Devising welcoming names for restaurant areas that attract customers of all ages
- Responding to requests made by residents in the HG community for more days and hours of service
- Considering pick-up and delivery services

The increase in customers/sales will be based on the following projects requested for approval by the HGA Board:

- Creating enticing menus that follow the seasons and include special diets (vegetarian, wheat-free, etc.) by Cormac and restaurant team
- Entertainment events and specials that support clubhouse activities (example, special plate and price for those attending a specific event in the auditorium)
- Reasonable prices and weekly/daily specials
- Background music that is really in the background
- Maintaining an overall feeling of "the friendly and welcoming place to be"
- Developing "scratch cards" that are passed out with Heather 'n' Yon, brought to the tavern/restaurant and scratched out by the server at the table to determine the percentage of discount for the table or even specific prizes such as non-alcoholic drinks all around the table, or a dessert to be shared.

A major part of marketing that embraces the "product" was determined to be the structure of the restaurant for attracting customers and convenience for employees. The committee decided to invite Tim Crist, an experienced team manager of a national restaurant group that provides assistance to start-up and struggling restaurants in their chains. Tim, Robin, Cormac and committee members toured the Rendezvous dining rooms and kitchen and then discussed possible adjustments. Robin's report is attached.

See two rough drafts of floor plans to increase the kitchen size for utility, convenience, and space to be able to provide service for more customers. The current kitchen is too small, poorly designed, and ill-equipped to serve the number of customers required to meet the revenue budget. The kitchen could be extended to incorporate the existing bar area at the entrance to the current restaurant. This is a top priority and the most expensive change in time and money that will enable the restaurant to meet its revenue goal. Plans need to be completed during 2024 so the project can begin no later than 2025.

Names for the specific areas (restaurant, tavern, and special events need to be specific. The renaming of these areas needs to take place at the beginning of 2024 to support the new advertising efforts.

To capture golfers, tennis and pickle ball players, and others on a walk around the clubhouse area, there could be an attractive new entrance from the tennis courts/golf pro-shop area into the tavern. The patio would remain open for customer service spring, summer, and fall.

The sub-committee requests the HG Restaurant Committee to identify and purchase new equipment for the kitchen at the beginning of 2024 that will replace old and unsafe items in current use and add items that will provide ability to offer a wider range of the restaurant (and possibly coffee shop) menu (see suggestions attached).

The sub-committee requests the HG Restaurant Committee to adopt the draft change of the restaurant structure and usage (attached) for use in development of the three-year plan (see attached Plans 1 & 2)

The sub-committee requests the HG Restaurant Committee to adopt new names for tavern, restaurant, and (possibly coffee shop).

The sub-committee requests the HG Restaurant Committee to begin advertising activities such as year-long contract and design of ads with Heather 'n' Yon as well as design and purchase of scratch tickets. (Note: A lottery is usually selling numbered tickets and drawing of numbers at random for a prize. If we are giving them away, it is not a lottery.)

The sub-committee requests the HG Restaurant Committee to approve the following draft for the three-year plan:

First Year: 2024

- Identify and hire architect to draw blue print of structural changes to the restaurant kitchen.
- Identify possible contractors and obtain bids for construction of approved structural changes to the restaurant kitchen. Identify useful currently owned furniture and furnishings to move to appropriate areas. Identify and purchase new furniture and

furnishings for tavern and restaurant that will fill current needs and will be useful in future reconfiguration of the restaurant, which includes serving more customers.

- Identify and purchase new cooler/freezer that will fill current needs and will be useful in future
- reconfiguration of the restaurant. Identify and construct weather-resistant connection between kitchen and current freezer.
- Purchase two medium-sized, moveable buffet hot tables after discerning and fulfilling electrical requirements in appropriate areas. Sell existing large buffet hot table.
- Analyze current bar structure for possible movement to the new location. Determine where plumbing revisions have to be made to serve the tavern and initiate plumbing changes.
- Identify and install electrical lines to support tavern area.
- Begin conversation with Heather Gardens Clubhouse committee regarding "golf cart" pick-up and delivery of residents to and from the clubhouse/restaurant.

Second Year 2025:

Begin renovation of kitchen and make any interior design changes to other areas of the restaurant.

Third Year 2026:

To be determined.