

Heather Gardens Restaurant Sub-Committee Report  
on Three-phase Plan for the Rendezvous Restaurant  
November 14, 2023  
Submitted to Chair Robin O'Meara

The sub-committee of the Heather Gardens Restaurant Committee that is responsible for presenting a three-phased plan to update the Heather Garden Rendezvous Restaurant, an amenity that serves the HG community and the public with the financial support of the 2024 MD Operating Budget and 2024 Capital Expense Fund of the Heather Gardens Metropolitan District, has voted to submit this proposal to the HGMD Restaurant Committee and its Chair Robin O'Meara for consideration.

### Phase One

Due to the kitchen's small size and inconvenience of usage; the outdated, overused, falling-apart equipment; the continuous lowering of the restaurant annual operating budgets that has resulted in constricted hours of operation and lower staff numbers, the restaurant is not an amenity that reflects the community or meets the needs of residents. This situation has been recognized by the MD Board of Directors and the result is a higher 2024 operating budget and a vote to dedicate \$200,000 of the MD Capital Reserve Fund to enable the updating of the kitchen in support of increasing sales and revenue. In addition to purchasing new and replacement kitchen equipment, the restaurant will be open longer hours and the staff will be increased, including a chef and bartender. The menu will be expanded and advertising will be more pronounced using various media, half-page monthly ads in Heather n'Yon marketing, and an innovative "scratch card" program will be introduced. In addition, the Restaurant Committee will work diligently during Phase One to plan for Phases Two and Three.

Phase One of the plan will maximize the financial support available to enable the following; however, some things will have to be accomplished before others can build on achieving these goals. The **change of days and hours** the restaurant will be open will be gradual beginning with evening hours extended to 7:30 P.M. and an early hour of 9 A.M. for Saturday breakfasts. The January dates will be influenced by the need to close the restaurant for upgrading equipment and the ability to hire more employees; however, if the equipment exchange and cleaning can be organized around the annual week-long closing over the December holidays, this may not be an issue. Beginning in January, the days the restaurant will be open during the early Phase One will continue to be Tuesday through Saturday and a half-day on Sundays for the Buffet Brunch. **Extensive marketing activities** will begin in early January, again influenced by the kitchen changes, and will continue through the year (see the attached detailed plans from the marketing sub-committee).

1. The primary Phase One project: **Update the kitchen for current use** by selection, purchasing, and installation of replacement and new kitchen equipment (complete cleaning of the kitchen and removal of current equipment prior to installation of the new). To begin, **equipment approval, purchase, delivery, installation schedule, and**

**preparatory cleaning may not be concluded before the end of January.** Upon arrival, the delivery and installation of the equipment will necessitate the need to close the restaurant for a short period of time. During this time, the closure will affect revenue.

2. Develop job requirements as needed. **Seek, interview, and hire** a new chef and a new bartender; seek and hire other new employees as needed according to the operating budget. **The search for a new chef, bartender, and other employees** will begin before the closure but the actual start-times of these new employees will be determined based on the timing of the kitchen closure.
3. **Decide on a restaurant name** that will entice a wide range of customers to respond to the restaurant's new "brand." Use of the new name and brand will be used on all marketing fields, such as advertising, social media, menus, signs, uniforms, etc. Submit suggested changed name to the MD Board of Directors.
4. **Increase marketing efforts beginning in January** through A) **advertising** on a half-page every month in Heather n' Yon and B) adoption of a one-year "scratch card" program for encouraging more people to patronize the restaurant.
5. A **Public Relations** sub-committee will be organized to provide talks to groups in the community that are interested in what's happening at the restaurant and will become active through HG Area Representatives and clubs. Representing the MD intent to make all activities more transparent to residents, we will develop a "universal" page of answers (based on the facts) to a wide range of questions committee members may be asked about the restaurant and what changes are anticipated.
6. Present the committee's preliminary suggestion of revisions to kitchen/restaurant areas to the MD Board of Directors MD Board of Directors for **extensive revisions to kitchen/restaurant areas** that would provide improvement to restaurant enjoyment and revenue. If approved, seek, interview, and decide on a slate of people/businesses to **recommend as a kitchen/restaurant designer** to the MD Board of Directors. Following an approved plan, work on developing the needed information, such as estimated cost of the changes, and develop and submit a request for funding.

## **Phase Two**

After Phase One has been completed, the committee will monitor Phase One outcomes and make suggestions for adjustments. The restaurant will continue marketing, advertising, and consider public relations suggestions and activities. The committee will consider conducting some diversified focus groups and/or a community survey to get responses to the changes made during Phase One and attitudes toward action planned for Phase Two.

Following the recommendation made in Phase One by the committee to the Metro District Board to hire a kitchen/restaurant designer in Phase One, the Metro District Board will make decisions about **expanding the kitchen** into the approved space and **relocating the cooler/freezer, moving the bar** to the approved space, creating an approved **new entrance** from the golf area into the bar space, **remodeling** the approved main dining area, creating a **coffee bar/café** with a **small convenience store** in the approved space, adding a sun cover to the pool-side patio, and purchasing new **furniture and booths** as needed.

After an architect has completed accepted blueprints and a contractor is hired to oversee the renovation project, **construction** will begin during Phase Two with a goal of completing the project within one year, coordinating with the restaurant manager to work in stages and times that are not disruptive to the business. The renovation will include extending the size of the kitchen, moving the bar to a different location, building a new entrance on the wall of the bar area near the Golf Pro Shop/Tennis and Pickle Ball courts, adding a sun cover over the patio by the pool, interior design, and purchase of new furniture as needed.

#### Phase Three:

This is the last phase of the project and includes **completion of the construction** and other Phase Two interior design and equipment/furniture jobs. Monitor and make suggestions for improvement throughout Phase Three.