

**Heather Gardens Metropolitan District
Clubhouse/Restaurant Committee
Special Meeting
June 24, 2020 3:00 P.M.**

To: HGMD Board of Directors, HGA Board of Directors and General Manager

From: Rita Effler (rita.effler@heathergardens.org), assisted by Deb Smith

Subject: Report of the June 24, 2020 Clubhouse/Restaurant Committee Special Meeting

Committee Members: Rita Effler (Chair), Janet Arce, Christa Boehner, Jerry Brewster, Tom Merges, Deb Smith, Tom Tomasik via Zoom.

Staff: Linda Aluise (Clubhouse Manager), Cormac Ronan (Rendezvous Manager), Courtney Haynes (Rendezvous Assistant Manager), Calvin White.

The meeting was called to order by Chairman Effler at 1:00 P.M.

Chair Comments: We had, at one time, 98 people attending via Zoom. The purpose of this meeting was to review the findings of the restaurant survey, presented by Susan Lambert for the special committee formed by Calvin consisting of Calvin, Mike George, Susan Lambert, Tom Merges, and Cormac. Survey tool used was Survey Monkey. The Questions were designed by Susan with input from the special committee.

The slide presentation will be on the website under 'news' and 'resource center research'. www.heathergardens.org

The goal of the survey was to examine how to meet the needs of the restaurant customers and discern current patrons' satisfaction. We measured:

1. Patron frequency at Rendezvous and other restaurants
2. Patron satisfaction with Rendezvous
3. What services are most desired
4. What patrons want most from any restaurant
5. Overall support of the restaurant by residents

Susan reported 1252 total responses. Eliminating 112 responses, people who had not patronized the Rendezvous in more than a year, resulted in 1126 viable responses. This is an outstanding sample.

From the Survey:

41% of the respondents eat at the Rendezvous less than once a month. 52% eat out 1-3 times a month. 82% feel the restaurant is important and important for home values.

Buffets and variety of food options scored low. Alcohol selection needs improvement. Price is a concern. Satisfaction with staff is excellent.

The response to the restaurant was overwhelmingly positive, but paying a subsidy is not popular.

Patrons want healthy food, friendly atmosphere, good price, variety, a quiet comfortable atmosphere, and home cooking. Lunch and dinner are preferred to buffets and there is not much interest in breakfast.

Susan concluded her presentation. For a complete overview go to the Heather Gardens Website.

Chair and Committee Comments:

Susan's presentation was professionally presented both visually and with Susan's explanations of the data.

It is apparent that lunch and dinner are preferred to buffets. The biggest surprise was minimal interest in breakfast. The cost of goods sold for plated food has been calculated at about 29% with buffets running as high as 64%. Staffing costs should be 29% benchmark. We are as high as 59%.

Resident Comments:

BUFFETS

Doggy bags at buffets?

Are not allowed. But have been.

\$4 or \$5 grab bag pick up after buffet nights to lessen waste.

Brunch- cold?

Chef table bad?

How many outside groups use our facilities?

Buffets are good for groups outside. Could Cormac/Courtney compile data on number of outside groups use of the facilities including the revenue and profit generated? Need same data for buffets and resident events.

Prime rib?

Wildly popular but a 64% COGs. If this is to be used as a marketing tool, we need to track and see if the people return for other nights. Perhaps make it a special plated entrée'.

BAR

Maybe bar service and snacks for entertainment time?

3-5 beefing up happy hour?

When we market top shelf liquors, they sell.

Alcohol on golf course?

Some snags with the city have delayed the extended license being issued.

Poor bar area design?

PRICING

As HOA dues up, folks can't afford to eat out.

Perhaps different pricing for residents.

We do not have much outside patronage. Perhaps a frequent diner incentive, discount, etc.

MARKETING

Office buildings – lunch special

Coupons etc. for neighboring areas

Bingo, Trivia, open to public every Wed 8-10pm; fundraising w/Overland High School

ENTERTAINMENT

Use banquet room for entertainment

Entertainment noise level concern

Norma brings in her own group who drink and contribute to revenue as well as profit margin

Her band is not subsidized.

Cormac said Saturday nights with entertainment bring in more outside people and more alcohol is served. The Elvis night was sold out at \$40 pp. No data for profit was presented. The Bronco nights do not make money. People could sit in the banquet room for quiet on entertainment nights.

RESTAURANT

How long has AC been down?

Since winter and now with COVID, we need to look at alternatives. Asked bids be requested for replacement "in case". \$30,000 repair estimate.

Will owners vote on final restaurant plan?

No. Not necessary. That is why you elect a Board of Directors. Residents have been requested to submit their suggestions and ideas to be incorporated into a report by the Clubhouse/Restaurant committee of Heather Gardens Metro District, who will recommend to Heather Gardens Assn, a Management Co, who will confer with Calvin White, General Manager who will confer with his Staff.

Open for takeout soon? 50%? Delivery?

Rules are changing daily. Cost to gear up will be substantial. Proceeding cautiously and partially dependent on results of this survey.

Is Calvin in charge of the restaurant bottom line?

HGA operates the restaurant but HGMD sets policy

Wages and benefits are much more than industry benchmark

Calvin said wages and benefits amounts are not high except in relationship to revenue

We need to remember that the restaurant does not pay rent.

CP4 enjoys monthly dinners, Omega holiday parties.

What about a snack/dessert time from 2-4, which is a slow time for the restaurant?

Susan will make all the data, including survey respondent's comments, available to the HGMD committee to use in conjunction with the data the committee has compiled. The Clubhouse/Restaurant committee will recommend to the HG Metro District board any changes/policies they think need to go to HGA for consideration.

The meeting was adjourned at 2:50pm.

Next regular meeting – Tuesday, July 14, 3:00pm