

River Strand Food & Beverage Committee Meeting
Monday, September 18, 2017
12:00 PM

MINUTES

Attendees: Phil Lahm (Chair), David McLaughlin (Icon Director Food & Beverage), Al Ambrosino, John Caracciola, Linda Carifo, Matt DeFano, Eloise Eckler, Joan Greco, Roberta Phaneuf and Marlene Wolf




. Board Liaisons: Mike Fisher and Bob Walsh: Interested RS residents were in attendance.

Teleconference: Kent MacCarl and Anita Tierney

Regrets:, Joseph Mekosh and Joan Millitscher

Agenda Item	Discussion	Action
1. Welcome/ Establishment of Quorum/ Introduction of David McLaughlin, Director of Food & Beverage Phil Lahm	<ul style="list-style-type: none">Meeting called to order at 12:00 pmQuorum establishedIntroduced David McLaughlin. David hails from New York originally and has spent years in Florida at many properties including the Ritz Carlton, Naples and most recently, University Park Country Club as their Manager of Food & Beverage. He joined Icon the week of Sept. 11 and is getting up to speed as quickly as possible.	
2. Verify Posting & E-Blast	<ul style="list-style-type: none">Meeting was e-blasted to residents and posted on board	Al Ambrosino confirmed posting
3. Teleconferencing	<ul style="list-style-type: none">Teleconference operational. Dial in # 641-552-9212: Access:186995	Matt De Fano
4. Review of minutes from August 7	Minutes were reviewed from August 7th	
5. Sub Committees Updates	1. KITCHEN/MENU: <ul style="list-style-type: none">➤ There are new menus coming out with a goal of 35% food cost➤ Upcoming Proposals at next BOD Meeting: Incentive Program and Tiki Bar Update	Al Ambrosino, John Caracciola (Co-Leads), Robbie Phaneuf, Joe Mekosh

Agenda Item	Discussion	Action
	<p>2. FRONT OF HOUSE – No discussion</p>	<p>Kent MacCarl (Lead) Eloise Eckler Joan Greco Marlene Wolf</p>
	<p>3. BAR – Discussed 2 upcoming events</p> <p style="padding-left: 40px;">A. Halloween Party with Blind Liquor Tasting – Oct. 28. Ticketed event. Tasting of 3 vodkas, 3 gins, 3 whiskeys and 3 scotches. Buffet dinner menu in process. Live entertainment.</p> <p style="padding-left: 40px;">B. Warm Up The Holidays – Dec. 16. Details to follow</p> <p>4. COGS – Ideal food costs should be between 35-40%. August's food costs were 60%. 4 new menus were presented and approved .Need to ensure food costs are in line. Must do a better job to protect F & B.</p>	<p>Matt DeFano, Al Ambrosino (Co-Leads)</p> <p>Phil Lahm (Chair), Linda Carifo</p>
<p>6. Review of concerns/requests to Icon</p> <p>Pat Cattanach's responses indicated in red</p>	<p>A. Concerns:</p> <p>There is a pool party this Saturday from 4 to 7 pm. Other than a mention in the newsletter, there has been a lack of e-mails to support this event. The fliers also reference "details to follow". It is four days away. Why no e-blasts and details yet?</p> <p>Note: He did not answer the question.</p> <p>B. Requests</p> <p>(Our board liaisons said we should go directly to you with these requests and not necessary to go to the BOD)</p> <p>1. Move one of the point-of-sale terminals from the kitchen to the main dining room. Let's discuss in advance exactly where it should go.</p>	

Agenda Item	Discussion	Action
	<p><u>Relocating one POS to the Dining Room</u> If the terminal is located <u>in</u> the dining room, aesthetics are a concern, wires, printer noise, printer paper, server books, pens, trash cans, a place to count out cash and lay out 4 separate checks for a table of 8... Who wants to look at a line of servers waiting for a turn when you know your order is one of them? A service area is best left shielded from view.</p> <p>The need is for an additional POS, not a relocated one.</p> <p>On the premise of trying to cut down traffic in the kitchen/service area, everything the server needs is located in that area – water, bread, soft beverages, soup. Being able to get a jump start on sending an order to the bar or kitchen rather than waiting in line is desirable (then perhaps you wouldn't have to wait in line quite so long at the service bar or your food order moves up two steps in the pecking order)</p> <p>2. Establish a walk up line for drinks and to- go food orders at the main grill room bar. Specifically at the end of the bar near the card room. Barstools need to be moved, signage put in place and E blasts to publicize and communicate to all residents.</p> <p>June through November this is not an issue. December through May that doorway is so congested it makes service to the 27 seats on the patio extremely difficult.</p> <div data-bbox="741 1104 1035 1299">  </div> <div data-bbox="1119 1104 1413 1299">  </div> <div data-bbox="1308 967 1644 1299">  </div> <p>.....</p>	

Agenda Item	Discussion	Action
	<p>Barstools were moved and a sign was placed, however members felt that was unnecessary and moved them back. Please communicate the committee's preference on the look and permanence of rearranging this area – ie: sign hanging from the ceiling?, stanchion or other barrier type device?, year round or season only?, etc.</p> <p>...3. The same as number two above, needs to be done at the tiki bar. Specifically at the end of the bar closest to the ...gym. Signage, e blasts and communication.</p> <p>Unfortunately again, congestion at critical areas of access and egress. Could eliminate barstools entirely during busy months. Also, this area would be the primary location to put a POS unit. Located at this end of the bar and put on a swivel would allow pool area servers to use the POS without going behind the bar area. The bar staff would also be able to use the POS due to it being on a swivel</p> <p>4. Add purse hooks to the main Grill room bar and the tiki bar.</p> <p>Will be completed Friday 8/11. Note: This has not been completed yet.</p> <p>5. Change all brunch literature from "reservations required" to "reservations suggested". OK</p> <p>6. Establish and send out a RFP for adding tints and shades for the windows in the main dining room, grill room and card room. Perhaps designate a committee representative to collect bids – this expenditure would need to be approved by the Board.</p> <p>7. Establish a program to aggressively advertise our facility for non-resident weddings, bridal showers, bar mitzvahs, communions etc. Specifically from May 1 to November 1. The time restriction reduces the usual sources of targeted advertising for big wedding revenue such as “The Knot”, “Florida Bride”, “Tampa Weddings” and on-line venue locators – you pay annually whether you use it or not... Is the committee thinking local newspapers – Lakewood</p>	

Agenda Item	Discussion	Action
	<p>Ledger, East County Observer?? Not sure that's the image RS wants to project. Social media – Facebook, Next Door? Visiting churches, local florists and cake shops are good but needs to be kept up with. Brochures in the lobby? Please advise on the sources of media deemed the most appropriate and the amount of advertising dollars the committee feels justified in spending to attract this business.</p> <p>8. Establish a resident referral incentive program for parties referred to our facility. Has the committee come up with any ideas. Matt Defano did speak to us about the same idea.</p> <p>C. Question:</p> <p>How is the 18% gratuity handled for taxes with our employees and bookkeeping? Is it part of the "revenue" on our P&L? If not, where can it be found in our monthly P&L? Same question, regarding the 6 1/2% taxes we collect.</p> <p>It is not part of the revenue as recorded on the Financials. Gratuities are recorded in payroll. The payroll taxes are reflective of the cumulative hourly rate and gratuities earned by each employee during the pay period.</p> <p>Sales tax is recorded as a liability on the balance sheet and is paid to the State each month. Because money generated through the POS is accumulated and paid out in full to the state, there is no financial implication to the club.</p>	

Agenda Item	Discussion	Action
<p>Open Discussion</p>	<ul style="list-style-type: none"> ➤ Eloise Eckler and Joan Greco to meet with David McLaughlin and Phil Lahm to discuss possibility of a monthly pool party. Duplicate the Labor Day party. Possible 1st date to be Nov. 4. ➤ Possible 4th POS needed. Two portable POS terminals approved by BOD. David will research & make recommendation. ➤ The walk up drink line at the main bar in Grill Room was not effective. Residents simply removed the signage. Possibilities to either add a back bar where servers can get wine and beer OR utilize the Card Room with the pass through window. Remove the door and add high tops. ➤ Discussed walk-up line placement at Tiki Bar with 2 stanchions. ➤ Insufficient number of purse hooks at main bar. Add 8 more purse hooks. Complete hooks for Tiki Bar. ➤ Phil and Matt to establish a plan to provide incentives for residents' referrals. ➤ When are we changing Tuesday from theme nights in season? Look at lunch buffets. When will be open again on Saturday nights? Possibly have Trivia night on Monday nights during season. ➤ Oktoberfest scheduled for Oct. 14. ➤ Next F & B Committee meeting to be held on Monday, Oct. 23 at noon in the main conference room. <p>Meeting adjourned at 1:35 pm</p>	