BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	Thursday, January 9, 2020
MEMBERS PRESENT:	Nancy Frydman, Chairman; David Shifrin, VC; Arlene Citren, Carol Goldberg, , Hilda Morris Jackson, Pamela Karol, Murray Perelman, Francine Rudy, Alan Weinstein
MEMBERS ABSENT:	Judy Echenberg, Bettye Garlovsky, Nina Hakim, Nanci Schwartz
PARTICIPANTS:	Emily Gifford, Director of Retail; Mike Bove, Equipment Manager; Marsha Dorvillus, Merchandise Coordinator
FOR INFORMATION:	The Board of Governors
ISSUED BY:	Nancy Frydman
ISSUE DATE:	January 18, 2020
NEXT MEETING:	Wednesday, February 5, 2019 at 1PM in the Golf Shoppe

Nancy Frydman, Chairman, called meeting to order at 1PM.

The Minutes from the previous meeting were approved as written.

Emily Gifford discussed the success of December's sales and emphasized how the new "check-in" location was a major contributor. The weeks of rainy weather during peak holiday shopping affected sales with golf rounds and tennis court bookings being down. However, December sales were still strong across the board with the various retail events supplementing sales(Holiday Bazaar, Demo Day, Freaky Friday Flash Sale and the Holiday Sale).

The following suggestions and comments were made by committee members:

- more canasta and mahjong merchandise
- collapsible boxes for merchandise in the Boutique that will be provided for those who wish to give gifts
- more bakery items to be made available on Fridays for members to just stop by and pick up in the Boutique
- as a result of committee recommendations a Play for Pink section was devoted to apparel and accessories for the ladies' tournaments……was a huge success

- January 17th will be a one-day only half-yearly sale from 12-4PM. A Wheel of Fortune will be available for members to receive various levels of discounts.

Mike Bove shared with the committee the following information:

- 25 members participated in the Blast Motion putting lesson
- TruSpec was sold out with 36 members signed up for the one on one lesson
- Tech Tuesday is proving to be very successful
- reminder that KMotion is complimentary (15-20 minutes) during the month of January

M. Bove explained how successful The Golf Studio has been. Members are constantly stopping by to try and buy the new equipment as well as accessories and training tools.

The Chairman reminded everyone of our last meeting (February 5th at 1PM) taking place in the Golf Shoppe for a first time tour of the retail process. The members were excited. She also thanked the members for their participation and commitment. This was a superb Committee!

The Meeting was adjourned at 2:15PM.