BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Golf Operations Committee
DATE:	Monday, February 17, 2020
MEMBERS PRESENT:	Steve Forman, Chairman; Terri Axelrod; Leonard Hodes; Peter Kolben; Eric Reinstein; Alan Rosenberg; Charles Rosenblatt; Jeff Rothschild; Frank Zaid
MEMBERS ABSENT:	Bob Lerner, V. Chair; Sharon Bailenson; Lela Cannon; Robert Forman; Melvin Ganz; Karen Heck; Richard Wagner.
PARTICIPANTS:	JR Friend, Director of Golf; Guest: Matthew Linderman, President & COO
ISSUED BY:	Steve Forman, Chairman
ISSUE DATE:	February 27, 2020
NEXT MEETING DATE:	

Chairman Steve Forman called the meeting to order at 3PM.

Minutes from the previous meeting were approved as written.

Chairman's Report, Steve Forman

Steve Forman reported on the Group Leader meeting that was held on February 13th. Approximately 40 people attended. Discussion items were course care, acceptable golf attire and the tee times system. Overall the meeting went very well, and we should plan on additional meetings over the next few months. He also told the Committee that he had completed an interview with Nanna Koerstz Madsen and that should appear in next month's magazine. He thanked the Committee members for their good work over the past year and distributed gift cards for committee service from the Board of Governors.

Matt Linderman provided the Committee with a report on marketing activities, primarily pertaining to golf. He stated that the marketing is being done under the auspices of a joint venture with the Masters Association and that golf is front and center on the Boca West website. He described a number of strategies being implemented including streaming on Netflix as well as the Golf Channel. Considerations are being made with regard to publications. He also mentioned that the Stay and Plays are already filled up for the season which is a good indicator of the success of the marketing program. He mentioned that the website is getting many hits from all over the country and there is follow-up on the hits.

The Director of Golf Operations Report: JR Friend reported the following:

- Due to the Coronavirus several LPGA tournaments in Asia have been cancelled. As a result, Nanna Koerstz Madsen may be visiting Boca West in the near future. JR Friend told the Committee he received an email from Nicki Hansen, Nanna's Koerstz Madsen manager thanking him for the hospitality and telling him how much they enjoyed it here during their visit in January. JR also stated that they are finalizing a deal to have Boca West displayed prominently on Nanna's golf bag.
- Equipment sales are $27,000 over last year and no doubt the new tech area has a lot to do with it.
- Golf lessons have increased this year, despite the bad weather.
- The Men's Member-Guest has 432 people signed up. With regard to the women, the 18-hole M/G has 356 and the nine-hole has 112. This is an overall increase from last year.
- With regard to gifts for the men, 92 chose the Boca West gift card, 105 chose the Amazon gift card; 51 people took a golf bag and 69 people chose the XXIO hybrids.

Golf Course Superintendent Report. J.R. Friend provided the following information for Wes Dinsmoor:

- Due to the large amount of rain and cooler weather, Wes and staff continue to face challenges.
- They are trying to keep green-speeds in the range of 10.5 to 12.
- Some areas are thin, due principally to Bermuda contamination and shade.
- Grass does not recover as quickly in cooler, cloudy weather.

Committee Accomplishments:

There was a discussion about what the Committee had accomplished over the past year. Steve Forman stated he felt a lot of good work was done and commended both the Director of Golf Operations and the Golf Superintendent and their staffs for their support. Following were some of the highlights:

- Incorporation of women's leagues into the Golf Operation
- Play for Pink—raised over $50,000—a new record
- Tournaments continued to grow
- Member-Guests—continued to be very popular and we started a new women's nine-hole event. In addition, we worked hard at introducing new gifts and upgrading gifts
- Course conditions despite the rain were terrific
- Involved professional staff in some tournaments.
- New tech area in pro shop
- Growing relationship with Nanna Koerstz Madsen and Nicki Hansen
- Growth in the Get Golf Ready Program
- Expanded summer program (despite the rain)

Opportunities:

- Golf memberships declined slightly but not nearly as much as in previous years
- Still need to find ways to get more participation in competitive events except for the Member-Member which continues to grow
- Course care is slipping—especially during the holidays. Members simply have not taken ownership of the problem.
- Walking in the afternoon
- Use of lockers
- Enhancements to the practice ranges
- Condition of rest stations
- Long range capital plan for the golf courses

Golf Course Attire:

The Committee reviewed the current standards for attire and there was considerable discussion regarding whether the dress code should be modified. Clearly, dress codes, especially for women have changed. It was noted that LPGA professionals are seen on TV wearing clothes that would violate the Boca West dress code. This issue should be discussed by next season's Golf Committee. In addition to reviewing the Code in light of current trends, there also needs to be a discussion regarding how strictly it is enforced, especially during holidays.

The meeting was adjourned at 4:55PM.