BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	June 3, 2020 via Zoom
MEMBERS PRESENT:	Enid Hoffman, Chair; Charles Wolf, VC; Bettye Garlovsky, Charlotte Greenstein, Nina Hakim, Hilda Morris Jackson, Nancy Ebert Kalter, Linda Richman, Francine Rudy, Gary Starr
MEMBERS ABSENT:	None
PARTICIPANTS:	Emily Gifford, Director of Retail
FOR INFORMATION:	The Board of Governors
ISSUED BY:	Enid Hoffman
ISSUE DATE:	June 4, 2020
NEXT MEETING:	October 7, 2020

Enid Hoffman, Chairman, called meeting to order at 3 p.m.

Emily Gifford
Emily gave an update on shop sales since using "Shoppe by Appt." after the March closures which is doing well with up to 6 appointments per day buying equipment, clothes etc., at all three stores. There are no dressing rooms; customers can bring home the purchased item and return within 48 hours. Golf balls and gloves are for sale at the first holes of each opened golf course.

The need for more marketing about the "Shoppe by Appt." was discussed even though there have been various email blasts to Club members. Some of the committee members heard from other members that they were unaware about this service.

Flipbooks: Emily described how it will work and explained it will be introduced by marketing. We can use the manufacturer's pictures or have the sales people model clothing and wares. Emily along with the Club, are reviewing whether the flip book should be divided up into sections for men's, women's, boutique, equipment, etc. or just have separate books for each.

Suggestions were:

- Clothing with matching face masks
- Monogramming items

Discussions:

- Should Boca West offer free shipping at a price point for members who travel?
- The opening event that will dispose of inventory pre Covid-19 at Mr. D's and the length of time for this sale.

Next meeting is October 7, 2020 at 3:00 P.M.

The Meeting was adjourned at 3:45 P.M.