BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	November 4, 2020 via Zoom
MEMBERS PRESENT:	Enid Hoffman, Chair; Charles Wolf, VC; Bettye Garlovsky, Hilda Morris Jackson, Nancy Ebert Kalter, Francine Rudy, Gary Starr
MEMBERS ABSENT:	Charlotte Greenstein, Nina Hakim; Absent with Notice: Linda Richman
PARTICIPANTS:	Emily Gifford, Director of Retail
FOR INFORMATION:	The Board of Governors
ISSUED BY:	Enid Hoffman
ISSUE DATE:	November 9, 2020
NEXT MEETING:	December 1, 2020

Enid Hoffman called the meeting to order at 3 pm.; the minutes from the previous meeting were approved as written.

Topics Discussed

- The Halloween Flash Sale was very successful in the Golf Shop.
- The Boutique Flash Sale was less than expected due to the card rooms being closed and the lack of traffic.
- The Tennis Shop Flash Sale was also less than expected.
- Monograms – Emily is working with a monogramming company to possibly set up a VIP program for BW members to bring merchandise to be monogrammed at a discount. Emily is trying to get a few pieces of merchandise to display in the Golf Shop.
- Shoppe by Appointment has been replaced by the opening of the various shops, even though a member can still book a personalized appointment.
- Golf Shop sales in October were strong and on par with last year's sales in October.
- Emily is ordering more small sizes since the shop often runs out of this size.

Holiday Season

- Emily is putting together a gift giving guide that members can use to order from their home or in the shops.
- Shipping of Merchandise – BW uses competitive UPS rates and will do complimentary gift wrapping; there is no sales tax when shipping out of state.
- The Boutique is going to display trunk show merchandise outside of the shop in the rotunda and also in the golf shop.

Everyone on the Zoom call complemented and appreciate the time and efforts that Emily and Amanda spent on making the experience of shopping in person or online at the Boca West shops a “normal” experience during these unusual times.

Meeting was adjourned at 3:45