BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	October 7, 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:	October 8, 2020
NEXT MEETING:	November 4, 2020

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

Topics Discussed

- Over Labor Day weekend, we sold 448 units of merchandise at $12,600 in sales after markdowns
- Monograms – Follow up from last meeting, Emily is working on finding a vendor
- "Shoppe by Appointment" has been replaced by the opening of the various shops, even though a member can still book a personalized appointment

Suggestions

- Have employees model clothing and accessories in restaurants
- Water bottles, energy bars and towels should be sold in fitness center
- Outdoor sales - Emily is looking for outdoor space to hold more retail events
- Fitness clothes in the Tennis Space

Boutique

- Working through existing inventory
- More lower price items such as cocktail napkins

Golf Shop

- Events
  - Fall Fling – 2 week event
  - Holiday Events
  - Flip books/Catalogs

The meeting was adjourned at 3:45