BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Tennis Committee
DATE:	November 3, 2020 (Held via Zoom)
MEMBERS PRESENT:	David Shifrin, Chair, Bob Lerner, VC, Bud Baron, Stephen Berger, Sandy Boilen, Lisa Carlin, Jeffrey Cohen, Irving Feld, Robert A. Levy, Barney Loiter, Len Rashkin, Steve Rosenberg, Michael Schuman, Alan Weinstein, Jane Zenker
MEMBERS ABSENT:	Absent with Notice: Howard Attermann, Merry Kessler
PARTICIPANTS:	Guests: Phil Kupperman, Chairman of the Board of Governors Charles Wolf , Board of Governors, John Joyce, Director of Tennis; Matt McInerney, Assistant Director of Tennis
FOR INFORMATION:	The Board of Governors
ISSUED BY:	David Shifrin
ISSUE DATE:	November 4, 2020
NEXT MEETING:	December 8, 2020

Chairman, David Shifrin: The meeting was called to order at 2:00 PM. Minutes from October 6, 2020 meeting were approved as written.

Tennis - John Joyce: Most of the new canopies and wind screens have been installed and all should be completed within the next two weeks. The new pickleball court has been completed and is generating positive buzz around the club.

Upcoming events:

- Friday, Nov. 13th at 11:00 a.m. - pickleball exhibition and clinic given by Rob and Matt
- Friday, Nov. 13th at 5:00 p.m. - tennis pro exhibition with reserved seating for 70 to 80
- Saturday, Nov. 21st at 9:00 a.m. - Season Opener Tennis Tournament followed by boxed style lunch, $25 per person; committee members asked to encourage others to sign up
- Sunday, Nov. 22nd at 8:30 a.m.- pickleball tournament
- Saturday, Dec. 5th - Babolat demo day and tennis tournament
- Friday, Dec. 11th at 5:00 p.m. - pro exhibition, reservations only

Pickleball organized play will be held Mondays and Thursdays beginning next month when the internationals arrive. Ladies member/member match play being held Mondays at 9:00 a.m. due to lack of inter-league play this season.

IT - Barney Loiter: A presentation (attached) of both tennis and pickleball numbers by category such as golf members who play tennis, infrequent and frequent players (10+ times), new members and more. A total of 455 tennis players and 298 pickleball players have checked in so far in 2020. Thank you to Matt McInerney for his help in running the numbers and to Barney for analyzing and presenting the data.

Membership - Steve Rosenberg: We are continuing to send new members welcome emails and are making personal calls to remind them about the one-year bonus tennis membership. It was noted that approximately half of the new members who take advantage of the bonus year continue on as tennis members. There was a suggestion to encourage golf members to play tennis. Bud Baron and Steve Berger formed a subcommittee and will present their ideas to the committee.

Social - Steve Berger: Each event is being planned based on what is allowed at the time of the event. Each event, after the opening tournament/lunch, will be adjusted accordingly depending on what works best. Member guests for men and women will now be member/member. There was a discussion about having a mixed doubles member/member event.

Retail -Sandy Boilen: Retail shop has stagnant inventory, but members are looking forward to having new merchandise in the shop. Sales racks seem to be drawing members in to browse. It was suggested to include tennis in the birthday gift-card emails which currently only refers to golf.

Miscellaneous: Group Discussion

- Priority should be given to tennis members for reserving tennis exhibition seating
- Thank you to David Shifrin on his leadership and strong representation of the tennis committee at the board meetings
- Paddle racks would be a welcomed addition to the pickleball area
- Interview touring pro Ajla Tomljanovic and run article with photos in Boca West magazine and social media
- Committee members should be ambassadors by welcoming new players and thanking the court maintenance and towel delivery staff
- Etiquette issues such as on court cell phone usage has been noticed; the suggestion was made to email tennis members and perhaps post court etiquette details on the tennis deck
- Kudos by all to the tennis pro staff for an excellent job in keeping members happy and engaged

The meeting was adjourned at 3:05 PM.