BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	December 1, 2020 via Zoom
MEMBERS PRESENT:	Enid Hoffman, Chair; Charles Wolf, VC; Bettye Garlovsky, Charlotte Greenstein, Hilda Morris Jackson, Nancy Ebert Kalter, Francine Rudy,
MEMBERS ABSENT:	Nina Hakim; Absent with Notice: Linda Richman, Gary Starr
PARTICIPANTS:	Emily Gifford, Director of Retail
FOR INFORMATION:	The Board of Governors
ISSUED BY:	Enid Hoffman
ISSUE DATE:	December 5, 2020
NEXT MEETING:	January 12, 2020

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

Topics Discussed

Emily updated the committee on the sales and activities in each shop during November, taking into consideration that guests were not allowed in the shops during Thanksgiving week. This considerably reduced traffic and therefore reduced sales.

Golf Shop

- Golf shop sales were fair with 1,100 units sold as compared to 1,296 units last year. The aged items in inventory are selling down which will allow for purchases of new inventory.
- Golf shop trunk shows were well attended, but not nearly as busy as previous seasons. Many sales reps cancelled due to reps feeling apprehensive about COVID-19.
- Due to COVID-19 Boca West retail was not able to hold the annual "Fall Fling" mega trunk show event.
- Monogramming: Emily is discussing a deal with Bliss (located in Boca Raton) for $12 per piece while the regular price is $15. Emily will get a few pieces monogrammed and will set up a display in the golf shop.
- Emily is looking to reopen an account with Lululemon.
- New Lucky in Love Merchandise will be in the golf shop in December.

Tennis Shop

- Tennis shop sales were down compared to last year, but the inventory levels are in good shape.
- With members not being allowed to congregate on the patio, traffic into the tennis shop has greatly decreased. We had a Tail Tennis trunk show last Saturday during the welcome back opening event and not one piece of merchandise was sold.

Boutique

- The Boutique sales were off but not surprising since the card rooms are not open and lack of traffic.
- The good news is that inventory levels are far lower than last year.

The "December to Remember" sale starts this weekend and will run for three weeks. The shops will be discounting various vendors and will also have trunk shows. Again, Emily pointed out that December sales will be challenging due to the fact that guests are not allowed into the Club buildings or play tennis and golf during the holidays.

Next Meeting is January 12, 2021 at 3:00

Meeting was adjourned at 3:45