BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	January 13, 2021 via Zoom
MEMBERS PRESENT:	Enid Hoffman, Chair; Charles Wolf, VC; Bettye Garlovsky, Hilda Morris Jackson, Nancy Ebert Kalter, Linda Richman, Francine Rudy, Gary Starr
MEMBERS ABSENT:	Nina Hakim, Charlotte Greenstein
PARTICIPANTS:	Emily Gifford, Director of Retail
FOR INFORMATION:	The Board of Governors
ISSUED BY:	Enid Hoffman
ISSUE DATE:	January 18, 2021
NEXT MEETING:	February 10, 2021

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 December. December sales were down across the board due to the Covid-19 pandemic. Traffic through the all of the shops decreased due to guests not being allowed in the shops during the holiday shopping season. The closure of the card rooms in the golf and activities building combined with 150 members per day checking in for golf outside, has decreased the amount of traffic through the building. This has reduced sales in the Golf Shop and Boutique. However, inventory levels in all stores are good and Boca West will be in a favorable position to buy new items for fall providing that the pandemic may be ending sometime over the summer.

Golf Shop

- Monogramming: Emily worked out a deal with Bliss (located in East Boca Raton) for a $3 discount off monogramming. Regular price is $15 and Boca West members will get a special price of $12. Emily is working on getting a few pieces monogrammed and will set up a display in the Golf Shop.
- Emily is looking to possibly reopen our account with Lululemon.
- As a means to boost traffic through the Golf Shop, the committee suggested that the shoe cleaning service be run out of the Golf Shop. Emily reported that this service will remain in the locker rooms for the present time.

Tennis Shop

- Traffic in the Tennis Shop over the holidays was minimal due to no guest play.
- Emily is working with John Joyce on holding a sidewalk sale outside the Tennis Shop.

Boutique

- Traffic in the Boutique has been minimal, especially since the card rooms have been closed in the Golf & Activities building.
- Members can order flowers and Norman Love chocolates for Valentine's Day.

Other Topics

- The Workaway staff still has not arrived, therefore the Boutique has limited hours; Emily hopes to be able to run more events once the staff arrives.
- Positive feedback has been received on the holiday catalog; a Valentine's catalog is also being launched with a similar format.
- Upcoming retail events:
    - ✓ SuperBowl sale the Friday before SuperBowl
    - ✓ ASICS Shoe Fitting Day January 29th
    - ✓ Ecco Shoe Fitting Day February 12th
    - ✓ Bugatchi Trunk Show February 12th
    - ✓ Sweethearts Sale February 10th-14th
    - ✓ President's Week Sale Feb 15th-19th
- Play for Pink sale February 20th through March 7th

Next Meeting is February 10, 2021 at 3:30

Meeting was adjourned at 3:45