BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	February 10, 2021 via Zoom
MEMBERS PRESENT:	Enid Hoffman, Chair; Charles Wolf, VC; Bettye Garlovsky, Charlotte Greenstein, Hilda Morris Jackson, Linda Richman, Francine Rudy, Gary Starr
MEMBERS ABSENT:	Nina Hakim, Nancy Ebert Kalter, Gary Starr
PARTICIPANTS:	Emily Gifford, Director of Retail
FOR INFORMATION:	The Board of Governors
ISSUED BY:	Enid Hoffman
ISSUE DATE:	February 16, 2021

Chairperson, Enid Hoffman called the meeting to order at 3:30 p.m. and it was conducted by Zoom. Minutes from the prior meeting were approved.

Topics Discussed

Ms. Hoffman thanked everyone on the Committee for their participation this year especially during the Covid-19 pandemic. Members were told that they would receive a $25 gift card in appreciation of their participation. All Members were urged to apply for a placement on a Committee for the next term.

Emily Gifford reviewed the retail stores activity over the last month and the plans for this and next month which included:

- Super Bowl Sale – This indoor sale was well received and 500 units were sold in the indoor Golf Shoppe with 30 units being sold in the Boutique outdoor pop-up.

- Valentine's Sale will be February 10th- 14th
    - There are 260 pre-ordered chocolates from Norman Love
    - There are a few pre-ordered flower arrangements

- Presidents' Week Sale will be February 15th- 19th

- Play for Pink Sale
    - Everything pink will be 20% off
    - There will be new pink headwear, clothing, handbags and accessories

Emily also finalized the deal with Bliss a monogramming company, with a $3 (20% off) discount for Boca West Members and an email advertising this went out to all Members.

The Retail Shoppes received three Workaway employees, two in the Golf Shoppe and one in tennis. All three Workaway employees have experience in retail and are working out great.

Most importantly, Emily stated that the inventory levels in all three stores are in good shape and she will be able to order new items that the Members will be pleased with.

The meeting ended with each participant giving their thoughts on the Committee and the Retail Shoppes. All Committee members gave high praise to management, Emily and Amanda for their creative ideas and running the retail activities.

The meeting was adjourned at 4:15 p.m.