BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	April 15, 2021
MEMBERS PRESENT:	Bill Berkowitz-Chairman, Frank Richard-Vice Chairman, Sandy Boilen, Eileen Garchik, Jill Levine, Linda Richman, Fran Rudy, Suzanne Wagner.
MEMBERS ABSENT:	
PARTICIPANTS:	Emily Gifford, Director of Retail
FOR INFORMATION:	The Board of Governors
ISSUED BY:	Frank Richard
ISSUE DATE:	April 28, 2021

The Chairman called the meeting to order at 1:30PM

Following introductions by all members and participants. The Master Code of Ethics of BWCC was explained and members signed the Confidentiality Agreement. Contact Sheets and meeting schedules were distributed to all members.

Emily Gifford described her department's scope of responsibilities, and discussed the Retail Department's philosophy and commitment to the Membership. The department is run like a real business, not just an "amenity" to the Membership.

The financial results for the first 6 months of this fiscal year have been very good considering the effect that Covid-19 has had on in-person shopping. The main target for this season is to bring down our inventory levels. This has been accomplished by pop-up sale days and holiday/event sales. Gradual markdowns have begun as an end-of-season incentive for our Members to purchase merchandise before going up north. This strategy will allow us to drop inventory levels going into the off-season.

Suggestions from the committee members for topics to be discussed at subsequent meetings:

- Merchandise mix- fewer suppliers and more depth in inventory
- Bring in vendors that will appeal to our younger members
- More Boca West embroidery (flower) on golf merchandise

Ideas for the Boutique:

- Greeting Cards
- Stationary
- Readers
- Candles
- Ladies handbags
- Have “Ladies Days” events

Review advertising and promotions for the coming seasons.

The meeting was adjourned at 3:00PM

The next meeting will take place on May 13, 2021 at 1:30 PM.