BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	May 13, 2021
MEMBERS PRESENT:	Bill Berkowitz-Chairman, Frank Richard-Vice Chairman, Eileen Garchik, Jill Levine, Fran Rudy (Zoom), Suzanne Wagner, Linda Richman.
MEMBERS ABSENT:	Sandy Boilen
PARTICIPANTS:	Emily Gifford, Director of Retail
FOR INFORMATION:	The Board of Governors
ISSUED BY:	Bill Berkowitz
ISSUE DATE:	May 20, 2021

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

Emily Gifford reported that promotional sales were very strong for this latest period. May usually begins the slow season for the Retail operation, and inventory levels have been reduced. This resulted in lower inventory figures compared to last year for all outlets- $187,000 lower for the Golf Shop apparel, $21,000 lower for the Tennis Shop and considerably lower for the Boutique merchandise.

The staffing levels will be reduced coming into the slower season with the international staff leaving, but our full time staff will be more than able to take care of all our Member's needs.

The remainder of the meeting was a discussion of suggestions on how to improve sales at the Tennis Shop.

Some Suggestions:

- Spin Wheel Sale Promotions
- Logo Tennis Balls
- Tennis Trunk Shows
- Outdoor Pop-up Sales on the Tennis Deck

The meeting was adjourned at 3:00PM

The next meeting will take place on June 10, 2021 at 1:30PM.