BOCA WEST
COUNTRY CLUB

MINUTES

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| **MEETING:** | Retail Committee |
| **DATE:** | June 8, 2022 |
| **MEMBERS PRESENT:** | Jonathan Schraub, Chair, Bill Berkowitz, VC, Bert Wellman, Camille Bauer, Gail Singer, Linda Richman |
| **MEMBERS ABSENT:** | Joan Lifson, Jay Kristal and Michael Guluk |
| **PARTICIPANTS:** | Emily Gifford, Director of Retail |
| **ISSUE DATE:** | June 23, 2022 |

The Committee received a detailed status report from Ms. Gifford regarding current operations and planning for the summer and next season as well as plans for the new cabana shop which is expected to open next season.

The highlights of her report follow:

1. As expected, traffic in all shops has decreased as the season wound down.
2. The international staff has departed, and the retail operation is looking for domestic workers. Currently, we have hired one part-time worker and we also have one FSU intern who will be working in the shop for 12 weeks.
3. We continue to experience significant supply chain delays in the receipt of ordered merchandise.
4. There are numerous plans for the summer in preparation for both the Fall and Spring season. This includes attendance at a variety of trade shows including the Atlanta Gift Show to find new and "younger oriented" merchandise for the boutique. Ms. Gifford will also be attending the Miami Swim Show to order merchandise for the new Cabana Shop including a wide variety of logo items as well as pool toys, pool wear, sweatshirts, cover-ups and related items attractive to children and grand-children.

5. The plans for the décor of the Cabana Shop are still being finalized but overall the goal is to have an "upscale, coastal vibe".
6. There are plans for both trunk shows and fashion shows to be held on the pool deck abutting the new Cabana Shop.
7. There are plans to bring back the popular holiday bazaar as well as a new events including a "gift Show" featuring gift items such as jewelry, handbags, house-warming gifts, etc.
8. There are plans for monthly "Saturday Specials" in both the golf and tennis shops as well as the popular "spin the wheel" sales at various points during the season.

The Committee expressed great enthusiasm for the potential for significant retail sales in the new Cabana Shop as well as a re-imagined boutique shop.

The Committee thanked Emily and her staff for the tireless work they put in to manage and improve the retail outlets at Boca West to enhance the member experience.

The meeting was adjourned at 2:20pm.