BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	September 14, 2022
MEMBERS PRESENT:	Jonathan Schraub, Chair, Bill Berkowitz, VC, Bert Wellman, Camille Bauer, Gail Singer, Linda Richman, Joan Lifson
MEMBERS ABSENT:	Jay Kristal and Michael Guluk
PARTICIPANTS:	Emily Gifford, Director of Retail, John Collings, Asst. GM, Marsha Dorvillas, Retail Coordinator
ISSUE DATE:	September 16, 2022

The Committee received a detailed status report from Ms. Gifford regarding her activities over the summer including attendance at a variety of trade shows to inspect and purchase merchandise for the Retail Shoppes, The Boutique and The Cabana Shoppe. Ms. Gifford reported that the Labor Day sales over a multi-day period was a big success with over 530 pieces of soft merchandise sold, 200 pieces of golf hard goods sold, and 61 pieces sold in the tennis shop. Ms. Gifford reported on ongoing staffing challenges but indicated that she had successfully hired a new boutique coordinator with impressive relevant experience as well as part-time staff from both FAU and PBSC. She is in the process of interviewing for a Cabana Shoppe coordinator.

The Committee Members discussed various ideas and challenges related to the current Boutique operation including merchandise, location and hours.

The Committee then received a detailed report from John Collings on the new pool/cabana/retail complex and fielded many questions and ideas regarding the same. There was unanimous enthusiasm for the proposed plan and its anticipated very positive impact on retail operations at the Club.

The meeting was adjourned at 2:30pm