BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	October 19, 2022
MEMBERS PRESENT:	Jonathan Schraub (Chair), Bill Berkowitz (Vice Chair), Gail Singer, Camille Bauer, Joan Lifson (via zoom)
MEMBERS ABSENT:	Bert Wellman, Linda Richman, Michael Guluk
PARTICIPANTS:	Emily Gifford, Director of Retail, Marsha Dorvillus, Retail Coordinator
ISSUE DATE:	October 26, 2022

The Committee reviewed and discussed a proposal from the Racquet Sports Committee that there be closer coordination between the two committees such that when there are major racquet sports events at the Club, we can be sure that there is sufficient merchandise (tennis and/or pickleball) and sufficient staffing to take advantage of the increased number of visitors who will frequent the retail shop.

Ms. Bauer then showed the Committee some pictures of pickleball merchandise including cups, t-shirts and sling bags that are all very popular with female pickleball players and would be very attractive additions to the merchandise carried in the store. Ms. Gifford agreed that this type of merchandise should be carried.

Ms. Gifford reported that the Boutique is now stocked with much more up-scale merchandise which should appeal to a broader cross section of club members. Mr. Schraub suggested that the Boutique run a prominent ad in the next Boca West Magazine alerting the membership to the "new" boutique look and merchandise and the current hours of operation.

Ms. Gifford also reported on a robust plan for sales and retail events to correspond with the start of the season and the upcoming holidays.

The meeting was adjourned at 2:30pm.

The next meeting will take place Wednesday, November 9 at 1:30PM in the Dye Room.