BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	December 14, 2022
MEMBERS PRESENT:	Jonathan Schraub (Chair), Camille Bauer, Joan Lifson, Linda Richman
MEMBERS ABSENT:	Bill Berkowitz (Vice Chair), Bert Wellman, Michael Guluk, Gail Singer
PARTICIPANTS:	Emily Gifford, Director of Retail
ISSUE DATE:	December 27, 2022

The Committee reviewed and discussed a number of upcoming retail sales events both geared around the holiday season and beyond. Ms. Gifford noted that the holiday sales began early this year as many members preferred to be able to shop before the club (and the shop) became busier with guests. The sale took in $25,000 in its first day.

Ms. Gifford further reported that both the golf and tennis shop are ahead of budget although supply chain issues continue to be a challenge. Further discussions were had regarding the success of new advertising initiatives covering the Boca West Magazine, emails and most noticeably social media which has received widespread and favorable reviews from members.

Efforts are underway to coordinate the availability of new merchandise and staff to assist in the racquet sports shop in conjunction with large upcoming pickleball tournaments which draw large crowds.

The meeting adjourned at 2:30PM. The next meeting will take place on January 11 at 1:30PM.