BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	January 11, 2023
MEMBERS PRESENT:	Jonathan Schraub (Chair), Bill Berkowitz (Vice Chair), Michael Guluk, Camille Bauer, Joan Lifson, Linda Richman
MEMBERS ABSENT:	(With Notice) Bert Wellman, Gail Singer
PARTICIPANTS:	Emily Gifford, Director of Retail
ISSUE DATE:	January 26, 2023

- The retail shops have never been busier! Our "December to Remember" Holiday Sale was a huge success; golf retail sold almost $220,000 during the 2.5 week sale while tennis sold $38,200 and Boutique sold $18,000.
- Fiscal year to date, retail sales are ahead of last year's numbers across all 3 shops.
- Next big event is the "Freaky Friday Spin the Wheel Sale" scheduled for January 13. This event was added as a means to drive historically slow January sales.
- Emily and her team are traveling to the PGA Merchandise Show at the end of January to start buying for Fall 2023.
- February is slated for more retail events: Ecco Shoe Fitting Day, various apparel trunk shows, Sweethearts Sale, and Presidents Week Sale.
- Emily and Mike Bove are bringing back Super Demo Day at the end of February and will feature all of our favorite equipment vendors along with an apparel, accessories, and footwear outdoor trunk show.

The next meeting will take place on February 8 at 1:30PM.