BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Golf Committee
DATE:	May 2, 2023
MEMBERS PRESENT:	Robert Lerner, Chair; Robert Schwartz, Vice Chair; Jeffrey Baltimore; Lela Cannon; Lewis Farber; Jeffrey Getelman; Mark Gold; Michael, Guluk; Irving Jainchill; Rosetta Melchoir; Ellen Shapiro; Edward Zelnick;
MEMBERS ABSENT:	With Notice: Steve Forman Without Notice: Gregory Friedman
PARTICIPANTS:	Travis Wehrs, Director of Golf Operations; Jeremiah Lockhart, Director of Agronomy
ISSUE DATE:	June 1, 2023

Meeting was called to order at 3:00 pm.

1. Chair Opening Comments
   a) Introduction of Lela Cannon.
   b) The golf dress code the committee voted to recommend has been approved by the Board of Governors and communicated to members.

2. Director of Golf Report
   a) Through 4/30/23; Golf rounds are down 1164 (96,373 v. 97,537).
      i. Considering recent rains, Travis is not greatly concerned.
   b) Golf studio sales are down $46,869 ($553,620 v. $600,489)
   c) During the off-season the staff will explore ways to enhance member on-course experience.
      ii. This will include consideration of a "ride along policy" for non-players, possibility of remote check-in at golf courses.
      iii. They are analyzing separating nine-hole play to one designated (but rotated) golf course; improved monitoring of guest play and no-shows who have not canceled their rounds.

3. Staff continues to analyze the online tee time booking system.
   a) They want to change it so members can use the app and website to view open tee times on the tee sheet and be able to book, cancel or change them electronically.
   b) Cobalt (our IT people) have been contacted and said changes are in their "Q" to be addressed in the third quarter.
   c) The Chair said he will investigate to see if we can move this up as next season will be half over before changes are debugged, rolled out, and members educated on their use.
   d) Travis is also looking at changing the cut off time for accessing booking tee times from 2 PM the day before until 5 AM on the day of play.
      i. This will allow members greater flexibility, and still allow staff to prepare for the day's activity.

4. Team training of the staff will continue.
   a. A manual is being prepared that focuses on starters, rangers and driving range teams.
   b. Training will involve direct interaction with the management team, use of role-playing as an education tool and staff evaluations.

5. Next season's tournament calendar is being worked on. Preliminary discussions with the tournament committee have taken place.
   a. The goal will be to create a more diverse and balanced calendar that will promote events with both large and smaller scales, match play and stroke play, 9-hole and 18-hole-ers, etc.
   b. They want to attract as many members as possible and establish traditions.

6. Staff is looking at creating a series of nighttime events at Mr. D's that feature the InRange system and Drive Suites.

7. Agronomist Report:
   a) Aerification has begun on course 3, to be followed by 4, 2, and then 1.
      i. Each will take about a week.

b) The benefits of our DryJect system were explained.
c) May 16th was arranged for Committee members to join Jeremiah to view the operation.
d) Jeremiah discussed the method used to impact turf growth on our greens to reduce grain and help "true" the roll of golf balls.
e) A 3-to-5-minute agronomy video is in the works that will address signal grass treatment.

8. Lela Cannon
    a. Matt Linderman joined the meeting to honor Lila and present her with an arrangement of flowers.
    b. She has been a Boca West Member and mainstay on the golf scene for 39 years (but does not look it in the least).
    c. Matt and Bob summarized a few of her many accomplishments:
        i. She has been named to the University of Miami Hall of Fame.
        ii. She was head coach of the women's golf team for 27 years beginning in 1983.
        iii. She coached one national championship and five state championship teams, and her teams appeared in 17 NCAA events.
        iv. In 2022 she was named to the National Golf Coach Hall of Fame.
        v. More of her accomplishments are in the Golf Chairman's Report that will be in an upcoming Boca West magazine and in a handout that will be available at the Golf reception desk.
        vi. Thank you, Lela.

9. A roundtable discussion then took place. It touched upon:
    a) Travis explaining to club management the benefits of having one beverage cart for each course.
    b) The need for early a.m. beverage carts at the first tees or golf staging area.
    c) Travis discussed new member "on boarding" meetings that he is planning to institute.
        i. Renewed, but short, seminars or cocktail parties for new golf members.
        ii. They will be his an opportunity to "meet and greet" and present our golf culture, golf operations, referrals of newcomers to existing Golf groups.
    d) We discussed the Golf Studio and the need to fill the "holes" in hard-goods and the order flow chart. Travis said he is requesting in his next budget proposal the hiring of a golf club fitting specialist and the need for improving our ability to repair clubs.
    e) We discussed the need to access the "at-a-glance" page at 6 AM daily, not at 7:30 AM.
    f) It was suggested that we change the 3-guest play date from Friday's to another, less busy, day.

Next meeting: June, 2023

Meeting adjourned: 4:20 PM