BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Golf Committee
DATE:	April 11, 2023
MEMBERS PRESENT:	Robert Lerner, Chair; Robert Schwartz, Vice Chair; Edward Zelnick, Ellen Shapiro, Irving Jainchill, Jeffery Baltimore, Jeffrey Getelman, Lewis Farber, Mark Gold, Michael Guluk, Rosetta Melchior, Steven Forman
MEMBERS ABSENT:	With Notice: Gregory Friedman, Lela Cannon
PARTICIPANTS:	Travis Wehrs, Director of Golf Operations; Michael Bove, Head Golf Professional; Jeremiah Lockhart, Director of Agronomy
ISSUE DATE:	April 26, 2023

Call To Order: 3:01PM

Chair's Opening Comments:
Bob Lerner welcomed the 2023/24 golf committee members and stated that the function of the committee is to share with the Directors of Golf and Agronomy and their professional staff those issues we believe are important and ways to enhance the golfing experience for all Boca West members and guests. As an advisory panel we discuss suggestions and possible problem solutions for the professional staff to evaluate and consider. Member introductions, Master Code of Ethics and Confidentiality discussed and forms signed. Chain of Command: All questions and comments to be directed to the Chair or Vice Chair and not directly to golf staff or to other departments.

Committee Goals will be developed by the Chair and circulated for comment.

Dir. of Golf Operations Report:
Yearly through 4/10/23:

- Rounds are down by 707 (89,260 - 88, 553)
- Golf studio sales are down by $62,945 ($551,742 - $488,797)

Travis' goal is to get to know more members with an emphasis on active listening.
In the off-season an enhanced member experience will be explored by:

- Use of app and website tee time booking,
- Separating 9-hole play to one designated but rotated golf course, and
- Monitoring guest play and "no-shows" who do not cancel,
- Earlier placement of groups from the waiting list system

The golf professional staff:

- Is creating a 'golf book' or portfolio of current member groups that will contain their level of proficiency, be used as a tool to enhance the golf experience, and as a reference tool for those seeking a golf group.
- Creating a more balanced calendar of tournaments events that will include large scale and more intimate (smaller) events, early and late afternoon starts, etc..
- Create a nighttime golf series at Mr. D's that features the In Range and Drive Suite systems.
- Create a series of letters and videos on course conditions, and best practices being used (aerification, sodding, spraying weeds, tree trimming, etc.). These will be in conjunction with a "Boca West Pride Campaign" that addresses member expectations, course care, dress code, etc.
- Create more off-season programs and coordinate course use with course maintenance schedules.
- Continue exploring possible changes to the course handicapping (triad) rating system created in 9/21 for Dye 4.

Travis announced that he and Pam Elders raised approximately $22,000 for charity by completing 81 holes in 10 (ish) hours in their recent event. He also announced that there will be a 9-hole exhibition featuring our South African PGA Golf Professionals on April 15 at 1:30.

Dir. of Agronomy Report:
Jeremiah indicated that his main challenge is the age of our golf facilities. In the short term his focus will be on control issues that include consistent and across the board speed of the greens. His long-term focus will be on the "centerline of play" or the conditions of the greens, fairways, and tees concentrating on the centerline of each outward; as well as, signal grass, slow-growing paspalum, etc.
A full Agronomy Report will be submitted to the Board by separate cover.

Subcommittees to be established:
Greens Subcommittee (headed by Steve Forman)
Tournament Committee (headed by Mark Gold)
Possibly others.
Committee members who wish to be involved in these subcommittees were asked to contact Bob Lerner.

The Chair reviewed a draft dress code revision. It emphasizes traditional, conservative clothing required on the golf courses, but relaxed requirements on the practice areas to match our resort lifestyle. A motion was presented, seconded, discussed and unanimously approved to bring the draft dress code to the Board of Governors for further review. A copy is attached. The Chair announced that a suggestion has been passed on that the Club's Play For Pink activities should include participation by our Racquet Sports members.

Frustration with the GPS system was discussed, refusal of some to use the system, lack of enforcement, etc.

Open Comments and Dialogue:
Issues touched upon included;

- Pin placement.
- Limiting tee-times assigned to social members and other non-golf members.
- Differing speed of greens on the four courses.
- Disability flag abuses'.
- Need to analyze data on facilities use of by membership classes, gold card members, guests, etc.
- Consideration of reduced greens fees, or "specials" one or two days a week,
- Pace of play.
- Return of etiquette classes.
- Training of staff for more consistent rule and pace of play enforcement.

Next Meeting: May 2, 2023, 3:00PM

Meeting Adjourned: 4:20PM