BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	May 4, 2023
MEMBERS PRESENT:	Robin Shulman Chair, Mark Haberman Vice Chair, Barbara Chipurnoi, Steve Etter, Lisa Flomen, Karen Frank, Fran Levine
MEMBERS ABSENT:	None
PARTICIPANTS:	Emily Gifford, Director of Retail
ISSUE DATE:	May 31, 2023

Meeting was called to order at 1:33pm.

1. Minutes were approved by all.
2. Chair welcomed all those members absent last meeting to the Committee and thanked them for their interest and willingness to serve on the Committee. Ms. Flomen and Ms. Chipurnoi discussed their experience and their reasons for interest in the Committee. Chair reminded them of the confidentiality of Committee discussions and to address all questions and concerns to the Chair or Vice Chair not through the Retail Director or Staff.
3. Ms. Gifford discussed retail sales for the past month – golf sales are above last April but racquet and boutique sales are below. Mothers' Day, Fathers' Day and Memorial Day sales in May should help reduce excess inventory. Additionally, the new Boutique manager has a Communications background and Ms. Gifford is excited to use her Social Media knowledge to promote the Club's Retail Operations.
4. Ms. Frank distributed photos of merchandise at other Clubs' retail shops for comparison and ideas. This prompted a discussion of the merchandising contest that Ms. Gifford ran with her Golf Shoppe Staff. The Committee decided that it would be a great idea for Ms. Gifford to send out an email highlighting the merchandising contest in order to prompt Members to visit the Golf Shoppe and become more connected with the Staff.
5. Other ideas were generated at the meeting:
    a) Ms. Gifford will be running special sales during the men's and women's South County Golf League events at Boca West.
    b) A potential Play for Pink fashion show (with approval of the Golf Committee's Tournament Sub-Committee) will be held during the Wednesday and Thursday luncheons (this can also be extended to the Racquet Sports during Play for Pink week.
    c) Future Merchandising contests will be judged by the Retail Committee and appropriate communications will accompany them in an effort to drive sales.
6. Discussion also entailed a summary of the Club's Special Order process, increasing the percentage of private label merchandise at the Club, gift bundling of merchandise, and the possibility of getting a logo machine. The Committee was also interested in a more detailed breakdown of sales which Ms. Gifford will provide at the next meeting.

Meeting was adjourned at 2:42pm.