BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	June 8, 2023
MEMBERS PRESENT:	Robin Shulman Chair, Mark Haberman Vice Chair, Barbara Chipurnoi, Lisa Flomen (zoom), Karen Frank (zoom), Fran Levine (zoom)
MEMBERS ABSENT:	Steve Etter (with notice)
PARTICIPANTS:	Emily Gifford, Director of Retail Kelsey Stout, Boutique Coordinator
ISSUE DATE:	June 30, 2023

Meeting was called to order at 1:32pm.

1. Minutes were approved by all.
2. Ms. Shulman discuss the notion of a member survey – instead, Committee Members should be gathering information from their friends and acquaintances as to sizing, favorite brands, etc. A "Did you Know" section will be included in each magazine article that address those questions that Members are asking and other little-known Boca West retail information.
3. Ms. Gifford introduced Kelsey, the new Boutique Coordinator, who will be focusing on the marketing of the Boutique. Over the next few months, Kelsey will be researching successful local gift shops and buying merchandise for the Boutique. Kelsey will also be doing some social media to promote the Boutique, in addition to a Boutique Blog which will feature "Kelsey's Picks" highlighting new merchandise and offering gift suggestions.
4. Year-to-date, Retail Operations are doing very well. Other than golf equipment, all areas are showing increased sales over the same time period last year. Golf equipment sales slowed this year – sales last year were stellar and now Members are focusing their spending on travel which is rebounding in a post-pandemic landscape. As part of Travis' Golf Operations team, a golf fitting specialist will come on board which should help spur golf equipment sales.
5. Ms. Gifford also discussed the upcoming promotions and a calendar will be distributed to all committee members. Other events will be added once the Cabana and Market Square Shoppes open.
6. Further discussion revolved around requests for cotton golf clothes and the existence and use of VIP cards in the Shoppes. In addition, we discussed private label merchandise and the features and quality that are important to Members.
7. Finally, Ms. Flomen recommended setting up a group chat among Committee Members which Ms. Shulman thought was a great idea that she would set up so that Committee Members could discuss what they are seeing at home and on their travels, ideas and suggestions from other Members, etc. Ms. Shulman will communicate relevant information to Ms. Emily Gifford as she sees fit.

Meeting was adjourned at 2:25pm.