BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Golf Committee
DATE:	October 3, 2023
MEMBERS PRESENT:	Robert Lerner, Chair; Bob Schwartz, Vice-Chair; Jeffery Baltimore; Lela Cannon; Lewis Farber; Steve Foreman; Gregory Friedman; Jeffrey Getelman; Mark Gold; Michael Guluk; Irving Jainchill; Rosetta Melchior; Ellen Shapiro; Edward Zelnick;
PARTICIPANTS:	Travis Wehrs, Director of Golf Operations; Michael Bove, Head Golf Professional; Jeremiah Lockhart, Director of Agronomy; John Damon, Senior Assistant Golf Professional
ISSUE DATE:	October 20, 2023

Chairman Robert Lerner called meeting to order at 4:00 p.m.

1. Chair's Opening Comments and Report:
    - Bob Lerner informed the committee that the Play for Pink Activities will take place the week of January 22 – 28.
        - Preparations are almost complete and will be detailed in the November magazine.
    - The repaired golf canopy will be moved to the North Tee Driving Range.
    - Designated members of the golf committee will reach out to new golf members and existing social members whom have selected golf add-on for the first time.
        - New golf members will be introduced to our golf program and will find out their golfing abilities and playing interests
        - Introductions will be made to the appropriate group leaders so they will be invited to play with their group.
    - The "no-show" cancellation policy went into effect October 10
    - Beginning in early November we will have the beverage cart staged on the South Tee Driving Range between 7:30 – 9:00am.

2. General Commentary / Questions from Committee Members
    - Jeffrey Getelman was appointed as the Lead Committee Member who will reach out to the new members of the Club as a way to introduce them to group leaders and overall programming.
    - It was recommended that a handicap monitoring program is established
        - The Professional Golf Staff is reviewing this
    - It was recommended that the process of how to integrate singles looking for a game the day of play is reviewed.
        - The Professional Golf Staff is reviewing this
    - It was recommended that tissues are displayed throughout the on-course comfort stations.
        - Tissues are now on display throughout the golf courses
    - It was recommended that lines are painted on the golf courses
        - Beginning October 1, and throughout the golf season; all courses will be painted for competitive tournaments and at the discretion of the Professional Golf Staff.
    - The re-grassing project on Fazio II, Holes 3-6 is ongoing and on target to open next month as projected.
        - Jeremiah and his team are in the "detail stage" of creating shape through mowing patterns of the new grass.
    - The iPar GPS is getting an upgrade as we continue to work with Golf Course Maintenance and the GPS Company as we are updating the green pin zone locations.
        - Updates will give members more accurate yardage for shots played into the green.
        - The Cart Ahead Feature has been updated and members will now be notified of carts ahead on blind tee shots on Palmer I, Holes 3, 6, 8, and 9.

Chair's Closing Comments:

- Bob Lerner thanked the committee members for their participation.

Attached for your review and record is the Director of Golf Report:

Director of Golf Operation Report

Golf Rounds

3. October 1, 2022 – October 1, 2023: 127,930
4. October 1, 2021 – October 1, 2022: 129,704
    - Golf Rounds are down 1,774 through October 1

Golf Retail Sales

5. October 1, 2022 – October 1, 2023: $1,727,657
6. October 1, 2021 – October 1, 2022: $1,605,106
    - Retail Sales are up $122,551 through October 1

Golf Equipment Sales

7. October 1, 2022 – October 1, 2023: $638,482
8. October 1, 2021 – October 1, 2022: $728,490
    - Equipment Sales are down $90,008 through October 1

General Update:

9. Calling All Golfers Meeting
    - Oct. 2 (15 members) Oct. 5 (18 members)
    - Will schedule additional dates to host class in November and December.
10. Summer 2023 Reciprocal Data
    - June 1, 2023 – September 30, 2023: (80) 18-Holes / (26) 9-Holes
    - June 1, 2022 – September 30, 2022: (184) 18-Holes / (14) 9-Holes
    - June 1, 2023 – September 30, 2023: (8) groups played our Reciprocal Courses

11. Summer Guest Policies Update
    - Through October 31 Golf Members can host three guests for reduced rate of $43.
    - Through October 31 Social Members can host one guest on Monday & three on Friday for reduced rate of $43.
    - Through October 14, Social Members can play without tee time restrictions; beginning October 15 they can play after 11:30.

12. Cancellation Policy
    - Beginning October 10, each player has until 1-hour before their scheduled tee time to cancel without incurring a no-show fee.
    - A no-show fee of $25 will be applied to each individual player that does not show up to their scheduled tee time.
    - No-show fees will be the responsibility of each individual player in a group.
    - A member who registers a group that contains guest golfers is responsible for no-show fees assessed on each guest.

- Cancellations can be made by calling the Cancellation/Waitlist line at 561-483-6390.
- You can also cancel your tee time through the Boca West website or app until 3pm the day before your tee time.

13. International Staff Update
    - We have (33) team members joining the Golf Operation this season. 11 of which are new; whereas (22) are returners.
    - Updated Golf Operation Uniform – vibrant colors and professional dress.

14. Cart Barn Update
    - Re-surfacing project is complete and looks wonderful. Will work through "punch-list" in the coming weeks.
    - Work is on-going as we plan to update wall images, installation of new floor mats, signage and paint lines.
15. Golf Materials Update
    - Updated ball marker, pencils, divot tools, alignment sticks are expected to be delivered in the coming weeks.
    - New materials will include: Boca West branded tents, and banners to showcase events
- On-Course Signage / Starter Podiums
    - Delivery of Starter Podiums, on-course signage, water station (north tee) are expected to arrive in the coming weeks.
16. Golf Book & Golf Instructional Book
    - Finalizing details and edits to Golf Book; plan to distribute to the membership in the coming weeks via email and printed copies can be picked up in the Golf Shop.
    - Receiving rave reviews of the Golf Instructional Book - will pass out copies to committee members.

17. Driving Range / Rental Sets
    - Expecting delivery of new Callaway White range balls in the coming weeks.
    - Expecting delivery of new Callaway rental sets in the coming weeks.

18. Golf Lobby Update
    - If you haven't already, check out the new Club Champion Boards
19. iPar GPS
    - Work is ongoing with GCM & iPar as we are enabling the Pin Zone Feature.
    - This will provide members a more accurate yardage to shots played into the green.

The meeting was adjourned at 5:05pm