BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	October 5, 2023
MEMBERS PRESENT:	Robin Shulman, Chair; Mark Haberman, Vice Chair; Barbara Chipurnoi; Steve Etter; Lisa Flomen; Fran Levine;
MEMBERS ABSENT:	Karen Frank (with notice)
PARTICIPANTS:	Emily Gifford, Director of Retail; Mike Bove, Head Golf Professional
ISSUE DATE:	October 25, 2023

Meeting was called to order at 1:31pm.

1. Motion made by Mark Haberman to approve the minutes; seconded by Steve Etter and approved by all.

2. Welcome remarks given by Chair

3. Emily Gifford introduced Mike Bove, Head Golf Professional, who had started his career at Boca West in Retail Operations.

    - Mike spoke about his background; the partnership between Retail and Golf; the upgrades being made to the Golf Studio; and the promotions / additions to the golf staff and services all aimed towards improving the Member experience at Boca West.

    - Mike handed out the Golf Instruction booklet and noted that a Golf book will be coming out with all the tournaments information.

4. Retail Operations report given by Emily Gifford

    - As of 9.30.23, revenue across all 3 shops (Golf, Racquet and The Boutique) substantially increased over last year.

    - Inventory as of 9.30.23 was well below that of last year, which had been at the lowest levels they have ever been.

    - At the Season Opener dinner events, key retail team members will be there showing off the latest fashions.

    - More members are bringing in pictures of clothing that they would like to special order and will still pay member pricing.

    - Staff updates
        a) International staff will arrive within the next 2-3 weeks.
        b) Part-time staff is being trained and will be utilized to fill in for full-time staff.
        c) Retail is getting 5 workaways who are all returning to Boca West.
        d) One of the international staff members will be in the Raquet Shoppe.

    - Emily and Mike confirmed that retail and golf registration staff will be cross-trained and will all have the same uniform this season in order to be able to better assist members when there are lines for either function.

    - Emily confirmed that keeping golf check-in (even for course 4) helps retail sales. Emily also discussed the importance of members checking-in inside the Racquet Sports Shop.

5. Old Business

- A text group was setup among the Retail Committee members.
  - Now that everyone is back at Boca West, we hope to use it to communicate informally with each other.

- The Retail Committee expressed that they would like to see the warehouse and receiving area.
  - Emily will arrange for our next Committee meeting to begin at the warehouse.

6. New Business

- Robin Shulman mentioned that she would like to highlight Retail Staff in magazine articles, social media, etc.

Meeting was adjourned at 2:48pm.