BOCA WEST
COUNTRY CLUB

**MINUTES**

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| **MEETING:** | Retail Committee |
| **DATE:** | November 9, 2023 |
| **MEMBERS PRESENT:** | Robin Shulman Chair, Mark Haberman Vice Chair, Steve Etter, Karen Frank, Fran Levine |
| **MEMBERS ABSENT:** | Barbara Chipurnoi<br>Lisa Flomen (with notice) |
| **PARTICIPANTS:** | Emily Gifford, Director of Retail<br>Marsha Dorvilus, Merchandise Manager |
| **ISSUE DATE:** | November 24, 2023 |

Meeting was called to order at 1:31pm.

1. Motion was made by Mark Haberman to approve the October minutes
    a) The motion was seconded by Steve Etter and approved by all.

2. Robin Shulman gave the Welcome remarks.

3. Emily Gifford introduced Marsha Dorvilus, Merchandise Manager
    a. M. Dorvilus spoke about her background at BWCC.

    a) Emily spoke about Retail Operations this October being slower than October, 2022.
        - However, this is the case at other area clubs and other areas of BWCC.
        - Despite a slower October, 2023, inventory levels for the 2022-2023 fiscal year were lower than ever in all areas of Retail Operations.

    b) New merchandise and upcoming Retail events should boost upcoming sales.

    c) Emily gave an overview of the upcoming Retail events
        - The December 5th Holiday Bazaar kicks off holiday sales in all shops at BWCC – Golf, Racquet Sports and the Boutique.

    d) Super Demo Day will be held on December 15th
        - There will still be individual manufacturers' demo days but all of them will be here on December 15th.

    e) The Cabana Shop is almost ready and waiting for the opening of the pool.

    f) There will be a fashion show at this Sunday, November 19th, night's Golf Opening Gala.

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    g) There is a lead in the Boutique –Camlyn Rees – who is a Workaway returnee.
        - Almost all Retail Workaways are returnees which cuts down on the training time.

4. Robin Shulman asked Emily to set up an interview panel with her key employees.
        i. These employees will be featured in BWCC Magazine Retail Articles throughout the rest of the season.

5. Robin asked Emily to go through the procedures for purchasing gift cards.
    a. Emily explained the procedures for purchasing gift cards.
    b. Robin and the rest of the Committee feel that most members are not aware that they can purchase merchandise gift cards anywhere other than in the Membership Office.
        i. However, merchandise gift cards can be bought in all the retail outlets at BWCC
    c. It was suggested that with the opening of the new Cabana Shop and Market Square in the near future, it would be great to promote gift cards with signage in all the retail outlets in BWCC.
    d. It was also discussed that it would be beneficial to BWCC and the Membership to be able to purchase gift cards on the BWCC website and phone app
        i. In addition, it was also proposed to potentially offer BWCC gift cards on the public website.

1. R. Shulman will bring up this proposal to the rest of the Marketing and Communications Committee at the next meeting
2. Emily will discuss this with Matt Linderman.

6. Warehouse Tour
    a. As discussed at the October Retail Committee meeting, Emily gave a tour of the warehouse and introduced the Committee Members to the Retail Staff.
        i. Committee members thoroughly enjoyed the tour which helped them gain a better sense of the scale of BWCC's Retail Operations.

Meeting was adjourned at 2:32pm.