BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	December 7, 2023
MEMBERS PRESENT:	Robin Shulman Chair, Mark Haberman Vice Chair, Steve Etter, Karen Frank, Fran Levine
MEMBERS ABSENT:	Barbara Chipurnoi (with notice) Lisa Flomen
PARTICIPANTS:	Emily Gifford, Director of Retail
ISSUE DATE:	December 26, 2023

Meeting was called to order at 1:33pm.

1. Motion made by Karen Frank to approve the minutes; seconded by Fran Levine and approved by all.

2. Welcome remarks given by Robin Shulman.
   - Robin commended Emily and her team for their achievement in the Club + Resort Magazine's Top Ranked Pro Shops for 2023.

3. Emily Gifford gave her report:
   - Social Media:
     - The fashion show at the opening golf dinner was a big success. The retail staff will be having mini fashion shows in the card rooms and restaurants, videotaping them and posting them to social media.
     - Social media blasts 1-2x weekly are bringing in more traffic than emails currently; posting flash sales and reminders using the GPS screens on the golf carts.

   - The Cabana Shop and Market Square will be opening as soon as possible.
   - Gift Cards:
     - Management is looking into selling gift cards in all retail outlets.
     - Availability should be during the first quarter of next year in all shops. This should be accompanied by new signage to promote them.
   - Retail Sales:
     - Ladieswear used to drive sales – demographics have changed and men's sales are outpacing women's sales.
     - Wholesale costs have significantly risen in the past few years which has increased member prices.
     - After the holidays, sales will be reviewed before new buying begins – for example, this past summer found that even though more people are at BWCC year-round, people are travelling more now, so sales are not necessarily higher than in past summers.
     - Equipment sales are below last year's numbers.
     - Hope that opening of new Lifestyle Center and Aquatics Complex and Cabana Shop will bring more traffic to the Club with more sales.
     - 10/1/23 to date vs. last year – apparel in golf and racquet sports is down slightly but the boutique is at the same level.
     - Private label merchandise sales continue with new hat and shirt designs.
   - Holiday Bazaar on 12/5:
     - $35,000 sold in 5 hours this year
     - Kicked off the holiday shopping season
   - Upcoming Retail Events:
     - 12/15/23 – Super Demo Day; vendors will be on the driving range.
     - Play for Pink – 20% off anything pink in the golf and racquet shops.

4. Old Business:
   - The committee will be sending Robin interview questions that will be answered by Emily's key staff after the holidays. Responses and bios of key staff will appear in future magazines.

5. New Business:
    - Additional ideas from the Emily and the Committee:
        - Where in the World is Boca West Country Club – encourage members to post to social media pictures of themselves in BWCC logo merchandise from their world-wide travels.
        - 10% off that day if you are in the shop wearing Boca West logo merchandise
        - Merchandising contests in the different shops where the Committee will vote. Results and the names of the merchandising teams will be sent to the membership to build a connection with the retail staff.

6. The next meeting will be on January 4th and we will meet at the Lifestyle Center to tour the facilities, the Cabana Shop and Market Square.

Meeting was adjourned at 2:21pm.