BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	House and Activities Committee
DATE:	January 10, 2023
MEMBERS PRESENT:	Jeanine Banks, Chairman; William Berkowitz, Vice Chair, Kris Etter; Ron Feder; Jane Fina; Mark Grumet; Alan Lustrin; Peter Ruben; Robert Schnitzer; Bob Schwartz; Sue Steckler; Gary Steiner; Suzanne Wagner;
MEMBERS ABSENT WITH NOTICE:	Peter Ruben;
PARTICIPANTS:	Robin Shulman, Retail Committee Chair John Collings, Assistant General Manager; Christina Guilianti, Director of Activities; Felipe Murcia, Clubhouse Manager Travis Wehrs, Director of Golf
ISSUE DATE:	February 12, 2024

The meeting was called to order at 1:30 PM

1. **Welcome remarks from Jeanine Banks, Chairman:**
   a. The meeting agenda was distributed; December minutes were approved.
   b. Acknowledgements to John Collings, Christina Guilianti, Felipe Mercia and their teams for a well-attended and supported holiday week of activities, dining, Carnival, and new Aquatics and Market Square opening!
   c. Hope Week Update – Registrations, 1/29 – 2/4
   d. Discussed importance of Committee Ambassador's Role & Synergy.

2. **PLAY FOR PINK** - **Travis Wehrs, Director of Golf**
   a. Travis provided an overview of the upcoming Golf Play for Pink event and provided information on opportunities for play, signage, raffles, retail and other ways to promote and support the event.
   b. The next event will be held January 22 through the 28th.
   c. The Play for Pink Racquet sports events for Tennis and Pickleball were new this year and very well received.
      - Fundraising was in excess of 105K last year and it is hoped to exceed last year's results.
      - Committee members were thanked for their support.

3. **Christina Guilianti, Director of Activities - Activities Report:**
   a. BW had 1,018 Members participate in our Annual Character Breakfast
      - 214 S'mores kits were sold
      - 856 S'mores made that evening.
   b. Carnival – 1,766 wrist bands were sold.
   c. December card play had 6,956 reservations which does not include walk-ins.
   d. For the month of January, there were 5,885 Card Room reservations.
      - 3 sets of bridge lessons taking place this month.
        i. 2 with Linda Green
        ii. 1 with Keith Hanson
        iii. A special bridge seminar on Friday with Roberta Salob.
   e. "Motowner's" Dinner Show- over 1,000 attended.
   f. Many Art classes scheduled for this month
      - 60 people taking 3D Art
      - 25 doing painting classes
      - 2 classes with over 50 people making their own chunky blankets this month.
   g. New educational series started last week with Harry Getzov doing a music history series
      - Today we have Alex Bruner starting with a Jewish History series.
   h. Trivia had 63 participants and Wheel of Fortune had 75 participants.
   i. Liverpool Legends event - 783 attending.
   j. December Singles mingle with Pickleball was well received.
      - We are planning another Singles Event with Tennis.
      - January 22 we are having a singles soiree in Prime Cut with 61 attending

- Next month we are teaming up with Golf for a clinic at Mr. D's.

k. Later this month we are bringing back Presidents and Their First ladies presenting the Carters.
   - With 86 attending
   - We also have Robert Watson doing a lecture for us on January 30th with 325 registered.

l. At the end of this month, we are looking forward to our 2nd Hope Week event.
   - Staff are wearing Hope Week pins in Grand Central and in the Card Room.

m. Two February dinner shows - Black Tie Optional with 300 signed up each night.
n. Super bowl Party currently has 208 requests.
o. Boca West Cookout- an Evening with Mike DelGuidice has 941 requests.
p. Member Guest Card Party-146 requests.
q. St Barth's events scheduled for March
   - Current counts are 506 for Friday and 618 for Saturday.

r. Tanglewood on April 10th already has 435 sign-ups.

4. Felipe Murcia, Clubhouse Manage - Food & Beverage Report:

a. Dec 2023 covers
b. Served 85,173 meals vs 74,192 – a 10,981 increase more than last year and 4,263 more than budgeted.
c. Seafood buffet nights saw over 900 members and families
   - Prompting the kitchen to order over 2,000 lbs. of lobster!

d. BW serves an average of 2,000 members a day in December
   - During the holidays this number swells to over 5000 with Carnival Night seeing close to 7,000.

e. Market Square served 1,600-1,800 meals a day, surpassing the month's revenue budget in just the 10 days from opening.
f. Market Square - working on processes and procedures now that "normal" business volume is developing.
g. Wine tasting with award winning wine maker Jesse Katz and his Aperture wines
   - Monday, January 22nd from 3-5pm
   - Attendance is complimentary

h. Tuesday Tastings Series is Launching
   - Different vendors (food, wine, beverages, retail, etc.) will be featured from 3-5pm

i. January 11th - Wine Night in Panache
j. January 16th - Michelin Series in Prime Cut - sold out - featured chef Daniel Boulud

5. Renovation Update, John Collings

a. Pools and Market Square is open!
b. Cabana Bar scheduled to open around 1/25.
c. Blue Point and Aria are on track for late February.

6. Open Discussion:

- Recommendations/action item lists from committee group discussions were distributed.
- Many of these items have come to fruition over the past several months or are currently being planned. The committee was thanked for their hard work and contributions.
- The Committee was then broken down into 3 groups. They will meet prior to the February meeting to present their review of the lists/additional suggestions and their recommendations for the 2024-2025 House & Activities committee to focus on.

The meeting was adjourned at 2:25pm.