BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	January 4, 2023
MEMBERS PRESENT:	Mark Haberman, Vice Chair; Lisa Flomen; Karen Frank; Fran Levine;
MEMBERS ABSENT WITH NOTICE:	Robin Shulman, Chair; Steve Etter;
PARTICIPANTS:	Emily Gifford, Director of Retail
ISSUE DATE:	January 23, 2024

Meeting was called to order at 1:30 PM.

1. Motion made by Fran Levine to approve December 7, 2023, minutes.
    a. Seconded by Lisa Flomen.
    b. Motion approved unanimously.

2. Vice Chair Report- Mark Haberman

    a. M. Haberman thanked the committee and Emily and her staff for their hard work during a challenging year coming out of Covid.
        i. Additionally, Emily and her staff were praised for ordering merchandise for a new store at the pool in a limited space which turned out to be another winner for Boca West.

3. Committee Observations

    a. Members want more pickleball apparel.
    b. There have been more requests for merchandise for non-golfers
        i. Mah Jong
        ii. Canasta, Bridge
        iii. Baby Clothes.
    c. We have a great new selection of golf wear, shoes, upscale sweat suits, and soft brand name leisure wear.

4. Director of Retail Report

    a. "Where in the World is Boca West" concept looks good and will be reviewed later in year when things settle down.
    b. Committee questions for staff are being worked on and will be reviewed at next meeting.
    c. Menswear had outsold womenswear during our Holiday sales period.
    d. Holiday chocolate and Mariposa Home Décor Line were very successful.
    e. Racquet shop is transitioning to more pickle ball and less tennis wear.
    f. Cabana Shop has been very successful with strong sales of sweat shirts and hoodies.
    g. Emily, Mike, and Travis will go to PGA Show in Orlando next week to look for new merchandise for 2024.

Next meeting will be February 8, 2024, at 1:30 in the Palmer Room.

Meeting adjourned at 2:35pm