BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	February 15, 2024
MEMBERS PRESENT:	Robin Shulman Chair, Steve Etter, Lisa Flomen, Fran Levine
MEMBERS ABSENT:	Mark Haberman, Vice Chair (with notice) Karen Frank (with notice)
PARTICIPANTS:	Emily Gifford, Director of Retail
ISSUE DATE:	February 22, 2024

Meeting was called to order at 3:02pm.

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

2. Welcome remarks given by Robin Shulman:
   a) Robin thanked Emily and the Committee for their hard work all year, helping to accomplish the goals of the Committee and the difference they are making.
   b) Committee members were also encouraged to continue to volunteer for a BWCC Committee and to get involved in their Villages.

3. Robin also commended Emily and her team for their achievement being recognized as an AGM 2024
   a) Top 10 Best of the Best Platinum Club Retail Pro Shop globally, picked from over 200 applicants.

4. Emily Gifford gave her report:
   a) Emily, Travis and Mike Bove attended the PGA show in January 2024
      - It was comprised of one day of educational seminars in addition to seeing all the new lines of golf equipment, apparel and soft goods.
   b) There will be a number of exciting new lines in all of the BWCC Retail Venues this coming spring, summer and fall.
   c) Market Square –fresh roses for Valentine's Day sold out
      - Home décor, gift items as well as Floral Fridays have all been well received.
   d) The Cabana Shop is selling out of everything
      - From sunscreen, to swimsuits and hoodies (thanks to the milder weather this December/January)
   e) March 15th – Retail's 8th Anniversary of its March Madness sale will kick off with a Spin-the-Wheel Sale.
   f) Golf-a-palooza is February 16th, 2024 from 11am to 3pm.
   g) Next week with be the first Racquet-a-Palooza
      - There will be tennis and pickleball equipment, shoes, apparel and gift items for sale.
   h) Private label apparel and headwear are selling well.
   i) Men's sales are still outpacing women's sales
      - Emily will be looking at different trends in BWCC membership categories for keys to merchandise purchasing.
   j) Newer members are coming into the shops
      - Retail Operations will be looking at different ways to engage them.

5. Old Business:
   a) Two of the Committee's ideas – Gift cards and "Where in the World is Boca West Country Club' – will be launching closer to the Spring as holiday traffic starts to die down with more time to properly devote to these ideas.

Meeting was adjourned at 3:45pm.