BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	May 2, 2024
MEMBERS PRESENT:	Mark Haberman, Chair; Arthur Adler, Vice Chair; Steven Becker; Marjorie Isroff; Jennifer Lustrin; Lisa Oleinick; Marc Rosenthal; Ed Zelnick; Eric Ziskend;
MEMBERS ABSENT WITH NOTICE:	Sheri Letwin; Barbara Schneider;
PARTICIPANTS:	Emily Gifford, Director of Retail
ISSUE DATE:	June 4, 2024

1. Meeting was called to order at 1:30 PM.
    a. Chair made a motion to approve the April 11 minutes.
    b. Motion was seconded by Steven Becker.
    c. Motion was passed unanimously.

2. Chairman's Opening remarks:
    a. Mark reported a behavioral incident with a member at the golf retail shop
    b. The member would be dealt with through the club's pre-grievance process.

3. Mark explained that there are now 5 retail locations at Boca West:
    a. The Golf Shoppe- Golf apparel, equipment, and accessories
    b. The Racquet Shoppe- Tennis and Pickleball apparel, accessories and gear
    c. Cabana Shop- pool and swim accessories
    d. The Boutique- gifts and luxury items
    e. Market Square- artisanal snacks, specialty food items, and logo merchandise

4. The committee has been asked to visit each shop and perform market research to identify strengths and challenges at each location and report back at the June meeting.

5. The committee reviewed the Boca West App to view the retail section and become familiar with the hours of store openings.

6. Committee goals for 2024-2025
    a. Gift cards available for purchase online
    b. Teach members how they can bring in items they see on apparel websites and our stores will special order them to get member pricing.

7. Retail Director report:
    a. Emily Gifford reported that retail sales are increasing while inventories are being scaled down for the summer season when demand is less.
    b. She also explained that there will be over 20 events this year including trunk shows, men's night, and ladies' night.
    c. Emily also reviewed the following:
        i. Return policy
        ii. New pickleball apparel
        iii. Profit structure
        iv. Review of the Green Grass Account.

8. Next meeting will be June 6 in the Boardroom.