BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	June 6, 2024
MEMBERS PRESENT:	Mark Haberman, Chair; Jennifer Lustrin; Marc Rosenthal; Ed Zelnick;
MEMBERS ABSENT WITH NOTICE:	Arthur Adler, Vice Chair; Steven Becker; Sheri Letwin; Marjorie Isroff; Lisa Oleinick; Barbara Schneider; Eric Ziskend;
PARTICIPANTS:	Emily Gifford, Director of Retail
ISSUE DATE:	June 24, 2024

1. Meeting was called to order at 1:30 pm.
    a. Mark made motion to approve the May 2, 2024 Minutes.
    b. Motion was approved by Ed Zelnick and seconded by Marc Rosenthal.
    c. Motion passes unanimously.

2. Chairman's Opening remarks:
    a. Mark updated the Committee that gift cards will soon be available at two shop locations
    b. Members will no longer have to go to Membership to get gift cards.

3. Committee was tasked to do market research at our shops and give feedback to Emily to evaluate. Some suggestions were the following:
    a. Sell protein bars and gauze tape in the tennis and golf shops
    b. Sell Kem Playing Cards and turntables for Canasta at the boutique shop
    c. Sell Market Square gift platters of cookies, cakes, and chocolates.
    d. Carry lighter sneakers such as Viouri and not only golf shoes.
    e. Carry dressier apparel and more pickleball apparel for women
    f. Carry golf frames and candles.

4. Retail Director report:
    a. Emily reviewed the sales showing men's apparel outsells women's apparel
    b. Sales Announcements:
        - There will be a ladies trunk show
        - There will also be a lady's night at the golf shop
    c. Additionally, Retail is working on a fashion show in season
    d. Emily reviewed our return policy and the reason for lower inventory in the summer.

5. Retail Updates:
    a. We are working towards getting an on-line presence for our retail shops.
    b. There are some hurdles however, our club is working towards making this a reality.

Meeting was adjourned at 2:45

Next meeting will be September 5 at 1:30 in the Boardroom.