BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	House and Activities Committee
DATE:	September 17, 2024
MEMBERS PRESENT:	Arthur Adler, Chairman; Jonathan Schraub, Vice Chair, Amy Goldman; Alan Jaffe; Doug Rayvid; Rob Schnitzer; Kenneth Sher; Jodi Siegel; Sue Steckler; Donald Sussman; Faith Wall;
MEMBERS ABSENT WITH NOTICE:	Audrey Farber; Karen Frank; Carole Ries; Marjorie Madison; Frank Zaid,
PARTICIPANTS:	Christina Guilianti, Director of Activities; Felipe Murcia, Clubhouse Manager
PARTICIPANTS ABSENT WITH NOTICE:	John Collings; Assistant General Manager
ISSUE DATE:	September 23, 2024

Meeting was called to order at 1:30 pm.

A. Committee Chair, Arthur Adler, opened the meeting by sharing positive feedback from the new opening of Blue Point and Aria.
    a. A. Adler asked the Committee to gather any comments and/or improvements that they might hear from other Members
    b. The outdoor area of Blue Point and Aria are being finalized and will be in use in the next couple of weeks.

<u>House and Activities Staff Member reports</u>

B. Christina Guilianti, Director of Activities, reports:
    a. November Theme Night- Velvet Underground
        - Idea came from committee.
        - We have 600 Friday and 781 for Saturday.
    b. Season events are being advertised.
        - All of our educational series are out there for next season.
        - You can find them online and in October magazine
    c. Dinner Shows include our first one of The Boss Project with is a Bruce Springsteen tribute band.
        - Monday, December 9 and Tuesday December 10
    d. Comedy Nights
        - First one November 7 featuring Jeff Laub with 225 sign ups.
        - December 5 is Sarge
    e. Game Show nights are back next season monthly through May.
        - Thursday, November 14 is the first one which is Survey Says- family feud style.
        - Ending in May with Horse Racing for the Kentucky Derby
    f. Singles Nights in Aria are coming back
        - Starting in November and once a month through March on Monday nights
    g. We will be celebrating our Veterans with breakfast
        - Monday, November 11 from 9am-11am
    h. Card rooms have been busy.
        - We have 4195 reservations for September (about 300 more than last September)
    i. Duplicate Bridge will be starting on Mondays on October 7.
        - Which will give us games now on Monday, Wednesday, and Friday afternoons and then also once a month on Sundays.
    j. Card lessons start back up in October for Bridge and Canasta
    k. Cookout is scheduled for January 14 on the lawn with Mike Delgiudice again
    l. Winter Planning:
        - Character Breakfast Friday, December 27
        - Carnival- Sunday, December 29

C. Felipe Murcia, Club House Manager, reports:
    a. Financials and cover count YTD
    b. As of the end of August the club surpassed the 600,000 meals served with September to go
    c. September has been trending ahead of budgeted numbers with the addition of Blue Point

- Going from an average of 220 covers to close to 400

d. A question was posed if we make money the more members we serve.
   - While there is an increase in productivity, we lose money in every outlet every time a member dines with us.

e. Blue Point and Aria
   - Team is gathering information and experience.
   - Mainly positive comments. Fine tuning the operation for the season.

f. Moving "Happy Hour" to Grand Central to relieve a very busy Aria
   - Committee members asked us to explore a secondary HH location.
   - Tentatively declined due to budgetary reasons.

g. October / November / December Schedule
   - October 22nd Farmer's Market comes back to BW – every Tuesday
   - October 23rd Mr. D's opens (also for HH)
   - November 1st Panache opens for dinner service
   - November 5th Blue Point opens on Tuesday Nights
   - November 19th Blue Point opens for lunch
   - November 22nd Grand Central opens for Fri & Sat dinner
   - December 6th Prime Cut opens for dinner

h. Getting ready for the H2B arrival
   - Preparing the training for all of them, although we have a 65% return rate

i. We have cuttings and samplings scheduled for this month, especially for new canapes to be offered at the bars

D. Open discussion regarding a March theme night
   a. Sue Steckler recommended a Pajama Party
   b. Rob Schnitzer recommended a Prom
   c. Faith Wall suggested a Boca West Blood Drive
      - We mentioned we would pass that on to Misty and the Lifestyle and Wellness Committee

E. Felipe requested feedback from the committee when it comes to the new venue
   a. Several questions were answered:
      - Noisy restaurant
        - Team is already working on a proposal to add acoustic panels in Blue Point
      - Aria's light bites revisit (pizza vs flatbread, roasted pork with garlic bread)
      - Placing of 12 top table in Blue Point Fishbowl
        - Alternative request- a table in side-rooms
      - Roger's Roadhouse concept for season

Meeting adjourned at 2:25pm

The next House and Activities meeting is October 15th at 1:30 pm in the Board Room.