BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	November 7, 2024
MEMBERS PRESENT:	Mark Haberman, Chair; Steven Becker; Marc Rosenthal; Ed Zelnick; Eric Ziskend;
MEMBERS ABSENT WITH NOTICE:	Arthur Adler, Vice Chair; Sheri Letwin; Jennifer Lustrin;
MEMBERS ABSENT WITHOUT NOTICE:	Lisa Oleinick; Barbara Schneider;
PARTICIPANTS:	Emily Gifford, Director of Retail Mike Bove, Head Golf Professional; Jacob Huizinga, Custom Club Fitter
ISSUE DATE:	November 15, 2024

1. Meeting was called to order at 1:30 pm.
   a. Motion was made to approve the October 17th Retail Committee Minutes.
   b. Seconded by Marc Rosenthal
   c. Motion was approved.

2. Committee Open discussion:
   a. The committee discussed making Holiday Bazaar bigger than ever on December 5.
      - Peter Millar will not attend this year.
   b. Holiday Sale is scheduled for December 13- just in time for the Holidays.
   c. The committee discussed "Men's Night" and "Ladies Night" Events in the Retail Shops.
   d. New Bugatchi Boutique has been a big success with Vineyard Vines merchandise added to the shop.
   e. Cardwell Playing Cards and turntables are being reviewed to come to the shop soon.
   f. The Gift Shop is now located in back of the Golf Shop.
   g. New upscale Ladies sweaters and other dressy items are now available
   h. Mike Bove introduced Jacob Huizinga as our new custom club fitter.
   i. J. Huizinga will perform custom club fitting for our members
      - This is a service not offered in the big box stores.
      - Jacob's fitting time is the same as a lesson.
      - If you buy clubs after fitting, you will receive a 10% discount.

Meeting was adjourned at 2:30

The next Retail Committee Meeting will be on December 3rd at 3 PM in the Admin Conference Room.