BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	House and Activities Committee
DATE:	December 10, 2024
MEMBERS PRESENT:	Jonathan Schraub, Vice Chair, Audrey Farber; Karen Frank; Amy Goldman; Alan Jaffe; Marjorie Madison; Doug Rayvid; Carole Ries; Robert Schnitzer; Jodi Siegel; Kenneth Sher; Sue Steckler; Donald Sussman; Faith Wall; Frank Zaid;
PARTICIPANTS:	John Collings, Assistant General Manager; Christina Guilianti, Director of Activities; Felipe Murcia, Clubhouse Manager
ISSUE DATE:	December 18, 2024

Meeting was called to order at 1:30pm.

Opening remarks:

The meeting began with some words of remembrance and appreciation from Mr. Schraub and Mrs. Guilianti for Arthur Adler, Chair of the H&A Committee, who sadly passed away last month.

- Mr. Adler left behind a remarkable legacy of achievement in business and in philanthropy
- He also served as an invaluable member of the Board of Governors for many years.

House and Activities Staff Member Reports

1. **Christina Guilianti, Activities Director, reports:**
   A. Comedy Night with Sarge over 3 nights beginning of December.
      a. We had 1400 people over 3 nights.
      b. Comedy night was a committee idea
   B. Boss Project Dinner Show
      a. Sold out with 520 each night
      b. Boss Project dinner show was a committee idea
   C. Singles in Aria with 35 attending
   D. Review of upcoming holiday events
      a. Carnival- 457 wristbands sold
      b. Character Breakfast- confirmed 1018
      c. Holiday House decorating- 50
      d. Fishing- 46
      e. S'mores Night- 86
      f. Holiday Kids events and activities - crafts poolside, movies, bingo, trivia, and kids shows.
   E. January Events-
      a. The Candle Concert
         i. Concert format was explained to the Committee.
      b. Cookout on January 14 has a very large turnout with over 1600 requests.
         i. Looking into possibly hosting over 2 nights.

2. **Felipe Murcia, Clubhouse Manager, reports on Food and Beverage:**

   A. October and November saw an incredible increase in cover count, compared to last year.
      a. November saw 67,000 meals served
         - Approximately 10,000 meals more than budgeted
      b. 20,000 more meals were served than last year
         - This is a 42% increase!
   B. To anticipate the heavy demand, a new concept menu was launched, "Ristorante Centrale."
      a. Following the member trial period and feedback we returned to the traditional Grand Central dinner menu.
   C. Aria terrace opening is soon approaching

D. Looking to add additional dinner venues
    a. Due to the heavy demand, will most likely be Mr. D's
    b. However, it may take several weeks as additional staff needs to be hired.
E. Reservation counts during the holidays are at an all-time high
    a. Therefore, Grand Central will open additional nights during that time.

3. <u>John Collings – Assistant General Manager reports on the following:</u>

A. Aria terrace is waiting only on final permitting
B. Other half of Lifestyle Center card room is open
C. Art Culinary studio on track to open in February

4. <u>Committee Sub-groups presented</u>:

A. Committee members presented the results of their sub-group meetings
    a. New possible goals and initiatives are to be considered in the area of food and beverage, activities and events.
    b. Comments were made and noted and further follow-up will occur at the next meeting.

The meeting was adjourned at 3:00 PM.

The next H&A Meeting will be January 14th at 1:30 PM in the Board Room.