BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	December 3, 2024
MEMBERS PRESENT:	Mark Haberman, Chair; Steven Becker; Ed Zelnick; Eric Ziskend;
MEMBERS ABSENT WITH NOTICE:	Sheri Letwin; Jennifer Lustrin; Marc Rosenthal;
MEMBERS ABSENT WITHOUT NOTICE:	Lisa Oleinick; Barbara Schneider;
PARTICIPANTS:	Emily Gifford, Director of Retail
ISSUE DATE:	December 17, 2024

1. Meeting was called to order at 3pm.
   a. Ed Zelnick made a motion to approve the November 7th Committee Minutes.
   b. Seconded by Steve Becker.
   c. Motion was approved.

2. Committee Open discussion:
   a. Committee had an open discussion about our memories of our late departed Vice Chair, Arthur Adler.
      - A. Adler made a profound impact on our lives at Boca West and will be missed.
   b. There was further discussion on making the Holiday Bazaar bigger than ever on December 5.
      - New vendors are coming this year and we expect to break all previous sales records
   c. It was discussed how Jacob Huizinga, Club Fitting Specialist, has made a big difference in the sales of golf equipment.
      - The Club Fitting Specialist position allows retail to carry less inventory of clubs, which financially helps our bottom line.

3. Retail Director Report:
   a. Emily Gifford reviewed sales numbers
      a. We are increasing the sales of ladies' wear due to new product offerings.
   b. E. Gifford is also looking into getting playing cards and turntables to accommodate our card players.
   c. E. Gifford expressed that we have many more male shoppers than female.
      a. This is due to the fact that most golfers are men.
   d. Our boutique has restocked the Bugatchi branded items multiple times
      a. We have now added ladies wear to this new shop.

Meeting was adjourned at 2:45pm

The next Retail Committee Meeting is January 9 at 1:30 pm in the Admin Conference Room.