BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	House and Activities Committee
DATE:	January 16, 2025
MEMBERS PRESENT:	Jeanine Banks, Chairman of the Board; 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;
MEMBERS ABSENT WITH NOTICE:	Jonathan Schraub, Vice Chair, Chrsitina Guilianti, Director of House and Activities; Doug Rayvid
PARTICIPANTS:	John Collings, Assistant General Manager; Felipe Murcia, Clubhouse Manager
ISSUE DATE:	January 28, 2025

Meeting was called to order at 1:32 pm.

Opening remarks:

1. Jeanine Banks acted as Chair of the meeting in Jonathan Schraub's absence.
    A. J. Banks expressed gratitude to the Committee for its service and volunteerism this past year.
    B. She remarked on the importance of the House Committee representing the interests of the members with objective input and feedback.
    C. She discussed the wide demographic of the Club, increases in new members, expansion of venues, past year activities and events, and the impact of the members' experiences and expectations.
    D. She stressed the importance of committee engagement, to be Club ambassadors, and to think globally.
    E. Discussion took place on finalizing an action plan for the next committee.
    F. Committee members were encouraged to consider volunteering their time in various committees; Village, Club and Master's Boards.

House and Activities Staff Member Reports

2. **John Collings reported on behalf of Christina Guilianti, Director of Activities:**

    A. December was an extremely busy month for Activities. Some of the highlights were:

    B. Holiday week started by bringing 100 members to the Kravis Center to see *Cirque Dreams Holidaze*.
    C. Complimentary Kids crafts for 5 days
        a. 100-200 kids attended each day.
    D. "Holiday Houses" was a new event this year where we decorated cardboard gingerbread houses with different candies.
        a. 66 children joined us.
    E. S'mores Night - we sold 208 S'mores kits.
    F. Bingo and Trivia had low turnouts.
        a. Less than 10 tables at each game.
    G. Wizard and Pirate Show
        a. 200 attendeded each show.
    H. City Girl Hat Bar was a big hit at the pool
        a. Kids and adults designed their own trucker hats and cowboy hats.
    I. Glow Night was a lot of fun.
        a. Families attended for games on the range with a DJ, glow golf, axe throwing, face painting, crafts and more.
    J. Character Breakfast had 1,012 in attendance.
    K. Fishing day had 60 children fishing with us.
    L. Carnival- We sold a total of 1,592 wrist bands and it was a well-attended event.

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

   A. Felipe Murcia provided metrics on December's outstanding results.
   B. Significant increases in meals served
      a. 107,000 in December 2024 with 85,000 in December 2023.
   C. 4700 Gold Cards activated
      a. 800 more than prior year.
   D. 1400 meals served a day at Cabana a day breaking every record.
   E. 700 meals served in Market Square for lunch.
   F. The Grand Central concept with the food hall has been a hit among members.
   G. Additional evenings at Grand Central and Mr. D's
      a. Offering 3-4 dining options every night (except Mondays)
      b. Mr. D's open on Tuesdays and Wednesdays
      c. Adding a Grand Central night on Thursday's.
   H. BBQ night is being launched.
   I. Expanded/New Holiday events were well received
   J. Kid's activities, Under 40 Happy Hour, indoor and outdoor NYE venues and more.

4. **John Collings – Assistant General Manager reported on the following:**

   A. John Collings expressed his appreciation to the entire staff for their poise, professionalism and patience during the unprecedented volume of the recent holiday weeks.
   B. He was pleased to report on the opening of the Outdoor Aria Terrace.
      a. The staff was congratulated for the seamless opening and execution of this and all prior new openings this year.
   C. The Art & Culinary Studio is progressing well and expected to open upon TCO in February.

5. **Committee Tour and Open Discussion**
   A. After some discussion, a tour of the Blue Point kitchen was provided for all committee members.
      a. They were taken behind the scenes and given a guided tour by Chef Eric Matherson.
   B. Committee Members received a recap of ideas generated from Event, Activities and Restaurant committee break outs.
      a. They were requested to meet again with their Captains and return with a finalized list of ideas for the 2025-2026 House Committee.

The meeting was adjourned at 2:40 PM.

The next H&A Meeting will be February 18th at 1:30 PM in the Board Room.