BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	February 13, 2025
MEMBERS PRESENT:	Mark Haberman, Chair; Steven Becker; Sheri Letwin; Jennifer Lustrin; Marc Rosenthal; Eric Ziskend;
MEMBERS ABSENT WITH NOTICE:	Lisa Oleinick; Ed Zelnick;
MEMBERS ABSENT WITHOUT NOTICE:	Barbara Schneider;
PARTICIPANTS:	Emily Gifford, Director of Retail
ISSUE DATE:	February 25, 2025

1. Meeting was called to order at 1:30pm.
   a. Steve Becker made a motion to approve the January Committee Minutes.
   b. Seconded by Eric Ziskend.
   c. Motion was approved.

2. Mark Haberman, Chair's Opening Remarks:
   a. Mr. Haberman thanked the committee for its hard work and dedication to Boca West this year.
   b. All committee members were given gift cards as a token of our appreciation.

3. Committee Open discussion:
   a. The Boutique Shop:
      - Golftini was very successful
      - Collars & Co. is now being featured in the shop.

   b. Total golf shop sales increased to $895,000 in 2024 from $803,000 in 2023.

   c. Canasta and Mahjong merchandise is on order.

   d. We are increasing the ladies off course merchandise.
      - Ladies' sweaters and lifestyle clothing that is not overly size related, such as pull overs.

   e. Golfapalooza was a huge success with one day sales of $54,000.

   f. Nora Fleming gift items are being looked at for Market Square.

Meeting was adjourned at 2:45pm