BOCA WEST
COUNTRY CLUB

MINUTES

MEETING: Golf Committee

DATE: April 7, 2025

MEMBERS PRESENT: Dan Schulman, Chairman;
Arthur Schwartzman, Vice Chairman;
Jeff Baltimore, Marc Blitstein; Lela Cannon; Jeffrey Getelman;
Mark Gold; Larry Gulko; Jeff Kahn; Jules Leibman; Patti Roberts;
Dr. Jack Roth, Sue Osten; Ken Yormark;

PARTICIPANTS: Jeremiah Lockhart, Director of Agronomy;
Travis Wehrs, Director of Golf Operations;
Michael Bove, Head Golf Professional;
Jeff Jones; Assistant Director of Agronomy;
Kevin Terry, Director of Play;
Daniella De Sousa, Golf Operation Manager;
Jacob Huizinga, Club Fitting Specialist;
Steve Morgan, Dye IV Superintendent;
Brian Anderson, Palmer I Superintendent

ISSUE DATE: April 23, 2025

1. Chair's Opening Remarks
   A. Reviewed the committee guidelines, expectations, and confidentiality.
   B. Outlined how committee goals need to be submitted by May 2 to the Executive Board.
   C. Announced appointments of sub-committees:
      a. Larry Gulko: Marketing Campaign – "Boca West Pride"
      b. Dr. Jack Roth: Club-Fitting & Coaching
      c. Sue Osten: USGA Rules Education & Handicapping
      d. Jeff Baltimore: Tee Times
      e. Jeff Getelman: New Member Onboarding

2. Chairman's Comments
   A. Golf Operation team is reviewing GPS cart system and lightening detection systems.
   B. Shared positive feedback on Nanna & Teaching Professional golf clinics hosted on the South Tee.
   C. Recognized the PGA National Award Pam Elders, Director of Instruction received.
   D. Golf Operation team is reviewing the speed bumps installed throughout the Golf & Activities Center.
   E. Golf Operations will be reviewing private golf cart specifications.
   F. Golf Operations will continue to produce informative videos and will be introducing the use of drones.
   G. Importance of Professional Staff visibility, most notably at the range and encouragement of Professionals playing with members.
   H. Overview of DYE IV re-grassing project.

3. Travis Wehrs, Director of Golf, welcomed and introduced BW Golf Staff:
   A. Kevin Terry, Director of Play
   B. Daniella De Sousa, Golf Operation Manager
   C. Jacob Huizinga, Club Fitting Specialist
   D. Steve Morgan, Dye IV Superintendent
   E. Brian Anderson, Palmer I Superintendent

4. Mike Bove, Head Golf Professional, gave his Operational report:
   A. Rounds Played
      a. October 1, 2023 – April 9, 2024: 91,227
      b. October 1, 2024 – April 9, 2025: 95,664
      c. Rounds played are up 4,437

   B. Equipment Sales
      a. October 1, 2023 – April 9, 2024: $473,292
      b. October 1, 2024 – April 9, 2025: $578.214
      c. Equipment sales are up $104,922

   C. General Programing
      a. Nann Events
         - Hosted two range clinics
         - 9-Hole Exhibition on Fazio II

b. Equipment Education
    - Each month, Jacob hosted three complimentary seminars focused on different areas of equipment.

c. Putting Club
    - Men's Club: 51
    - Ladies Club: 75

d. Four & Four
    - Hosted ten events – golf & social members
    - Playing with Professional Staff, assisting with pace of play, rules, etiquette, and course management

D. Video Production
    a. Golf Operation videos have more than 50,000 views
    b. Purchasing a drone to elevate video production in conjunction with course re-grassing, and course-1 renovation

E. Boca West PGA Mentorship Program
    a. Guest Speakers: Paul Clivio & Ben Baur, Ted Logan, and Matthew Linderman
    b. Expectation of acceptable progress to get PGA Class A (3-years)
    c. Expectation of private and group instruction

F. PGA & HMI Internship Program
    a. 8 interns
    b. May 20 – August 10
    c. 12-Week Program

G. Destination Experience
    a. Streamsong: July 17-19
        - Six members are registered
    b. Palm Beach Par 3 May 8
        - Twenty-Four members are registered

H. SFPGA Birdie Bash
    a. SFPGA Foundation & Nicklaus Children's Health Care Foundation
    b. $12,800.00
    c. PGA National Host Site
    d. 17-Teams of PGA Professionals

I. Staff Update
    a. John Damon, PGA Senior Assistant Golf Professional
        - Has accepted Head Golf Professional position at Heritage Bay in Naples, FL
    b. Daniel Treitman, Seasonal Assistant Golf Professional
        - Is joining Congressional Country Club this summer 2025

Tournament Programming

EVENT	2024 #	2025 #
18-Hole Ladies League	211	215
9-Hole Ladies League	200	221
Men's League	95	100
Par 3 Golf Event	191	176
Luken Mixer	56	48
Season Opener	495	536
December Wine & Nine	68	70
Member-Member	268	338
President's Cup	34	69
December 9-Hole Twi-Nite	474	461
Grandparent/Grandchild	137	120
Parent/Child	132	90
Short Game Championship	47	62
Putting Championship	82	67
Governor's Cup	98	133
Senior Club Championship	48	58
Play for Pink	532	547
Club Championship	41	66
Super Bowl Event	?	289
Men's Member-Guest	504	456
Ladies 18-Hole Member-Guest	284	300
Ladies 9-Hole Member-Guest	165	168
Tournament of Champions	?	23
Masters Spring Fling	164	222
April Wine & Nine		
18-Hole Twi-Nite		
	4326	4835

5. Jeremiah Lockhart, Director of Agronomy, reported on:

   A. Review of pump stations
   B. Importance of training team and implementing cross-training
   C. Summer aerification
   D. Teams are conducting irrigation audits

6. Open Discussion: Member Talking Points and Questions

   A. Arthur Schwartzman
      a. Shared his positive comments on the Putting Club and capitalizing on it by expanding it to a short game Club, especially when the short game course is opened.

B. Lela Cannon
    a. Shared very positive comments as to her experience with the Ladies 18-Hole Member Guest and the Masters Spring Fling Tournament

C. Sue Osten
    a. Suggested we incorporate USGA rules education to league play participants
    b. Suggested we add digital signage to high traffic areas and run golf operation videos to TV's on a continuous loop
    c. Suggested we update range signage, giving more clarity as to policies and dress code

D. Marc Blitstein
    a. Suggested we email members the Calling All Golfers seminar power point slides.

E. Jules Leibman
    a. Shared his poor experience with being a 'single' looking to join a game or threesome
    b. Suggested the process needs to be easier and more member friendly

F. Jeff Baltimore
    a. Suggested we improve elements to our online tee time booking system

G. Jack Roth
    a. Suggested members of the committee can and should address other members at large who are not abiding the Club policies.
    b. Chairman advised strongly advised against member to member contact to enforce policies

H. Patti Roberts
    a. Suggested we address the overcrowding on the courses, improve elements of league play, and incorporate USGA rules education.

I. Larry Gulko
    a. Shared his disappointment that he sees members not adhering to cart parking policies related to "blue" stakes on the course.

J. Jeff Getelman
    a. Shared his disappointment that he continues to see three riders per golf cart.

K. Jeff Kahn
    a. Suggested we take the opportunity to include a specific golf rule or etiquette at the end of each golf video.

L. Mark Gold
    a. Suggested we add a gross & net division to all tournaments
    b. Members who have handicap flags; host an education class to ensure they're driving in the correct areas on course.
    c. Asked Jeremiah why the speed of the greens are slower than before.

M. Ken Yormark

a. Shared positive comments on Nanna
b. Shared that his wife did not have a positive experience with the ladies 9-hole league – hard to meet the ladies.

At the end conclusion of the committee, Travis passionately shared his vision and importance that the committee meetings need to focus on big ideas, innovation, and positive forward thinking.