BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Lifestyle & Wellness Committee
DATE:	May 20, 2025
MEMBERS' PRESENT:	Barry Roberts, Chair; Teri Cox, Vice Chair; Alyssa Fein; Rita Goldblatt; Susan Kaplan; Silvia Kearney; Ira Krinick; Scott Lipkin; Jerilyn Prague; Carole Reis; Peter Ruben; Bob C. Schwartz; Tracy Simon; Ben Zeltner;
MEMBERS ABSENT WITH NOTICE:	NA
PARTICIPANTS:	Misty Stewart, Director of Lifestyle & Wellness
ISSUE DATE:	May 28, 2025

The meeting was called to order at 3:01 pm.

The minutes from the April Committee meeting were approved unanimously.

1. **Barry Roberts, Lifestyle and Wellness Chairman's Report:**

   A. Fun Run T-Shirt Design Concept and Distribution Follow-Up
      a. Barry thanked all the Committee members who assisted with the event.
         - Special thanks to Rita Goldblatt for participating in a Bunny costume, adding energy and fun to the event.
      b. Strong committee member turnout and organized process set a positive tone for future activities.
      c. T-Shirt Design Contest yielded an extremely favorable response and positive outcome.
         - Recommendation that contest will continue for future Fun Run events with additional recognition given to the winning designer.
         - Misty will develop a timeline to share with the group for future events.

   B. **Assignment Feedback:**
      a. Barry thanked all for their enthusiastic participation and responses to the initial assignment, requesting member feedback to enhance the Lifestyle & Wellness experience at Boca West
      b. The process to turn responses received into an action plan for the committee and department:
         - Several common themes emerged, many of which align with current club initiatives, while others introduced fresh and creative ideas.
         - The full summary was previously circulated for review.

2. Misty Stewart, Lifestyle and Wellness Director's report:
Metrics (YTD since the previous meeting):

   A. **Group Exercise Classes**
      a. 45 each week during peak Lifestyle Wellness Construction
      b. 80 each week during peak 2023-2024 Season
      c. 110 each week during peak 2024-2025 Season

   B**. Aquatics Check-Ins**
      a. 38,000 last season
      b. 60,000 this season

   C. **Fitness Center Check-Ins**
      a. 91,000 last season
      b. 123,000 this season

   D**. Personal Training Sessions**
      a. 9,000 last season
      b. 10,000 this season

   E. **Massage Appointments**
      a. 11,500 last season

b. 12,500 this season

F. **Private Pilates Sessions**
   a. 1300 last season
   b. 4500 this season

G. **Project & Facility Updates:**
   a. Spa Showers
      - Programming from Austrian Manufacturer should be completed by end of month.
   b. Outdoor Workout Area
      - Additional awning welding is being completed.
      - Expecting COO soon.
   c. Pool Chillers
      - Finishing Connections at this time.
   d. Floor replacement in the weight area
      - Expected to be installed in July
   e. Technogym Checkup
      - Expected to arrive during the summer
      - A body composition and wellness assessment piece of equipment provides personalized data on metrics such as weight, body fat, muscle mass, and metabolic rate as well as mobility, balance, strength, cardio, and mind, to support customized individual fitness and wellness planning.
   f. Kinotek assessment system
      - Will be introduced over summer as well
      - A motion-capture assessment tool used to analyze functional movement patterns, helps identify imbalances and guide personalized fitness or rehabilitation plans.
   g. Oxy Light Ionix new facial machine just arrived
      - Spa team will train on this next month to launch mid-summer.
      - This introduces 6 modalities in one machine: lymphatic drainage, diamond microdermabrasion, biosonix ultrasound, myolight microcurrent, oxygen spray, and an ionixlight LED panel.

3. **<u>Programming Updates:</u>**

A. Misty shared that the blood drive last weekend was extremely successful
   a. 22 units of blood donated.
   b. Blood drives will continue next season.

B. Misty shared that with the racquet sports renovation, headphones are provided for events in the spa garden as needed and ensure a relaxing experience while blocking out the sound.

C. Misty reviewed upcoming events found on the app under calendar of events, highlighting LiveWell:
   a. Wellness Week, scheduled for the week of June 9th.
   b. Committee members were encouraged to attend the different activities to help promote the program.
   c. Upcoming Full Moon Yoga events will include floating meditation on the aqua boards at the pool.

4. **Assignment Review Discussion:**

A. Committee discusses the substantial and thoughtful feedback submitted for the recent assignment.
   a. Initial focus was Fitness and Wellness Program Enhancements, which emerged as one of the most robust areas of input.
   b. Misty provided updates on several items, clarified department capabilities and limitations, and asked follow-up questions to better understand the intent behind certain suggestions.
   c. This input is instrumental to help prioritize future improvements, determine feasibility, and explore pilot programs where appropriate.

B. Suggestions ranged from expanded services to new class formats and scheduling improvements.
   a. Strong support for expanding the mind-body programming
   b. Includes breathwork, Chi Gong, meditation, and introductory-level yoga and relaxation classes.
   c. Specific interest to have some sessions in warmer, darker rooms to enhance focus and tranquility.

C. Members expressed a desire for additional variety in group exercise classes
   a. Ideas for additional dance-based formats (similar to Dancercise, Hula, and Irish Dance), and classes focused on specific body areas like arms, abs, and core.
   b. Misty clarified which classes currently are being taught, giving schedule examples for awareness.
   c. Summer project: Lifestyle videos showcasing offerings, assist members on classes, equipment, etc.
   d. Suggustions to grow our Pilates offerings, TRX training, and sport-specific warm-up/cool-down classes, especially for golf, tennis, and pickleball players.
      - It was discussed to try these courtside in shorter, 30-minute formats.

D. Operational improvements were also discussed
   a. Enabling pre-booking for group classes to reduce crowding
   b. Highlighting our current offerings of StretchZone-style assisted stretching
   c. Addressing equipment limitations, such as the need for additional Technogym stretching machines.
   d. The idea of night swimming and the creation of a Biking Club for off-campus group rides were also suggested
   e. Requests for additional small group personal training and Zoom-based fitness classes over summer to engage seasonal members.
      - Misty shared progress and noted continuation is always based on actual participation.

E. Standing appointments
   a. Some committee members emphasized the importance of developing a more efficient and equitable system to secure standing appointments, especially for in-demand services and instructors.
   b. Misty explained that we continue to make efforts to improve this system
   c. We have made great progress with the first steps in moving summer bookings to the website.

F. Because of the tremendous volume and quality of feedback received, the committee will continue reviewing other sections of the assignment at future meetings.

G. Throughout the discussion, committee members remained highly engaged, offering additional comments and thoughtful contributions in response to one another's ideas.

5. **Next Assignment – Due June 4, 2025**

A. Roberts introduced the next committee assignment, which is due via email to both he and Teri Cox by Wednesday, June 4.
B. Committee members were asked to choose one or both of the following options and respond with thoughtfulness and creativity:

a. **OPTION 1: Think Like a New Member**
- Put yourself in the shoes of a new Boca West member during their first 60 days. What Lifestyle & Wellness experiences would make you feel welcomed, comfortable, and excited to get involved?
- What might intimidate or confuse you?
- Share 2–3 things we could do to ease that transition.

b. **Goal:** Uncover blind spots and small wins that can enhance onboarding and first impressions, especially for fitness/spa newcomers.

a. **OPTION 2: Let's Talk Men**
- We know that Lifestyle & Wellness participation skews more female. What could we offer or reposition to better appeal to our male members?
- Think fitness, recovery, wellness, or even messaging.

b. **Goal:** Address participation imbalance and help expand the audience for current and future offerings.

The meeting was adjourned at 4:42pm

The next Lifestyle & Wellness Committee meeting will take place on Tuesday, June 10th at 3:00 PM.