BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	May 5, 2025
MEMBERS PRESENT:	Linda Singer, Chair; Mark Haberman, Vice-Chair; Jennifer Lustrin; Jodi Siegel; Howard Tanenbaum; Lisa Yarnell
MEMBERS ABSENT WITH NOTICE:	Camille Bauer; Ira Malin; Cindy Salik
MEMBERS ABSENT WITHOUT NOTICE:	N/A
PARTICIPANTS:	Emily Gifford, Director of Retail
ISSUE DATE:	May 6, 2025

1. Meeting was called to order at 1:30pm.
   A. Howard Tanenbaum made a motion to approve the April Committee Minutes.
   B. Seconded by Jodi Siegel.
   C. Motion was approved.

2. Chairperson's Remarks:
   A. Retail Committee members were requested to provide market research on the following
      a. SWOT (strengths, weaknesses, opportunities, threats) on the shoppes twice a year (May & November)
      b. At least five retail promotional events throughout their 2025-2026 term.
   B. Members shared their recent observations of the six shoppes (Golf Shop, Golf Studio, Racquet Shop, Cabana Shop, Market Square, Boutique) and included:
      a. Discussions with shop personnel
      b. Reviews of the physical and product layouts
      c. Product offerings and merchandise price-points.
      d. Opportunities to add member services and improve branding
      e. Identifying the need for enhanced signs & communications about available services & new merchandise categories/brands.

3. Director of Retail's Report:
   A. Emily shared that some suggestions made by Committee members at the April meeting have already been reflected in recent purchase orders
      a. Increased orders for shorter sports tops, smaller sized clothing, more solid colors and basic women's wear.
      b. Tanglewood merchandise still under review along with some of the other suggestions.
   B. Following a suggestion from last year's Retail Committee, Emily successfully purchased canasta cards and turntables
      a. Worked with a local vendor (who previously only accepted credit cards) to accept BWCC's billing terms.

4. New Business:
   A. Emily shared BWCC's vendor selection criteria – detailing specific qualities that define an "ideal" vendor vs. issues that present challenges with vendors.
      a. Additional criteria for pop-up vendors were shared, including a discussion about restrictions for showcasing members who own/operate their own retail or wholesale businesses.
   B. Boca West 40th anniversary and other branding opportunities were discussed.
   C. Emily answered Committee questions about the following:
      a. Upcoming physical changes to the Racquet Shop and Boutique
      b. The history of the shops and which retail outlets (Spa & Fitness) and products (Food) are managed by other BWCC departments
      c. The impact to date from tariffs.

Meeting was adjourned at 3:05 pm

The next Retail Committee meeting is scheduled for June 10th at 1:30 PM in the Board Room.