BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Lifestyle & Wellness Committee
DATE:	June 10, 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 Ries; Peter Ruben; Bob C. Schwartz; Tracy Simon; Ben Zeltner;
PARTICIPANTS:	Jeanine Banks, Chairman of the Board and CEO Misty Stewart, Director of Lifestyle & Wellness
ISSUE DATE:	June 25, 2025

The meeting was called to order at 3:02 pm.

The May Committee Meeting Minutes were approved unanimously.

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

   A. B. Roberts thanked everyone for their timely and thoughtful responses to the May assignment
   B. Reviewed the usage questionnaire sent to all committee members
      a. Designed to understand how each committee member uses the Lifestyle & Wellness amenities and programming

2. **Misty Stewart, Lifestyle and Wellness Director's report:**

   A. Metrics (YTD since the previous meeting):
      a. Group Exercise Classes
         - 45 each week during peak Lifestyle Wellness Construction
         - 80 each week during peak 2023-2024 Season
         - 110 each week during peak 2024-2025 Season
         - 85 each week in June

      b. Aquatics Check-Ins
         - 50,000 last season
         - 69,000 this season

      c. Fitness Center Check-Ins
         - 98,000 last season
         - 129,000 this season

      d. Personal Training Sessions
         - 9,700 last season
         - 10,600 this season

      e. Massage & Facial Appointments
         - 12,400 last season
         - 13,200 this season

      f. Private Pilates Sessions
         - 1,400 last season
         - 4,700 this season

   B. Project & Facility updates
      a. Spa Showers -Programming should be completed by 6/13- UPDATE: completed and open
      b. Outdoor Workout Area – COO soon
      c. Pool Chillers – installed and working well

d. Technogym Checkup – arriving this summer
e. Kinotek – arriving this summer
f. Oxylight Ionix Facial – introducing to the membership soon

C. Programming Updates:
- LiveWell – Wellness Week is starting with a lot of great feedback and participation
- Morning Meditation continues in our beautiful Spa Garden every Friday at 9:15am
- Upcoming Sound Baths in the Spa Garden: June 25th and July 23rd
- Full Moon Yoga with Floating Meditation: July 10th
- Ballroom Dance Lesson & Social: July 11th (featuring Foxtrot & Eastcoast Swing)
- Lunch & Learn: Dining for your Dosha with Cooling Summer Smoothies & Salads: July 18

3. **April Assignment Review Continued:**

A. The items below were reviewed, with Misty clarifying current programming, what has been successful in line with these topics, and what is currently in our upcoming plans.
- Innovative spa and wellness ideas
- Nutrition integration discussion
- Ideas for future enhancements to our facilities and amenities
- Discussions about communication for better member engagement

4. **May Assignment Review:**

A. B. Roberts presented the results of the May Committee assignment
a. Focused on improving the new member experience and increasing male participation in Lifestyle & Wellness programming.

B. Discussions summarized below:

a. Ideas were discussed about how to attract and retain more male participation
- Highlight our more beginner-friendly entry points
- Communicate about which group exercise classes are more male-friendly
- Promote our male targeted spa treatments: sports massage, men's facials, etc
- Host "Men's Wellness Days", offer couples' classes, and grow our small-group intro classes tailored to male focused themes such as mobility, strength, and recovery

b. Ideas were discussed about new members & improving their first impressions
- Ideas for creating a sense of welcome from the start were discussed
- The importance of having a clear understanding of available programming was discussed for successful member engagement
- Communication, visuals and language were discussed to promote our better programming and foster community and a sense of belonging

5. **Summer Assignment:**

A. Due August 15th
B. While traveling this summer, please pay attention to the experiences that you have in other wellness or fitness centers, spas, or aquatics locations.
    a. Note anything truly exceptional about the way they execute, any thoughtful touches, ambience, exemplary service etc.
    b. Share what you feel we could bring into our Lifestyle & Wellness offerings for a more elevated member experience.

The meeting was adjourned at 3:48pm

The next Lifestyle & Wellness Committee Meeting is on Tuesday, September 16th at 3pm