BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	June 17, 2025
MEMBERS PRESENT:	Linda Singer, Chair; Mark Haberman, Vice-Chair; Camille Bauer; Jennifer Lustrin; Ira Malin; Cindy Salik; Jodi Siegel; Howard Tanenbaum; Lisa Yarnell
PARTICIPANTS:	Jeanine Banks, Chairman Board of Governors; Emily Gifford, Director of Retail
ISSUE DATE:	June 20, 2025

Meeting was called to order at 1:00pm.

A. Linda Singer made a motion to approve the May Committee Minutes.
B. Seconded by Mark Haberman.
C. Motion was approved.

1. Linda Singer, Chairperson's Remarks:

A. Jeanine Banks, Chairman of the Board, was introduced
    a. J. Banks thanked the Retail Committee members for their contributions and for acting as Ambassadors of The Shoppes at Boca West.
B. Key learnings from all Market Research- highlighting strengths, weaknesses, opportunities, and threats related to the Shoppes were shared with Emily Gifford, Director of Retail.
    a. The Shoppes will be re-evaluated by the Committee Members at the November meeting.
C. Committee members were asked to attend and evaluate 3-4 promotional events scheduled for June 2025-February 2026.
    a. Once the Racquets and Boutique events are added to the schedule the members will be asked to attend an additional 1-2 promotional events.
    b. Goal is to:
        - Provide independent evaluations of the events
        - Show member support to the Retail Staff.

2. Emily Gifford, Director of Retail's Report:

A. Emily shared that many of the suggestions made by Committee members identified during the May SWOT analysis have been implemented or are in progress:

Golf**:**

a. Consolidating items into a single area within the golf shop
    - All sunglasses in a case
    - Grouping men's and ladies' apparel
b. Ordered "Amy Sport" which specializes in smaller ladies 'golf wear
    - Also ordered smaller sizes across ladies and men's apparel.
c. Will look at "Dona Jo" at golf show and search for lower price point merchandise
    - A challenge due to recent price increases.
d. Ordered more basics/plain prints and long sleeve polos for men
e. More headwear on order
    - Bigger selection and more diversity in styles/logos
    - Including addition of referencing to the BWCC founding year, 1985
f. Bringing external vendors (i.e. alterations, monogramming) onsite may include challenges should members experience issues.
    - Suggest working with Activities VIP program to add tailors/alterations
    - Looking into providing monogramming in conjunction with certain events.
g. Will continue to promote special orders, return policies, etc.

Racquet Sports:

a. Member Service will be prioritized when new shoppe opens.
b. Adding racquets vendors at the Holiday Bazaar
c. More tennis/pickleball bags and accessories will be ordered.
    - Researching alternative vendors of plastic frame sunglasses.
d. Will work with racquet pros to match apparel and accessory colors with events
    - i.e. Play for Pink, Neon Glo

Cabana Shop:

a. Added slat wall and ceiling shelf to maximize space
b. More adult goggles, sun hats and men's long sleeve SPF shirts have been ordered
c. Checking with Fitness Mgt to determine if pool toys may be stocked
d. Will advertise Cabana Shop as a place for children's items

Boutique:

a. Will be stocked as a signature BW logo and gift shop next season

Market Square:

a. Looking to add some additional fixtures to maximize retail space
b. Ordering more hostess gifts for the season
c. Stock is being rotated every few days to keep it looking fresh

B. 2025/2026 Budget

a. Reviewed with Accounting, Retail Chair and General Manager
b. Budget remains relatively flat to 2024/2025 Actual Revenue and Expenses.

3. New Business:

A. Committee members agreed there is no need to distinguish the Shoppes' gift wrap with logos
    a. Supported recommendation to standardize gift bags/wrappings design across all shoppes.
B. Trends Discussion
    a. M. Haberman shared trends in Membership including demographics and guest usage.
    b. L. Singer shared trends identified by the BW Committee chairs for Golf, Racquet Sports, Lifestyle & Wellness, and House & Activities.
        - Committee members shared the trends they identified in sports apparel and gift items including trending colors, fit, and vendors.
C. A tour of the Retail Shoppes and Receiving Facility is scheduled for October 7th

Meeting was adjourned at 2:05 pm

The next Retail Committee meeting is September 9th at 1:00 pm in the Admin Conference Room.