BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	September 9, 2025
MEMBERS PRESENT:	Linda Singer, Chair; Mark Haberman, Vice-Chair; Camille Bauer, Jennifer Lustrin, Ira Malin, Cindy Salik, Howard Tanenbaum, Lisa Yarnell
MEMBERS ABSENT WITH NOTICE:	Jodi Siegel
MEMBERS ABSENT WITHOUT NOTICE:	N/A
PARTICIPANTS:	Emily Gifford, Director of Retail
ISSUE DATE:	September 24 2025

1. Meeting was called to order at 1:00pm.

    A. Lisa Yarnell made a motion to approve the June Committee Minutes.
    B. Seconded by Mark Haberman.
    C. Motion was approved.

2. Chairperson's Remarks:

    A. Retail Committee members provided reports on promotional events they attended:
        a. Summerfest (organized by the Summer Interns) – Jennifer & Linda
        b. Best Foot Forward – Lisa
        c. Labor Day Weekend Sale – Camille
    B. Event Discussion: about signage, special orders, displays and special touches that made certain events more festive/inviting.
        a. Committee members were asked to sign up for additional events and share their input solely with the Committee chairs.
        b. Allowable use of camera/videos to document the events was also clarified.
    C. Fiscal year-end inventory management was discussed
        a. Suggestions were made to manage member expectations
        b. re: available inventory at summer promotional events including presentations and event names (i.e. Last Call).

3. Director of Retail's Report:

    A. Based on suggestions made by Committee members additional vendors have been added including Fabletics, TASC, Williams Athletic Club, Hugo Boss, Famara, Tory Richards
    B. Plans for opening the Racquet Shoppe and new merchandise were shared with committee.
    C. Emily shared status of racquet league uniforms orders.

4. New Business:

    A. Plans for promoting the club's 40th anniversary with special 1985 and "Camp" Boca merchandise were shared for Committee members to provide design feedback.
    B. Logo Store concept discussed and members suggested names for the rebranded boutique.
    C. Emily answered Committee questions about holding outdoor sales events, providing additional statistics on sales volumes for promotional events and monogramming.
    D. A tour of the Retail Shoppes and Receiving Facility is scheduled for the October Committee meeting.

Meeting was adjourned at 2:45 pm

The next Retail Committee meeting is scheduled for October 7th at 1 PM in the Board Room.