BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	October 7, 2025
MEMBERS PRESENT:	Linda Singer, Chair; Mark Haberman, Vice-Chair; Ira Malin, Howard Tanenbaum, Lisa Yarnell
MEMBERS ABSENT WITH NOTICE:	Camille Bauer; Jennifer Lustrin; Jodi Siegel
MEMBERS ABSENT WITHOUT NOTICE:	Cindy Salik
PARTICIPANTS:	Emily Gifford, Director of Retail; Laura Apollo, Director of IT; Marsha Dorvilus, Retail Operations Manager
ISSUE DATE:	October 15, 2025

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

    A. Lisa Yarnell made a motion to approve the September Committee Minutes.
    B. Seconded by Ira Malin.
    C. Motion was approved.

2. Tour of Retail Storage Rooms and Receiving Areas:

    A. Very limited storage space in GAC (for both merchandise and fixtures)
        a. Impacts ability to store excess merchandise.
        b. Merchandise for Racquet Shoppes, Cabana Shoppe and Market Square must be transferred from GAC.
    B. Director of IT explained Retail processes:
        a. Receiving and tagging merchandise
        b. Transferring products to the shoppes
        c. Inventory procedures
    C. Discussed ticketing of SKUs and challenges related to pre-ticketing and expanding SKU data fields.

3. Linda Singer, Chairperson's Remarks:

    A. Reminded Committee of upcoming Retail Event assignments
    B. SWOT analysis to be performed in November.

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

    A. Led discussion about the following:
        a. Inventory process
        b. Shrinkage control
        c. Segregation of purchasing
        d. Receiving and inventory duties.
    B. Prior week's RSM inventory audit passed with flying colors.
    C. Shared information about progress of fall restocking
        a. Committee shared thoughts on how to promote new merchandise
            • Fashion shows and table at the New Member reception.

5. New Business:

    A. High-level discussion about new format of BWCC Dress Code
        a. Brainstormed options to incorporate the logo system into the retail shoppes.
    B. Next meeting is November 10th at 1:00 in the Boardroom.
        a. Topics will include social media and promotions.

Meeting was adjourned at 2:35 pm