BOCA WEST
COUNTRY CLUB

# MINUTES

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| **MEETING:** | Retail Committee |
| **DATE:** | November 10, 2025 |
| **MEMBERS PRESENT:** | Linda Singer, Chair;<br>Mark Haberman, Vice-Chair;<br>Camille Bauer; Jennifer Lustrin; Ira Malin; Cindy Salik,<br>Jodi Siegel; Howard Tanenbaum; Lisa Yarnell |
| **MEMBERS ABSENT WITHOUT NOTICE:** | NA |
| **PARTICIPANTS:** | Emily Gifford, Director of Retail |
| **ISSUE DATE:** | November 17, 2025 |

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

   A. Mark Haberman made a motion to approve the October Committee Minutes.
   B. Seconded by Ira Malin.
   C. Motion was approved.

2. Chairperson's Remarks

   A. Congratulated Emily and her Team for the success of "All Things Boca West Logo" Shop
      a. Thanked her for providing the Committee members with an opportunity to preview the store before it opened.
   B. Retail Promotional Events Mystery Shopper Reports:
      Committee members provided feedback for consideration on Footloose Friday, Let Your Logo Shine Sale, and Golf Season Opener Spin the Wheel Sale
   C. November SWOT Analysis
      a. Added All Things Boca West Logo Shop, review of new Racquets store pending opening date announcement

3. Director of Retail's Report:

   A. Reported that the Golf Season Opener Fashion Show was a huge success; member feedback was very positive
   B. Shared information about new tennis and pickleball shoppes.
      a. Different merchandise in each store (Tennis more outfits, Pickleball more mix & match).
      b. Racquets (Tennis) Shop on schedule to open around Thanksgiving
   C. Logo shoppe will feature more children's items.
      a. Hours will mirror those for Boutique including expanded hours during holiday seasons.
   D. Sales report for fiscal year to date:
      a. Golf retail sales currently ahead of last year
      b. Tariffs are impacting both cost and availability of items as manufacturers move factories from China.
      c. Cost of adding logos has increased significantly.

4. New Business:

   A. Discussed current promotional/marketing media
      a. Including posters, digital signs, websites, push notifications on apps, Facebook/Instagram, social media reels.
   B. Discussed third-party microsites to facilitate online shopping.
      a. Committee discussed pros and cons of a third-party handling online orders and how member service could be affected
   C. Next meeting is December 2nd at 1:00 in the Boardroom.
      a. Topics will include Shoppes SWOT Analysis.

Meeting was adjourned at 2:35 pm.