BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	December 2, 2025
MEMBERS PRESENT:	Linda Singer, Chair; Mark Haberman, Vice-Chair; Camille Bauer; Jennifer Lustrin; Ira Malin; Cindy Salik, Jodi Siegel; Howard Tanenbaum; Lisa Yarnell
MEMBERS ABSENT WITHOUT NOTICE:	NA
PARTICIPANTS:	Emily Gifford, Director of Retail
ISSUE DATE:	December 9, 2025

1. Meeting was called to order at 1:00pm.
   A. Ira Malin made a motion to approve the November Committee Minutes.
   B. Seconded by Lisa Yarnell.
   C. Motion was approved.

2. Chairperson's Remarks

   A. Shared 2025-2026 Retail Committee Goals at November 20th Board of Governors meeting.
   B. Congratulated Emily and her Team on successful opening of The Racquets Shoppe in time for Thanksgiving holiday.
      a. Initial comments are that the shop is beautiful and well-stocked though construction
         - May continue to impact the entrance access until the new courts are closer to completion.
      b. Retail Promotional Events Mystery Shopper Reports- Committee Team members provided their input on the following promotional events:
         - Footloose Friday (Cindy)
         - Let Your Logo Shine (Mark)
         - Black Friday Sale (Jennifer/Lisa)
   C. Discussed timing of promotional events, signage, and shoppe hours during busy holiday weeks.
      a. Emily advised that Golf Shoppe employees may be available to procure items from the "All Things Boca West" Shoppe when it's not staffed.

3. Director of Retail's Report:

   A. Discussed Thanksgiving holiday sales volumes (units and dollars)
      a. Overall the shoppes are having a successful year.
   B. Shared new merchandise categories to be added to the "All Things Boca West" and Racquets Store inventory.
   C. Explained that upcoming Holiday Bazaar on December 5th is a multi-vendor "trunk show"
      b. Vendors will take special orders at sale price vs. the scheduled retail promotional events where only the on-hand inventory is available at sale prices.

4. New Business:

   A. Committee members shared their SWOT observations (strengths, weaknesses, opportunities, threats) about the "All Things Boca West" Shoppe.
   B. Members shared their updated comments from the May 2025 SWOT analysis of the Golf Shoppe, Golf Studio and Market Square.
      a. Emily shared that Market Square is getting a new layout at end of the week.
   C. Next meeting topics will include Racquets and Cabana Shoppes SWOT Analysis.

Meeting was adjourned at 2:30 pm

The next Retail Committee Meeting is scheduled for January 13th at 1 PM in the Board Room.