BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	January 13, 2026
MEMBERS PRESENT:	Linda Singer, Chair; Mark Haberman, Vice-Chair; Jennifer Lustrin; Ira Malin; Jodi Siegel; Howard Tanenbaum; Lisa Yarnell
MEMBERS ABSENT WITH NOTICE:	Camille Bauer; Cindy Salik;
PARTICIPANTS:	Emily Gifford, Director of Retail; Marianne Bairos, Golf Shop Coordinator; Renique Dorvilien, Retail Coordinator
ISSUE DATE:	January 28, 2026

1. Meeting was called to order at 1:30pm.
   A. Ira Malin made a motion to approve the December Committee Minutes.
   B. Seconded by Lisa Yarnell.
   C. Motion was approved.

2. Lisa Singer, Chairperson's Remarks:
   A. Retail Promotional Events Mystery Shopper Reports
      a. Committee Team members provided their input on the following promotional events:
         - Holiday Bazaar (J. Lustrin/ H. Tannenbaum/ M. Haberman)
         - Holiday Sale (J. Siegel/ J. Lustrin/ L.Yarnell)
         - Super Demo Sale (J. Siegel)
      b. Overall feedback
         - Very festive atmosphere
         - Signage made it easy to navigate
         - Food and drink were nice extras
         - Members appreciated larger fitting areas.
         - Appointments for Super Demo really helped.
      c. Member suggestions
         - Requests for more gifts
         - Children and home goods vendors for next year.
            - Emily explained that she seeks bazaar vendors who sell at wholesale prices plus markup and many home goods vendors don't sell wholesale.
   B. Golfapalooza sale coming in February
      a. Committee requested similar for Racquets next season.

3. Emily Gifford, Director of Retail's Report:
   A. Shared winter holiday sales volumes (units and dollars)
      a. Overall, the shoppes are having a successful year.
      b. New Racquets shop had solid first two months.
   B. Two large events scheduled for new pickleball exhibition court
      a. Will allow expanded opportunities for non-members to view the first private club pickleball shop in the nation.
   C. Ladieswear sales improved vs typically strong men's apparel sales.
   D. Shoe sales are strong vs prior years.

4. New Business:
   A. Learned about team uniform requirements and challenges in selecting vendors.
   B. Discussed opportunities for merchandising themes for Member-Guest invitational events.
   C. SWOT analysis of the Racquets and Cabana Shoppes held until next meeting.
   D. Marianne and Renique thanked committee for their input.
   E. Next meeting is February 5th at 1:30 pm in the Boardroom.
      a. Topics will include Racquets and Cabana Shoppes SWOT Analysis.

Meeting was adjourned at 2:35 pm.