BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	February 5, 2026
MEMBERS PRESENT:	Linda Singer, Chair; Mark Haberman, Vice-Chair; Jodi Siegel; Howard Tanenbaum; Lisa Yarnell
MEMBERS ABSENT WITH NOTICE:	Camille Bauer; Jennifer Lustrin; Ira Malin
MEMBERS ABSENT WITHOUT NOTICE:	Cindy Salik
PARTICIPANTS:	Emily Gifford, Director of Retail
ISSUE DATE:	February 11, 2026

1. Meeting was called to order at 1:10 pm.
   A. Mark Haberman made a motion to approve the January Committee Minutes.
   B. Seconded by Lisa Yarnell.
   C. Motion was approved.

2. Chairperson's Remarks
   A. Retail Promotional Events Mystery Shopper Reports:
   Committee Team members provided their input on the following promotional events:
      a. Let Your Logo Shine (H. Tannenbaum)
      b. Footloose Friday (L. Yarnell)
      c. Golf Play for Pink (J. Siegel)
   B. Committee discussed alternative options for Let Your Logo Shine promotion that would encourage more purchases.
   C. Emily explained difference between sales like Footloose Friday that help move current inventory vs. trunk shows like Ecco Fitting Day and Golfapalooza where vendors honor the sale price for special orders.
   D. She also shared impact of shipping costs on special orders.
   E. Request to include an outside Pop-Up store at next Play for Pink event and hold the fashion show earlier in the luncheon.

3. Director of Retail's Report:
   A. Shared fiscal year sales volumes (units and dollars)
      a. All shops doing well but All Things Boca West Logo Shoppe and new Racquets shops had significant increase over prior year even though not open as long.
      b. Cold weather sales also were very successful.
   B. PGA Show was very successful
      a. Identified 43 new vendors for apparel and gift items that will be ordered in time for next season.
   C. Adding two additional display units in Market Square for gift merchandise.

4. New Business:
   A. Linda congratulated Emily on BWCC winning PGA "Best of the Best" and "Club of the Year" at the PGA Show.
   B. Committee shared their SWOT Analysis of the Racquet Shoppe and Cabana Shoppes.
   C. Emily shared information about the layout and inventory of the new Pickleball Shoppe and its anticipated soft opening in May.
   D. Linda expressed her thanks to the committee members for all of their time, input, and suggestions that made it such a successful year for the Shoppes.
      a. Committee members thanked Emily for listening to their input and incorporating their suggestions where possible.
      b. Committee members recommended holding tour of retail facilities earlier in the year so they could have a better understanding of the BWCC retail process.
   E. Linda thanked Mark for all of his contributions to the Retail Committee over the past three years.

5. Final Meeting of the 2025-2026 Retail Committee was adjourned at 2:30 pm.