BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	April 13, 2026
MEMBERS PRESENT:	Gary Berkowitz, Chair; Teri Cox, Vice-Chair; Mark Haberman; Sean Lenehan; Robert Schnitzer; Jayson Schwartz; Ricky Smithline; Cheryl Stern;
MEMBERS ABSENT WITH NOTICE:	Rusell Solomon; Cindy Salik;
PARTICIPANTS:	Emily Gifford, Director of Retail;
ISSUE DATE:	April 15, 2026

1. Meeting was called to order at 1:35pm.

2. Gary Berkowitz, Retail Chairman Opening Remarks:

   A. Chair welcomed everyone to the first meeting of the year and thanked them for volunteering.

   B. Introduction of Teri Cox, Vice Chair and Emily Gifford, Director of Retail

   C. Members introduced themselves and shared relevant backgrounds.

   D. Reviewed Committee member responsibilities:
      a. To serve as "ambassadors" of retail by promoting positivity and help members feel good about the shops.
      b. The role of committee member is to provide suggestions and recommendations.
         - Retail staff responsible for evaluating and implementing as appropriate.

   E. Meeting Structure:
      a. Each meeting will feature time for general discussion and questions.

   F. Communication Protocol:
      a. Members are reminded to address all questions and concerns to the Chair or Vice Chair, not through the Director of Retail or Retail Staff.

   G. Code of Ethics
      a. Committee members were asked to review and sign.

   H. Committee Objectives:
      a. Encourage member engagement by visiting the various BW shops
      b. Develop and contribute ideas for the golf shop re-design.

3. Emily Gifford, Director of Retail Report:

   A. Overview of all retail locations in Boca West
   B. Reviewed pricing guidelines in shops.
   C. Updates on YTD sales figures
   D. Emily addressed committee members' questions concerning merchandise and staffing.

4. Next Meeting:

   A. Committee members to prepare three promotional ideas to enhance member satisfaction and drive sales, to be discussed at the May 11 meeting.

Meeting was adjourned at 2:25pm

The next Retail Committee meeting is Monday, May 11th at 1:30 PM in the Board Room.