BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	May 11, 2026
MEMBERS PRESENT:	Gary Berkowitz, Chair; Teri Cox, Vice-Chair; Mark Haberman; Sean Lenehan; Jayson Schwartz; Ricky Smithline; Rusell Solomon; Cindy Salik;
MEMBERS ABSENT WITH NOTICE:	Robert Schnitzer;
PARTICIPANTS:	Emily Gifford, Director of Retail; Marsha Dorvilus, Retail Operations Manager Renique Dorvilien, Retail Coordinator Marianne Bairos, Golf Shop Coordinator
ISSUE DATE:	May 13, 2026

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

    A. Minutes report from the May Committee Meeting was approved.

2. Gary Berkowitz, Retail Chairman Opening Remarks:

    A. Chair welcomed committee members who were not present at the first meeting.

3. Emily Gifford, Director of Retail Report:

    A. Emily introduced Marsha, Marianne and Renique.
    B. Overview of final plans as we get closer to the opening of the new Pickleball Facility and Shop
        a. Ribbon cutting ceremony planned for May 21st.
    C. Reviewed what the tennis shop will look like minus Pickleball.
    D. Emily, Marsha, Renique and Marianne answered committee members' questions concerning merchandise and staffing for summer.
    E. Provided outlook on summer operations, sales and clearances.
    F. Presented fall outlook for Retail.

4. Member Assignment

    A. Members were asked to give their 3 promotional ideas that would impress member satisfaction and drive sales.
    B. We had an active discussion and heard many positive and constructive ideas from each member of the committee.

5. Next Meeting Assignment

    A. Members were asked to think about ideas we can present to Emily on the redesign of the Golf Shop.

The meeting was adjourned at 3:05pm

The next Retail Committee meeting is Monday, June 8th at 1:30 PM in the Board Room.