BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	June 8, 2026
MEMBERS PRESENT:	Gary Berkowitz, Chair; Teri Cox, Vice-Chair; Mark Haberman; Sean Lenehan; Jayson Schwartz; Ricky Smithline; Robert Schnitzer; Rusell Solomon;
MEMBERS ABSENT WITHOUT NOTICE:	Cindy Salik;
PARTICIPANTS:	Emily Gifford, Director of Retail;
ISSUE DATE:	June 13, 2026

Meeting was called to order at 1:35pm.

1. Gary Berkowitz, Retail Chairman Opening Remarks:

    A. Minutes from the May Committee Meeting approved.
    B. Vice-Chair, Teri Cox, shared her story from a recent Boca West trip to the Dolce-Gabbana Exhibit
        a. Some of the features there might be applicable to Boca West Retail.

2. Emily Gifford, Director of Retail Report:

    A. Summer personnel recap.
        a. Interns have arrived and are already into their 12-week program.
        b. Most of the regular staff will return in fall.
    B. Budget process is underway.
    C. Golf Shop makeover will begin in May of 2027.
        a. Shop will temporarily move upstairs to the Dye Room while construction is underway.
    D. Holidays are very busy times, especially at Cabana shop.

3. Committee Open Discussion

    A. Discussed the role "sales" play in overall sales.
    B. Reviewed new clothing lines that we are looking to bring in this fall.
    C. Importance of "personal services" we offer
        a. Custom golf club fitting
        b. Special orders
        c. Personal shopper.
    D. Since we have many new members, communicating these services to Membership is important.
    E. Discussed the role Market Square plays in the overall retail picture.
    F. Emily updated the committee on her feedback from their ideas from the previous meeting.

4. Member Assignment

    A. Members were asked to give their ideas on the upcoming re-design of the golf shop.
    B. We had an active discussion and heard many positive and constructive ideas from each member of the committee.

5. Next Meeting Assignment

    A. This was the final meeting before summer break. Members were asked to think about ideas we can present to Emily on brands, or specific items that might help increase sales when members return in fall as well as more ideas on the golf shop re-design.

The meeting was adjourned at 3:05pm

The next Retail Committee meeting is Monday, September 14th at 1:30 PM in the Board Room.