BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Membership & Communications Committee
DATE:	January 3, 2020
MEMBERS PRESENT:	Harriet Moskowitz, Co-Chair; Howard Boilen, Co-Chair; Sol Barrocas; Nancy Berkowitz; Jeanine Banks; Jeffrey Getelman; Jill Kupperman; Michael Lissauer; Barry Roberts; Susan Sklar Roberts; Steven Spaeth.
MEMBERS ABSENT:	Stephen Blank; Dorothy Bucksbaum; Gerald Litwin; Leslie Kennedy, Director of Membership; Kathy Kohlhepp, Director of Communications
PARTICIPANTS:	Guest: Charles Wolf, Board of Governors
FOR INFORMATION:	The Board of Governors
ISSUED BY:	Harriet Moskowitz and Howard Boilen
ISSUE DATE:	January 16, 2020
NEXT MEETING:	February 6, 2020 at 2:30PM

The Chairmen called the meeting to order at 1:30PM.

Minutes from the previous meeting were approved as written.

Membership discussion on the possible expansion of Gold Card rights and eligibility. This was only a discussion of the committee's feelings about expanding privileges of family use of the card. Currently there are rights granted to offspring of members. These include use of the amenities without the member being present. There is conversation of expanding the rules to the generation ABOVE the member- i.e. parents of members. In other words, mirror applicable right granted off spring to parents (and possibly even grandparents) such as the right not to be accompanying by a member. As the discussion went on, it was recognized that there were many "unintended consequences" and potential "slippery slopes" involved with this change if instituted. As of today this is a rare occurrence. However, as we attract younger members this becomes a more usual issue. New members in their 50's and early 60's, the parents are more likely to be

active and involved. There was no conclusion or recommendation reached at the meeting other than to keep monitoring the ages of our new members. It was also recommended to try to know what our competing clubs might be doing.

Coffee and chat- this morning group had 14 attending. For future discussion we should be looking of how to do a variation of this event for our general membership. As people move from Newbie, to snow flake, to snow bird, to permanent resident they have new questions. Common questions and some fresh ideas come out of these monthly meetings. One of the most asked questions is: "How do I find a game?" different card games, golf, tennis, mah jong etc. there are lists on line as well as a "LOOKING FOR A GAME?" sheet near the activities office. As members evolve into spending more time here their needs and desires change.

Communication: On the one hand, we have more and more participation at virtually every activity and event. So it's easy to believe that we do not have a communication "problem:" but we still have a lot of work in making it easier for every member to know what is going on, what is available and when. We are stressing the new app and website. All agree that Kathy has done a wonderful job in fielding questions from members on how to get on to the important "how to do" the many features. We are expanding our classes in January and encouraging members to take the one hour class to learn the features and how to use. There are videos on line and on our TV channel. And the department is listening to all suggestions about improving the information on the App and webpage. So we are moving in the right direction as fast as we can.

But we also recognize that part of our population is still not using technology. For instance the activity department has a rack of over 35 Current activities available during the balance of the season. The committee suggests that all or some part of these sheets be placed in convenient places around the club. Card information on events in the card rooms, tennis events in the tennis check-in-area, etc. also a duplication of the activity office board near the Club reception desk.

The new member party is January 21st from 5PM to 8PM. All committee members and spouses should arrive by 4:45PM to help guide the new members around.

The meeting was adjourned at 4:30PM.