BOCA WEST
COUNTRY CLUB

# MINUTES

| | |
|---|---|
| **MEETING:** | Membership & Communications Committee |
| **DATE:** | May 7, 2020 |
| **MEMBERS PRESENT:** | Howard Boilen, Co-Chair, Harriet Moskowitz, Co-Chair, Jeanine Banks, VC, Sol Barrocas, Ira Carlin, Jeffrey Getelman, Michael Lissauer, Gerald Litwin, Robin Pearl, Shepard Remis, Susan Sklar, Sue Steckler, |
| **MEMBERS ABSENT:** | Absent With Notice: Neena Florsheim, Jeffrey Ross, Sam Tuchman |
| **PARTICIPANTS:** | Guest: Phil Kupperman, Chairman of Board of Governors; Leslie Kennedy Director of Membership & Marketing, Kathy Kohlhepp Director of Communications |
| **FOR INFORMATION:** | The Board of Governors |
| **ISSUED BY:** | Harriet Moskowitz and Howard Boilen |
| **ISSUE DATE:** | May 10, 2020 |
| **NEXT MEETING:** | June 4, 2020 at 2 P.M. |

The meeting was called to order at 2:03 P.M. welcoming all.

Membership

Harriet thanked the Committee for their comments and suggestions regarding the application and interview question feedback. We have determined that a Meet & Greet for those who complete an application is preferred and all suggested questions have been sent to management and a dedicated sub-committee to work on this new meet & greet addition.

Committee members who took part in the new member telephone outreach calls were also acknowledged and their time appreciated. For anyone who has not yet participated, as new members are presented everyone will have an opportunity to participate in this important welcoming outreach. Through recent calls, we did uncover issues pertaining to BWMA and forwarded those concerns to them.

A discussion then took place to outline the responsibilities of the Club, Masters Association and Villages.

Coffee & Chat – please email Harriet and Howard your suggestions and ideas for the 2020/2021 season taking into consideration virtual ways of connecting with our new members and connecting them with one another.

Communications

Howard outlined the latest APP updates which occurred this week which include golf wait list tee times, directory member additions, previous month member statement views and fitness/spa telephone number additions. It was noted that the fitness and spa telephone numbers are missing from "Important Numbers" and this will be corrected.

Howard requested comments from the Committee on the recently sent How to Videos which are once again on the website and Channel 9000.

Open Discussion

Many APP suggestions were recommended including a map of the golf courses as many walkers who do not golf are unaware of what golf course is nearest to our villages, golf reservation/deletion, my calendar push notifications and viewing a friend's golf (tennis/pickleball) schedule. Concerning the website, it was recommended we provide more timely event video uploads concerning the How To Videos and Channel 9000, it was suggested Hotwire create a drop down navigation option so viewers can select desired viewing options. Lastly, the idea of creating a contest to drive members to the APP tracking viewing of training videos and/or the areas of the APP and offering a prize for completion, such as a gift certificate or Happy Hour entry was explored.

**All meetings will be held at 2pm**.

The meeting adjourned at 3:05pm.