BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Membership & Communications Committee
DATE:	June 4, 2020
MEMBERS PRESENT:	Howard Boilen,Co-Chair. Harriet Moskowitz,Co-Chair, Jeanine Banks, VC, Sol Barrocas, Ira Carlin, Neena Florsheim, Jeffrey Getelman, Michael Lissauer, Robin Pearl, Shepard Remis, Jeffrey Ross, Susan Sklar, Sam Tuchman
MEMBERS ABSENT:	Absent With Notice: Gerald Litwin, Sue Steckler
PARTICIPANTS:	Guest: Charles Wolf, Board of Governors; Leslie Kennedy, Director of Membership & Marketing, Kathy Kohlhepp Director of Communications & Marketing
FOR INFORMATION:	The Board of Governors
ISSUED BY:	Harriet Moskowitz and Howard Boilen
ISSUE DATE:	June 8, 2020
NEXT MEETING:	September 3, 2020

The meeting was called to order at 2:02pm welcoming all. May minutes were approved as written. Charlie Wolf, Board member was acknowledged and welcomed to the meeting.

Membership

Coffee & Chat – Harriet Moskowitz advised the committee that we will continue our "reach out call program" to new members and asked for volunteer ambassadors. Several committee members volunteered to make calls and Harriet will follow-up with each committee member.

Harriet explained that if a non-member is living with a member full time, that non-member cannot be a guest. That non-member must apply for membership as a companion, designated other or an adult child and go through the application process as well as a background check.

Communications

Howard Boilen shared several statistics Kathy Kohlhepp prepared. Highpoints included 3,188 total downloads of the APP since 10/1/19. APP logins for the last three months (March, April, May) totaled 42,873 and Website logins totaled 14,574 for the same period.

Kathy shared a host of additional statistics including the top three areas of website usage for the past three months with Tee Time, Member Directory and My Statements being the most widely selected each month. The new "Flipping Books" have been popular with 1900 views and 1400 visitors for the Home Edition along with 968 views and 782 visitors for "At Home with Chef Roger". Vimeo/Club Videos stats were also shared. Questions concerning the APP and Website can be emailed to Howard, Harriet and Jeanine. Several ideas for future Flipping Book themes were discussed including, "A Day in the Life Of…" and one for "Summer Planning/Happenings".

Passport Program

Leslie Kennedy presented the Passport features given to new members. It is a fun piece designed to encourage members to seek out all areas of the Club and get acquainted. There are coupons inside that include complimentary lessons, food items and discounts on services encouraging the use of the Club with an overall value of $300 with no expiration date. Members also receive the opportunity of meeting key personnel as part of the program.

APP Contest

Jeanine Banks spoke of the Chairman's interest in engaging the Committee Members to work together to generate ideas for the APP contest. The purpose is to encourage all members to download and explore/utilize the APP's features along the lines of the Passport Program with a prize incentive for completion. An open discussion followed and further details will be communicated in the coming weeks.

Please Note

After further consideration, Sub Committees for the APP contest concept will be discussed at the September committee meeting.

Next Meeting –September 3rd at 2 PM

The meeting adjourned at 2:54pm.