BOCA WEST
COUNTRY CLUB

# MINUTES

| | |
|---|---|
| **MEETING:** | Membership & Communications Committee |
| **DATE:** | September 15, 2020 |
| **MEMBERS PRESENT:** | Howard Boilen,Co-Chair. Harriet Moskowitz,Co-Chair, Jeanine Banks, VC, Ira Carlin, Neena Florsheim, Jeffrey Getelman, Michael Lissauer, Gerald Litwin, Robin Pearl, Shepard Remis, Susan Sklar, Sue Steckler, Sam Tuchman |
| **MEMBERS ABSENT:** | Absent: Sol Barrocas; Absent With Notice: Jeffrey Ross |
| **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:** | September 19, 2020 |
| **NEXT MEETING:** | October 1, 2020 |

The meeting began at 2:03pm welcoming all. June minutes were approved as written. Charlie Wolf, Board member was acknowledged and welcomed to the meeting.

**Communications**

**APP**

Kathy Kohlhepp gave an update on the APP; highpoints included 3,356 total downloads of the APP since 10/1/19. APP logins for the last three months (Jun/Jul/Aug) totaled 38,990 and website logins totaled 11,814 for the same period. Kathy shared a host of additional statistics including website logins. The top three areas of website usage for the past three months with Member Directory, Tee Times and My Statements being the most widely selected each month. The APP logins top three are Tee Times, Today at a Glance and Member Directory. New APP features being developed is the ability to make spa and personal training appointments and bill pay in a future release. Kathy encouraged the Committee members to email Harriet and Howard with any APP suggestions.

The new Flipping Book emailed to members and posted on social media entitled We Know What You Did All Summer, is being very well received with a 1.2k openings to date. The Boca West magazine Oct/Nov edition will return and is scheduled to be released in October. The Master Calendar, a favorite of the membership, will also be mailed out soon. As always, events and dates are subject to change. High Holiday Services will be made available on Channel 9000, on the club's website and a link sent via email. Lastly, a 3D Tour of BWCC to be used for Club information and real estate inquiries will begin filming in October providing a 360 degree tour of the Club with Leslie Kennedy as our Tour Guide.
Howard Boilen spoke of the scope of members who remained here during the past 6 months and the minimal COVID-19 reported cases here. He and Kathy met with Matt Linderman concerning various communications needs, enhancement ideas and stated quite a bit is pending to provide services during the upcoming season.

**Real Estate**
Leslie Kennedy provided a briefing on real estate. There has been over $90M in real estate sales this season, 210 closings (several purchasing sight unseen), 150 new members and a plan in place to provide virtual tours. BW Realty has 62 listings, one of which is a $1.9M listing.

**Passport Program**
Leslie Kennedy reviewed 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 all 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.

**Membership**

Harriet Moskowitz presented "Sip, Snack and Socialize", a new event which took place this summer for new members. It was held on Zoom with several new members, Jeanine Banks, Leslie Kennedy and Harriet Moskowitz. It was a great forum allowing new members to socialize, learn about the Club, connect and enjoy a pre-packaged selection of cheese, crackers and the new members' preference of red or white wine provided by the Club. We plan to offer this event bi-monthly and will include a member of the committee at each event.
Leslie Kennedy presented Gold Card member restrictions and privileges during this time and reiterated the current no guest policy other than offspring. Activity is restricted to Golf, Tennis and Pickleball and must be accompanied by a member.
Gerry Litwin expressed his concern regarding offspring coming to BWCC, their use of amenities, presence at facilities and its impact on overall safety and health this year. He has 11 grandchildren and a family totaling 22 whom he will not be inviting for this reason. Howard Boilen assured the Committee that Management assesses this topic daily and discussion at the Management, Board and BWMA is continually evaluated and discussed.

**Pre-Membership Form**
This form is part of a new sales piece being developed for all prospects to complete prior to seeing real estate and will outline and further define who BWCC is and what it is not. The Committee was asked to submit various questions to Harriet **prior to the next meeting** that a prospect might ask to help us accomplish this goal; i.e., is there a shuttle provided at BWCC?

**Open Discussion:**

Robin Pearl requested clarification on the rule regarding units that are rented with ownership and suggested a document be created and provided to the Village Board and BWMA that communicates the rule. Upon discussion by several committee members, it is requested that a more detailed communication be sent to all members, recommended the document be written clearly and require signatures (renter, owner). The goal is to reduce the risk of miscommunications and safeguard units being abandoned.

Next meeting – October 1st at 2PM.