BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Membership & Communications Committee
DATE:	November 5, 2020
MEMBERS PRESENT:	Howard Boilen, Co-Chair. Harriet Moskowitz, Co-Chair, Jeanine Banks, VC, Sol Barrocas, Ira Carlin, Neena Florsheim, Gerald Litwin, Robin Pearl, Shepard Remis, Jeffrey Ross, Susan Sklar, Sue Steckler
MEMBERS ABSENT:	Absent With Notice: Michael Lissauer, Jeffrey Getelman
PARTICIPANTS:	Guests: Phil Kupperman, Board of Governors Chairman, 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:	November 8, 2020
NEXT MEETING:	December 3, 2020

The meeting began at 2:05 pm welcoming all. October minutes were approved as written.

Communications - Kathy Kohlhepp provided the following update:

- "Just One More Episode" on the Message Board was launched. A follow-up email is scheduled to continue to highlight and draw attention to this popular binge TV discussion forum.
- Since inception, there have been 3,812 total APP downloads (3182 iOS and 630 android). September App logins = 13,266 and website logins = 4,206. October App logins = 18,410 and website logins = 5323.
- BWCC Magazine for November was mailed to each member household, emailed and posted online.
- APP and website have new features for COVID Rules.
- Fitness & Spa online reservations are being beta tested.
- Veteran's Day 45-minute patriotic show will be streamed on channel 9000 twice on 11/11.
- Tennis & Pickleball exhibition will be live streamed on YouTube to offset attendance demand.

Membership - Leslie Kennedy provided the following update:

- With pending sales, there are a total of 44 closings compared to 34 last year; of the 44 sales transactions 32 are new members.
- There are 56 Lessees this year with the same total as last year.
- Second year Lessees are being sent a letter to encourage finding a home in Boca West.
- Sip, Snack & Socialize on 10/8 and 10/22 were successful events with good feedback.

Open Discussion

The committee discussed ideas for a new member forum this year, as the indoor New Member Cocktail Reception will not take place given the pandemic. Possible festive outdoor event was suggested and coordinate it with themed interests (golf/tennis/pickleball/virtual cards) specialty drink, music and lighter fare.

NEXT MEETING – December 3rd at 2 PM.

Meeting adjourned at 2:57 PM.