BOCA WEST
COUNTRY CLUB

MINUTES

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

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

Communications - Kathy Kohlhepp provided the following update:

- Master Calendar for 2020/2021 Season has been mailed today and will be posted on the website
- BWCC Magazine for October will be mailed to each member household today, emailed and posted online
- Fall issue of Healthy Living Lifestyle will be emailed and posted online
- New Safety Practices & Protocol Video
- 3D Club Tour Video being filmed 10/13 & 10/14
- BWCC received the Top Workplace for 2020 Award by the Sun Sentinel

Membership - Leslie Kennedy provided the following update:

- Currently processing year end responsibilities; dues payments, systems update of various membership statuses and activities
- Scheduling orientations and new cards for 30 new members
- New lessees began today; scheduling orientations/new cards
- Next Sip, Snack & Socialize will be on 10/8 and 10/29
- Dues late notices are being processed; they are exactly the same number as last year at this time

Phil Kupperman updated the Committee on a new policy forged with the BWMA, in conjunction with BWCC, implementing a fine for those who do not pay the mandatory dues within 90 days and a lien and possibly foreclosure thereafter if not satisfied. This will hopefully reduce the number of delinquencies.

Harriet Moskowitz shared that we have approximately 150 new members, 13 stay & play, 38 new golf members and 19 lessees all of which are ahead of last year's numbers at this time.

The Committee discussed a fresh idea from Sue Steckler, which she suggested we call, *"Just One More Episode"*. The concept is to create of list of "binge worthy shows" members can enjoy. Discussion led to creating an interactive venue on the Message Board highlighting title, where you can stream it and short synopsis. Members can also comment and interact. Kathy Kohlhepp will begin creating this for the Membership/Communications Committee and will also use this as an opportunity to educate members on the Message Board.

Charlie Wolf will also set a meeting with Sue, Kathy and Christina to further discuss taking it to another level of interaction by creating Zoom chats based on show and ultimately bring that concept to the House Committee.

Pre-Membership Form - Harriet thanked Gerry and Robin for their suggested questions and a group discussion led to additional suggestions.

NEXT MEETING – November 5th at 2 PM

Meeting adjourned at 2:50 PM.