BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Membership & Communications Committee
DATE:	January 7, 2021
MEMBERS PRESENT:	Jeanine Banks, Vice Chair; Sol Barrocas, Ira Carlin, Gerald Litwin, Robin Pearl, Shepard Remis, Jeffrey Ross, Susan Sklar, Sue Steckler
MEMBERS ABSENT:	Absent With Notice: Howard Boilen, Co-Chair; Harriet Moskowitz, Co-Chair; Neena Florsheim, Jeff Getelman, Michael Lissauer
PARTICIPANTS:	Guests: Phil Kupperman, Chairman, Board of Governors; 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:	January 11, 2021
NEXT MEETING:	February 4, 2021

The meeting began at 2:07 pm welcoming all.

Membership – Leslie Kennedy provided the following update:

- Leslie led a discussion regarding the components of the 75 Mile Rule, 75 Mile Rule Agreement and a new marketing piece promoting the BW Lifestyle locally and aimed to attract locals to purchase a smaller unit given renovation.
- 80 closings this year versus 76 last year.
- 53 new members.
- Akoya – 5 Akoya closings, 7 pending contracts and 71% of units sold.
- A new Flip Book for New Members is underway with member photos, interests and contact info.
- Collections Update – 38 first year and 44 past year delinquent members have been turned over to collections and BWMA for further collection/fines/lien and possible foreclosure actions.

Communications – Kathy Kohlhepp provided updates:

- December APP Logins 26,267 and 6,959 YTD website logins.
- APP Installations to date 4,106: IODS – 3,399 and Android – 707.
- New Additions to APP Website – Today at a Glance, Rogers Roadhouse Street Cart, Soup of the Day, Tavern on the Court. Tavern on the Court was added to Dining Reservations and BRRH Concierge Line and Hotwire Communications added to Important Club Numbers.
- "Just One More Episode" on the Message Board has been well received.
- Open Discussion of how to expand Just One More Episode via Zoom to engage Members. Sue Steckler volunteered to moderate the first such session. Kathy Kohlhepp will coordinate a meeting with Activities to discuss next steps.

Meeting adjourned at 3:07.

Next Meeting – February 4th at 2 PM