BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Membership & Communications Committee
DATE:	February 4, 2021
MEMBERS PRESENT:	Howard Boilen, Co-Chair; Harriet Moskowitz, Co-Chair; Jeanine Banks, Vice Chair; Sol Barrocas, Ira Carlin, Neena Florsheim, Jeff Getelman, Gerald Litwin, Robin Pearl, Shepard Remis, Jeffrey Ross, Sue Steckler
MEMBERS ABSENT:	Absent With Notice: Michael Lissauer, Susan Sklar
PARTICIPANTS:	Guests: 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:	February 16, 2021

The meeting began at 2:06 p.m. welcoming all.

Harriet and Howard expressed their thanks to the Committee as this will be the final meeting. Harriet stressed the importance of continuing Sip, Snack & Swirl in the Fall of 2021. Howard shared the benefit of Zoom increasing Membership forums and communication, as well as our first national media feature in the Wall Street Journal where a 22x22 ad will run on 2/19 and 3/12.

Communications – Kathy Kohlhepp provided updates:

- APP Logins 28, 096 and 7,031 YTD website logins
- APP Installations to date: 4135
- Beacon Technology will be live on 2/8
- Booking online for Fitness & Spa, along with tracking fitness coming soon
- Finalizing Zoom forum with Christina for "Just One More Episode"

Membership – Leslie Kennedy provided the following update:

- 60 closings versus 52 last year
- 45 pending; 12 of which are offspring
- Akoya – 28 units remain to be sold with a total of 85 units closed
- Using a postcard mailing featuring new bulk renovated units with a focus on proximity to the Club, beautiful interiors and golf views
- Average buyer is 69, average seller is 82
- Calls for leases next year have increased

The meeting closed with the Committee expressing its thanks and well wishes to Harriet and Howard.

Meeting adjourned at 2:57 p.m.