BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications and Marketing Committee
DATE:	April 14, 2021
MEMBERS PRESENT:	Jeanine Banks, Steve Forman, Carol Goldberg, Agnes Kurpierz, Michael Lissauer, Myron Nevins, Robin Pearl, Judy Remis, Albert Shar
MEMBERS ABSENT:	None
PARTICIPANTS:	Kathy Kohlhepp, Director of Communications & Marketing, Bob Winikoff, Chairman of the Board
FOR INFORMATION:	The Board of Governors
ISSUED BY:	Jeanine Banks
ISSUE DATE:	April 28, 2021

Meeting Called to order at 3:32 pm

Chairs Opening Comments:
Ms. Banks welcomed everyone to the committee and explained our hope for a productive and interactive year. The committee was encouraged to offer their suggestions and feedback on the various mediums and submit those comments to the Chairs and Vice Chair. She then introduced Bob Winikoff, Steve Forman, and Kathy Kohlhepp. Ms. Kohlhepp was recognized for 30 years of service and was given a round of applause. Ms. Banks expressed our gratitude for her many dedicated years of creativity and excellence, especially during this past year. Ms. Banks noted that in performing its preparation for this meeting, all Members were instructed to review the communication tools and be prepared to offer initial reactions at this meeting.

She then described the Committees roles and goals as follows: "Our role and goals as we develop is to support and make recommendations to the Director of Communications and Marketing regarding the Club's app, website, magazine, social media platforms, digital signage displays, Channel 9000, and internal marketing procedures".
The Confidentiality Document was distributed, the contents of the document were explained, and the signature sheets were collected.
Each Committee Member introduced themselves, stated which committees they have served on, and described their interests.

Communications and Marketing:
Kathy Kohlhepp presented the scope of her responsibilities, background and her gratitude to all. She provided the following updates:

- App Installations to date: 4454 / iOS – 3621 and Android – 833
- Since last reported: increase of 108 total downloads
- iOS (increase of 69) and Android (increase of 39)
- App Logins – 29397 / Website Logins – 6963

Beta Testing Fitness & Spa, along with tracking fitness coming soon.
"Just One More Episode" transferred to Activities Department for Zoom addition.
APP Demonstration – Committee was provided with a live and interactive presentation of the APP, feature/function and highlighted ways for the user to customize their experience.

Feedback from the Committee on Communication Tools:

As noted above, the Committee was asked by the Chair to review current communication tools and be prepared to provide any comments and suggestions.
Two questions were posed - what was the most popular medium and which ones did you not use?
Each person was given an opportunity to comment.
Overall, the opinion of all tools was very positive.
In terms of which one was most popular, most people mentioned the app. In terms of least popular, several stated they did not really use Channel 9000 very much.
There were a number of comments about the in-house print media—all very positive.
Ms. Kohlhepp mentioned that we are de-emphasizing some in-house print media as time passes.

Assignment for Next Meeting:
The Committee was broken down into two groups, each given an assignment to review in more depth and provide suggestions.
Each Committee assigned a Chair, will prepare a report and discuss their findings/suggestions at the May meeting. The sub committees for this assignment are:

- Website: Judy Remis (Chair), Ron Nevins, Steve Forman
- App: Robin Pearl (Chair), Carol Goldberg, Agnes Kurpierz, Michael Lissauer, Albert Shar

The meeting was adjourned at 5:01pm.
Next meeting will be on May 12th at 3:30pm in the Boardroom.