BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications and Marketing Committee
DATE:	May 12, 2021
MEMBERS PRESENT:	J. Banks, Chairman, S. Forman, Vice Chair, C. Goldberg, A. Kurpierz, M. Nevins, R. Pearl, J. Remis, A. Shar
MEMBERS ABSENT:	M. Lissauer (with notice)
PARTICIPANTS:	Kathy Kohlhepp, Director of Communications & Marketing, Charlie Wolf, Executive Board Member
FOR INFORMATION:	The Board of Governors
ISSUED BY:	Jeanine Banks
ISSUE DATE:	June 1, 2021

The meeting began at 3:33pm.

Chair's opening comments:
The Chair welcomed everyone and introduced Charlie Wolf. Given there were no changes to April's minutes, a motion to approve was made by Mr. Forman, seconded by Mr. Nevins, and unanimously approved. By request of Mr. Winikoff, the Chairman of the Board, Mrs. Banks provided a special presentation of the Communication & Marketing Committee's scope, communication mediums and goals at the April Board of Governors meeting. The presentation was met with support and enthusiasm for the direction and efforts the Committee is undertaking this year. Continuing with the Committee's theme to "*Educate, Engage & Encourage"*, the Committee will email the Chair and VC with magazine article ideas for upcoming issues prior to the June meeting.

Communications & Marketing:

Kathy Kohlhepp presented the following updates:
App Installations to date: 4,581
Since last reported: increase of 127 total downloads
iOS (increase of 86) and Android (increase of 41)
App Logins – 26,645 / Website Logins – 6,086
Digital Hits – 1,200 in 10 days

- **BW Digital Magazine Demonstration** – The Committee was provided with a live and interactive presentation of the Digital Magazine which was emailed in advance of the hardcopy mailed to Member's home addresses. Additional feedback was given concerning links on the Tables of Contents and hot links to event information. The Digital Magazine will be emailed prior to publication to the entire membership.

Feedback from the Sub-Committees on Communication Tools:

- **APP**: Robin Pearl presented the findings of the APP subcommittee which included Carol Goldberg, Agnes Kurpierz, Michael Lissauer, and Albert Shar. A PowerPoint presentation outlining various suggestions pertaining to expanding usage, optimizations, enhancements, reminders, and add-ons including the concept of an APP contest was shared. In addition, suggestions were presented on making the Digital signage more appealing and easier to read. The sub-committee felt the APP is an excellent tool to inform, engage and enhance the Boca West experience and hope some of their suggestions may attract more members to embrace it in their daily life.
- **Website**: Judy Remis began the presentation of findings for her subcommittee which included Ron Nevins and Steve Forman. Overall feedback was very positive for the website and its well-organized and informative breath of content. Photos and event content was recommended for updates, as well as some concern for certain content being shared publicly (i.e.: Magazine) Discussion concerning a special section on the website dedicated for new members with various how-to's, navigation suggestions, information and more focus on orienting new members from the website on overall facets of the Club and its amenities.

Leadership thanked the committee for their presentations, discovery work and creative suggestions. An open discussion took place, many suggestions can be further discussed and some of the suggestions fall under the scope of other departments and entities.

The Committee was reminded to bring forward their ideas for communication and internal marketing article content for the Boca West Magazine which will be discussed at the June committee meeting.

The meeting was adjourned at 4:45pm.

Next meeting will be on June 9th at 3:30pm.