BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications and Marketing Committee
DATE:	June 9, 2021
MEMBERS PRESENT:	J. Banks, Chairman, C. Goldberg, A. Kurpierz, M. Nevins, R. Pearl, J. Remis
MEMBERS ABSENT:	With Notice: S. Forman, Vice Chair, M. Lissauer, Al Shar
PARTICIPANTS:	Kathy Kohlhepp, Director of Communications & Marketing
FOR INFORMATION:	The Board of Governors
ISSUED BY:	Jeanine Banks
ISSUE DATE:	July 12, 2021

Chair's Opening Comments: The Chair welcomed everyone. Given there were no changes to May's minutes, the minutes were approved. The Chair shared positive feedback received from Members on the magazine article content, app/website tips and instructions being featured and enthusiasm for the new *"This Week at Boca West"* communication emailed to Members each Sunday for the following week. The Chair thanked Ms. Kohlhepp for her and her team's dedication and creativity. We will continue the Committee's theme to "*Educate, Engage & Encourage"*, in new committee projects and communications/internal marketing content throughout the year. The Chair conveyed appreciation to the sub-committees for their time, findings, and presentations at last month's meeting. An update of progress will be provided at today's meeting, and we will also receive a follow-up report at the September meeting.

Communications & Marketing- Kathy Kohlhepp presented the following updates:
Tee times, Member Directory and Calendar of Events continue to be the three top areas of usage on the App and Website with overall consistent downloads and logins over prior month.

Sub-Committee Report Updates:

At the May meeting, the sub committees presented many valuable ideas to enhance communications throughout the app and website. Some of the enhancements implemented this past month were:

- Golf – Golf course updates done throughout the day and posted on TAAG and TV crawl. Lightning Warning System link being added to the app/website in the future (next release). Book a Lesson with a Pro is now in the works.
- Fitness/Spa – Online appointments are now available for Fitness, Spa and Salon.
- Tennis – Book a lesson with a Pro is now available.
- Member Directory – Website company working on fix for locating members not currently being found on searches (next release).
- Member Announcements – Member photos have been added when available.
- Message Board – The Message Board is receiving more visits. The website company is working on a fix for notifying members when another member makes a post on their post.
- Boca West Magazine – Email with flipping book to be sent prior to members receiving the magazine in the mail. (Links throughout the digital magazine are now automatically generated to website addresses in magazine.)
- Website Analytics – The Department is working with website company to get accurate member information, currently reports include staff.

What's New:

- This Week at Boca West – weekly email sent out on Sunday display the week's events.
- Zoom Tips – work on over the summer to come up with a more comprehensive flyer.
- COVID Rules – blue oval box on the app/website is being renamed to This Week. Will post the weekly email and any other PopUps that occur (next release).
- Apple Wallet (iPhone and iWatch) member ID can be added (next release).
- Gift Card Descriptions, if available, will be added (next release)

An open discussion of ideas to enhance communication and internal marketing among snowflakes, snowbirds and full timers with full committee participation took place. Several new initiative concept suggestions such as "Meet Your Neighbor", "Ice Breakers" and "Six Degrees of Separation" were brought forward. The Department will evaluate these suggestions internally for potential further discussion when we reconvene.

A new initiative, the creation of a Zoom Tip Sheet, was introduced by the Chair. As a Summer project and in lieu of a July meeting, the Chair requested that each committee member forward to her by 7/14 their top 3 - 5 favorite Zoom features/tips and include features they feel will best equip members to enhance their Zoom experience. For example, using closed captions, adding a virtual background, volume/lighting control, view options, etc. Once all tips are received, a flyer will be created with selected tips and simple instructions. The flyer will be provided to Members for their use and included with Zoom meeting invites.

The Committee was wished a safe and happy Summer and thanked for their active participation and suggestions. The meeting was adjourned at 4:45pm.

Next meeting will be on September 8th at 3:30pm. Location TBD.