BOCA WEST
COUNTRY CLUB

MINUTES

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| MEETING: | Communications & Marketing Committee |
| DATE: | October 13, 2021 |
| MEMBERS PRESENT: | Jeanine Banks – Chari, Steve Forman – Vice Chair, Carol Goldberg, Robin Pearl, Judy Remis, Albert Shar. |
| MEMBERS ABSENT: | Agnes Kurpierz (with notice), Michael Lissauer, Myron Nevins |
| PARTICIPANTS: | Kathy Kohlhepp, Director of Communications & Marketing, Charlie Wolf, Board of Governors |
| ISSUE DATE: | October 20, 2021 |

The meeting commenced at 3:38pm.

Chair's opening comments: The Chair welcomed everyone back and thanked them for submitting their communication, internal marketing ideas and suggestions over the summer. Given there were no changes to the June minutes, the minutes were approved. The Chair recognized and thanked Kathy Kohlhepp for her dedication and creativity during what has been a very busy timeframe. Kathy was also recognized for her 30 years of service and the significance of the retention pins for staff who have achieved such milestones was shared. As we continue the Committee's theme to "*Educate, Engage & Encourage"*, many goals we set out to accomplish back in the Spring have already come to fruition. The Chair thanked the Committee for their efforts and is looking forward to meeting the balance of our goals through additional committee projects and communications/internal marketing content throughout the year.

Communications & Marketing Kathy Kohlhepp presented the following updates:

Communications & Marketing Highlights & Stats:
September 2021 - App Logins – 16,992 (up 1,732 from August) / Website Logins – 3,763 (up 312 from August)

September App Usage – Top Three Areas

| Area | Count of hits |
|---|---|
| Tee Times | 7084 |
| Member Directory | 6101 |
| Calendar of Events | 5264 |

September Website Usage – Top Three Areas

| Area | Count of hits |
|---|---|
| Member Directory | 1839 |
| Tee Times | 1515 |
| Calendar of Events | 961 |

App/Website – new updates:

Golf – Lightning Warning System link being added to the app/website in the future.
Fitness/Spa – Online appointments now available for Fitness, Spa, Salon.
Tennis – Book a lesson with a pro now available.
Member Directory – Locating members has been corrected.
Member Announcements – Member photos added when available.
Boca West Magazine – Email with flipping book to be sent prior to Members receiving in the mail (links now automatically generated to website addresses in magazine).
Website Analytics – Reports have been updated to indicate individual Member usage.
Apple Wallet - (iPhone and iWatch) member ID can be added.
This Week at Boca West – Added to the blue oval at the top of the app/website: weekly happenings.
Gift Card Descriptions – Have been added when available.
This Week at Boca West:

- Continues to be well received by membership and growing!
- The Committee was shown how to access This Week at Boca West on the APP and requested to share this feature with their friends.
- The Chair led an open discussion, as a follow-up from the June meeting, regarding additional ideas to enhance communication and internal marketing among a new category, “snow flurries” and also snowflakes, snowbirds and full timers with the Committee engaging in idea sharing. Several new initiative concept suggestions such as “Meet Your Neighbor”, “Ice Breakers” and “Six Degrees of Separation” were brought forward and further elaborated upon. Given the recent Communications article, an increase in the My Interests field has been seen. The Committee agreed we can expand upon the usage of this field connecting and communicating with more members. Some new selection fields such as golf, full-time, part-time and designation of snow flurries, snowflakes and snowbirds were suggested to help further connect and foster communication among members. In addition, My Calendar and its interactive capabilities among activities, appointments and reservations were also discussed. Everyone was encouraged to share the features and functions of the APP with their friends.
- An open discussion, for the creation of a universal Zoom Tip Sheet Book, was presented by the Chair. The Committee was thanked for submitting the summer project -- their top 3 - 5 favorite Zoom features/tips which included features they feel will best equip Members to enhance their Zoom

experience. Kathy Kohlhepp shared three flyers from Activities, Fitness and Admin that were previously created containing Zoom Tips. The goal and homework assignment given to the Committee is to review the ideas submitted, along with the three flyers and make recommendations on how best to consolidate and include the best tips. The content will then be funneled into one document for use across the Club. The Chair will send a follow-up email to the Committee with the Committee ideas received thus far, soft copy of the three flyers to review. All feedback and suggestions for follow-up discussion will take place at the November meeting.

- The Committee was thanked for their active participation, enthusiasm and suggestions at today's meeting. The meeting was adjourned at 4:35pm.
- Next meeting will be on November 10th at 3:30pm. Location TBD.

What's New:

- Bailee Sumner has joined the Communications Department.
- Darianna DiStefano was recently hired as Graphic Designer.