BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications & Marketing Committee
DATE:	November 10, 2021
MEMBERS PRESENT:	J. Banks, Chairman, S. Forman, Vice Chair, A. Kurpierz, R. Pearl, M. Nevins, J. Remis, A. Shar.
MEMBERS ABSENT:	C. Goldberg, M. Lissauer
PARTICIPANTS:	Kathy Kohlhepp, Director of Communications & Marketing
FOR INFORMATION:	The Board of Governors
ISSUED BY:	J. Banks, Chair
ISSUE DATE:	November 15, 2021

Meeting was called to order at 3:33pm.

The Chair welcomed the Committee and thanked them for submitting their suggestions for the creation a consolidated Zoom Tip Sheet. Committee Members were also asked to communicate the Card Room Self Service reinstatement, as well as, following the 90-degree rule when on the golf courses. Given there were no changes to the October minutes, they were approved.

Communications & Marketing

Kathy Kohlhepp presented the following updates:

Communications & Marketing Highlights & October Stats:

- App Installations to date: 5651 / iOS – 4300 and Android – 1051
- iOS up 297 downloads / Android up 32 downloads from September
- App Logins – 14,500 (up 2,492 from Sep) / Website Logins – 5,744 (up 1981 from Sep)

App Usage – Top Three Areas

Area	Count of Hits
Tee Times	11329
Calendar of Events	9770
Member Directory	9247
Notifications	1212

Website Usage – Top Three Areas

Area	Count of Hits
Member Directory	2713
Tee Times	2570
Calendar of Events	2067
Notifications	789

What's New:

Push Notifications – although not yet officially launched, push notifications on the APP and WEBSITE have been generated and Members have accessed them on the APP and WEBSITE as illustrated in the above charts. The Committee was also given a demonstration on how to access push notifications on their cell phones via the APP and how to ensure notification settings are turned on. An instructional flyer was also distributed, and recommendations were made. It is expected that this new feature will officially be launched in the coming weeks.

Open Discussion - The Chair led an open discussion as a follow-up from the October meeting on Internal Marketing and expanding the usage of My Interests. As a result of the last meeting, several new selection fields were added to encourage connection and communication among members. Several new recommendations were discussed, and Kathy will discuss them with the Director of Membership.
Committee Members reviewed three zoom tip flyers for Activities, Fitness and Admin and several suggestions were submitted in selecting the most helpful tips and consolidate existing zoom instructions. All agreed that a consolidated flip book would be beneficial to Members. It was also suggested that level of user be considered in breaking down tips and perhaps a section be added on how to open a Zoom account for personal use.
The Chair encouraged the Committee to bring forward any other topics they wished to discuss. The idea of spotlighting a staff member each month in the Magazine or a group of same tenured staff. We have highlighted the tenure of staff on social media recently, and perhaps we can also do so in other communication mediums. The suggestion of an "open house" concept where members could become more acquainted with departments, board members, BW Real Estate and other areas of the Club that are not as frequently highlighted. It was agreed that this would be shared with the Membership Director. Committee members were encouraged to attend the Annual Meeting, being held on 2/25/22.

A discussion of website speed, versus the high-speed response of the APP took place. The Committee was informed that the Club is aware and addressing the current website speed issues.
The Committee was encouraged to revisit the Message Board and My Interests feature and consider other ways to use these tools to engage, educate and encourage Members.
The meeting was adjourned at 4:40pm.

Next meeting will be on December 8th at 3:30pm.