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. Peral, M. Nevins, J. Remis, A. Shar.
MEMBERS ABSENT:	With no notice: 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 19, 2021

Meeting was called to order at 3:00pm.

Prior to the committee meeting C. Wolf and B. Lerner discussed with J. Barone about having the new Cobalt software group explore possible solutions in regards to the current Standing Appointment procedures. Specifically, how this procedure can be streamlined so members do not have to call right at 8:00am to put in their Spa, Fitness and Salon appointment requests for season.

J. Barone gave an update on the construction schedule for the Renovation project. Everyone is now aware that there is major removal of landscaping and parking areas occurring on the west end of the Sports Center building. As it stands right now, the Sports Center Locker Room and main entrances to the Sports Center and Spa will be closed down March 1st. Members will access both the Fitness Center, Physical Therapy, Spa and Salon areas from the north entrance adjacent to the tennis courts. Group fitness classes are scheduled to move to the main Golf and Activities building sometime in mid to late March.

J. Barone reported that there various engineering projects ongoing in the Sports Center and Spa wet areas.

J. Barone reviewed the monthly specials for both the Spa and Salon areas – the Spa is offering a Hydroglow Facial treatment while the Salon is offering a new Color Me line.

J. Barone reviewed the November Group Fitness Schedule featuring just over 60 classes weekly as we start heading into the season. There are presently 14 Zoom classes offered each week.

D. Macher asked when the Fitness Personal Training price increase went into effect. J. Barone stated October 1st.

M. Klein asked about the number of times employees in the Fitness Center wipe down the equipment. J. Barone stated that it is the responsibility for each member and guest to wipe down the equipment as they see fit.

B. Roberts asked about the staffing challenges that are occurring in the department. J. Barone reiterated that although a very tough challenge club wide, everyone is doing their part to get through until reinforcements arrive later in the month.

B. Lerner requested that we look at offering a Club Med-like class out at the pool during the last two weeks of the year. J. Barone would explore further.

Next committee meeting is scheduled for Tuesday, December 7th.

The meeting was adjourned at 3:45pm