BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications and Marketing Committee
DATE:	February 9, 2022
MEMBERS PRESENT:	J. Banks, Chairman, S. Forman, Vice Chair, C. Goldberg, A. Kurpierz, R. Nevins, R. Pearl, J. Remis, A. Shar
MEMBERS ABSENT:	M. Lissauer
PARTICIPANTS:	Kathy Kohlhepp, Director of Communications & Marketing, Charlie Wolf, BOG
FOR INFORMATION:	
ISSUED BY:	J. Banks, Chair
ISSUE DATE:	February 11, 2022

The meeting began at 3:19pm.

Chair's opening comments: The Chair welcomed everyone and expressed gratitude to Steve Forman, VC, Kathy Kohlhepp and the entire committee for their dedication, creativity, and their results in reaching all of the goals set. The Committee's theme to "*Educate, Engage & Encourage"* was surely met through their subcommittee work on communications and internal marketing through the APP, Website, Zoom Tips & Tricks, and many other mediums. Gift cards were presented to each committee member as a thank you on behalf of BWCC. Given there were no changes to the December minutes, the minutes were approved. Committee Members were encouraged to volunteer for a committee for the 2022-2023 season no later than Thursday, March 3rd.

Communications & Internal Marketing –
Kathy Kohlhepp presented the following updates:

December 2021: App Installations to date: iOS – 4902; up 25 and Android – 1143, up 69

January 2022
App Logins – 39,732 (up 1,521 from Dec) / Website Logins – 8,576 (down 99 from Dec)

App Usage – Top Three Areas

Area	Count of Hits
Tee Times	19852
Calendar of Events	17781
Dining Resv & Conf	15044
#9 Notifications	3777

Website Usage – Top Three Areas

Area	Count of Hits
Tee Times	4507
Member Directory	3689
Calendar of Events	2596
#5 Notifications	1840

What's New:

- President's Week Brochure

The Chair led an open discussion regarding committee topic recommendations for 2022-2023 which will be shared with the next C&M Chair.

The Committee was once again thanked for their active participation, enthusiasm, and suggestions at today's meeting and for a very productive year together.

The meeting was adjourned at 4:13pm.