BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications & Marketing Meeting
DATE:	December 8, 2021
MEMBERS PRESENT:	J. Banks - Chairman, S. Forman -Vice Chair, C. Goldberg, R. Pearl, J. Remis, A. Shar, M. Nevins.
MEMBERS ABSENT:	M. Lissauer
PARTICIPANTS:	Kathy Kohlhepp, Director of Communications & Marketing, Charlie Wolf
FOR INFORMATION:	
ISSUED BY:	Jeanine Banks, Chair
ISSUE DATE:	December 17, 2021

The meeting began at 3:35pm.
The Chair welcomed the Committee. Given there were no changes to the November minutes, they were approved.

<u>Communications & Marketing</u>

Kathy Kohlhepp presented the following updates:

Communications Report: December 2021

November: App Installations to date: iOS – 4562; up 262 and Android – 1074, up 23

App Logins – 30,588 (up 16,088 from Oct) / Website Logins – 7,082 (up 1338 from Oct)

App Usage – Top Three Areas

Area	Count of Hits
Calendar of Events	**14166**
Tee Times	**13714**
Member Directory	**11286**
#8 Notifications	**4044**

Website Usage – Top Three Areas

Area	Count of Hits
Tee Times	**3361**
Member Directory	**3202**
Calendar of Events	**2727**
#4 Notifications	**2425**

The Quick Tips for Zoom brochure was distributed. The Committee provided detailed feedback, suggested additions, changes and unanimous positive feedback.

Push Notifications – the notifications have launched and Members are clicking and viewing them.

Open Discussion -
The Committee had a hearty discussion regarding the need for additional communications via APP and email with clear messages concerning various topics, especially given staffing changes, new venue openings, happy hour, changes in policy. The Committee was asked to provide feedback at the next meeting on how we can further utilize Message Board and My Interests.
The Chair wished everyone a happy holiday season, a healthy and Happy New Year and distributed the Boca West 2022 Calendars to all Committee Members.
The meeting was adjourned at 4:45pm.

Next meeting will be on January 12th at 3:30pm.