BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications and Marketing Committee
DATE:	April 6, 2022
MEMBERS PRESENT:	Robert Schwartz, Chair, Steven Roth, VC, Barry Roberts, Len Rashkin, Carol Goldberg, Myrna Lippman, Linda Benjamin, Janet Shaw, Shelli Leiner, Howard Boilen
MEMBERS ABSENT:	Sheldon Hechtman (with notice)
PARTICIPANTS:	Kathy Kohlhepp, Director of Communications and Marketing
ISSUE DATE:	April 20, 2022

- Mr. Schwartz brought the meeting to order at 3:00PM
- All persons present introduced themselves and discussed their relevant backgrounds.
- The Committee Member Code of Ethics forms were distributed, signed and collected.
- Kathy Kohlhepp introduced her department's responsibilities: Boca West Magazine, Website/App, Emails, Push Notifications, TV Channel, Digital Signage, Social Media platforms, graphic design of all flyers, internal brochures, etc. She also helped the group understand the Boca West APP. She discussed that she will soon begin to send out updates on the new pool site and other construction related photos. She reviewed various use statistics including how many APP downloads there were in the first quarter and at the end of March. A copy of the statistics referenced is attached.
- Mr. Schwartz discussed the role of the department heads verses the role of the committee, as well as the expected chain of communication from committee members to Mr. Schwartz, to the Director of Communications & Marketing and beyond.

- A general discussion ensued about what the committee will accomplish this year. There were suggestions brought up the group, but nothing was published at this time.
- Mr. Schwartz suggested that the committee continue the sub-committee structure started last year for each communication tool. The Sub-Committee choices are based on the different modes of communication that Kathy presented as follows: Boca West Magazine (future articles), App/Website, Email/Push Notifications, Social Media (Facebook, Instagram, LinkedIn, Twitter, Vimeo, YouTube), and TV/Digital Signage. All committee members were asked to share their preferences with Mr. Schwartz by the end of the month.
- Mr. Schwartz adjourned the meeting at 4:07PM.