BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications and Marketing Committee
DATE:	May 4, 2022
MEMBERS PRESENT:	Robert Schwartz, Carol Goldberg,, Howard Boilen, Len Rashkin, Sheldon Hechtman
MEMBERS ABSENT:	Stephen Roth, Barry Roberts, Janet Shaw, Linda Benjamin, Myrna Lippman (Absent members reported difficulty signing into Zoom; absences are therefore excused)
PARTICIPANTS:	Kathy Kohlhepp, Communications and Marketing Director
ISSUE DATE:	May 19, 2022

Kathy Kohlhepp gave a report on the Website and App usage statistics. She educated the committee on its relevance and how to interpret the numbers. Kathy was asked, time permitting, to Include 12 months on future statistical summaries rather than just reference the prior month's numbers.

A discussion ensued on the limitation on the Communication Department to provide detailed demographic statistics to define which tranches of our membership are actually accessing and using our various platforms. Such information would need to come from other departments, such as membership and accounting.

A discussion ensued on the committee's SOP and Goals that the BOG had approved.

Committee assignments were reviewed. Subject to change based on input from absent committee members, the assignments are:

- Magazine /LiveFit: Len Rashkin, Myrna Lippman
- Website/App: Len Rashkin, Carol Goldberg
- TV/digital signage: Sheldon Hechtman
- Social media: Howard Boilen
- Email/push notification: TBD

The job of the subcommittees was discussed. Our basic assignment is to understand the platforms assigned and to make recommendations to the Department on how access, usability, and usage of the platforms can be enhanced.

Shortcomings of Channel 9000 were discussed along with the limitation that far reaching systemic changes have to be done by Hotwire.

Future collaboration on "communications" with other BOG committees and Boca West Realty was discussed. A future presentation by and discussion with BWR was touched upon.

Meeting was adjourned at 4:15.