BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications and Marketing Committee
DATE:	September 7, 2022 3PM (via Zoom)
MEMBERS PRESENT:	Robert Schwartz (Chair), Steven Roth (Vice Chair), Carol Goldberg, Howard Boilen, Janet Shaw, Lenard Rashkin, Sheldon Hechtman, Myrna Lippman
MEMBERS ABSENT:	Linda Benjamin, Barry Roberts
PARTICIPANTS:	Kathy Kohlhepp, Communications and Marketing Director
ISSUE DATE:	September 21, 2022

Kathy Kohlhepp Comments:
Kathy gave a review of a number of downloads, usage updates, and a printout for July and August usage of the App and the Website (See attached), as well as usage numbers for the past 3 years for comparison purposes. The content and format of these materials will be discussed at the next committee meeting to determine how much data should be included and the best format for presentation.

Emails:
We discussed the percentage of emails that are opened for different mailings from the Department. For example, as of the meeting, we have 5,107 email addresses on record. The rate of opening for our "High Holiday" email was 62%, This is a higher percentage than for other emails and significant as many members on campus will be "off campus" for the holiday.

Hard copies of Magazine and Bills:
We discussed the possibility of members in the future being able to "opt out" of receiving paper copies of our Magazine and/or monthly statements. Kathy prints 4,000 copies of the Magazine and mails 3,100 copies. The remainder are available throughout the Club. We do not know how many of the latter are actually picked up, but they might likely be members' second copies, so the number might not be relevant The committee felt that there will be some members that will still want hard copies, especially of the Magazine; and that cost savings of mailing, printing and handling could be significant.

Social Media:
We continued discussions of the usage of our social media platforms, their purpose, effectiveness and benefits. We have not reached any consensus or meaningful conclusions yet.

Message Board:
Two successful transactions were reported from this platform, although there are undoubtedly more that we just do not know about.

Suggestions:
Magazine articles:
Profiles of employees, especially those with milestone anniversaries or major life events.
Q & A with key staff members, especially those members deal with regularly or those behind the scene that members never meet (like Veronica).
More on Members' milestone anniversaries, birthdays, or life events.
An article on what Social Media does for BW and what our role is in Social Media.

Social Media:
Profiles of employees, especially those with milestone anniversaries, major life events, promotions.

Next Meeting: October 12, 3PM.

Meeting adjourned 4:10PM.