BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications and Marketing Committee
DATE:	July 7, 2022 1:30PM (via Zoom)
MEMBERS PRESENT:	Robert Schwartz (Chair), Steven Roth (Vice Chair), Carol Goldberg, Sheldon Hechtman, Myrna Lippman, Leonard Raskin, Janet Shaw (note taker)
MEMBERS ABSENT:	Barry Roberts, Linda Benjamin, Howard Boilen
PARTICIPANTS:	Kathy Kohlhepp, Communications and Marketing Director
ISSUE DATE:	September 7, 2022

Kathy Kohlhepp Comments:
Kathy Kohlhepp provided us with the following statistics on Website and App usage for the month of June:

App: 20,407 logins (down 488 from May) Most used areas: Today at a Glance, Calendar of Events and Member Directory

Website: 3850 logins (down 901 from May) Most used areas: Member Directory, Calendar of Events and Tee Times

Kathy provided spread sheets with usage by month, since October 2019. A master calendar was sent with annual dues mailing; typically used for members to plan trips and events. Kathy agreed to obtain analytics for the public website and the Boca West Reality website.

Committee Assignment Channel 9000
Channel 9000 was discussed at length as, at this time, it does not seem to be a draw.
It is a free community minded channel from Hotwire which was started over 30 years ago (through Comcast). 3 channels were provided to Boca West at no cost for its members: 1) Community, 2) Master Assn, 3) Boca West Children's Foundation

Foundation
Content for the community communications channel is produced by the Communications Department and is basically the same content utilized for 5 assets. Kathy will ask Hotwire for usage data for us to review. In the interim, the addition of video content, music, better graphics, less text and decreased repetition were recommended as possible improvements.

Open Discussion
The Boca West Masters Association is no longer sending emails to report positive Covid cases. Bob Schwartz will reach out to suggest that management consider asking for its reinstatement, for the good and welfare of the community. It was noted that there are published procedures for reporting Covid to BWMA.

In an effort to increase usage of the Message Board, App, Website, etc., we discussed cross promoting, monthly articles in the magazine and refresher classes for all. Bob will also raise these issues with the Membership Committee.

Kathy was asked to provide information about our social media posting for review prior to our next meeting, which will be held on September 7, 2022, via Zoom.