BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications and Marketing Committee
DATE:	October 12, 2022 (Via Zoom)
MEMBERS PRESENT:	Robert Schwartz (Chair), Steven Roth (Vice Chair), Carol Goldberg, Howard Boilen, Janet Shaw, Lenard Rashkin, Sheldon Hechtman, Myrna Lippman, Barry Roberts
MEMBERS ABSENT:	With notice: Linda Benjamin
PARTICIPANTS:	Kathy Kohlhepp, Communications and Marketing Director
ISSUE DATE:	October 26, 2022

The Minutes from the September 2022 meeting were approved.

Kathy Kohlhepp reported on 9/22 statistics on usage of our App and Website (see attached).

A discussion focused on the club returning to the pre-covid requirement of presenting members' ID cards or website page for access to or registration at club venues. One reason for same is abuses reported in cardrooms and players not signing in properly at racquet sports venues.

Roundtable on new ideas:
A. The committee discussed the suggestion that the club introduce a "Q & A" or a "Did You Know" column or feature in the Magazine or in emails to members. The goal would be to educate members on how things work and get accomplished, and to provide answers to questions that are commonly asked to our committees, committee members, board members, or staff and departments. The questions or topics would come from our various committees who would also provide the responses from their areas of expertise. As this program involves areas that are within the jurisdiction of other committees, etc., the Chair advised that he will ask the board/management for input on and approval of implementation of this suggestion.

Examples discussed were:

1. The annual associate tenure function is coming up, Should we suggest to HR that they prepare a paragraph on a few of our long tenured employees to include in the Magazine or our other platforms? Kathy was asked to inquire if the club could use the Magazine or email system to report on and honor employees with longevity or other outstanding accomplishments (on or off campus),

2. The Magazine publishes monthly listings of new members, where they purchased, their hometowns, etc. Would members be interested in knowing things such as: how many buyers came through our Renovator or our Stay and Play Programs, how many homes were listed for sale in the last month, or how many were sold? How about the number of rounds of golf played or tennis matches played, the number of meals served?

B. While the App, Website, etc. are covered in our new member orientation process, the committee felt that many new and old members would like a refresher course. The suggestion was made that staff consider holding such courses open to all.

Kathy reported that the "Beacon System" has not yet passed its testing to ensure it can recognize members' faces on the App as they approach a venue or check-in desk. The software company is working on it.

Meeting adjourned at 3:00pm.

The next meeting will take place on Wednesday, November 2 at 3PM in the Board Room (in person).