BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications and Marketing Committee
DATE:	December 7, 2022 3PM
MEMBERS PRESENT:	Robert Schwartz (Chair), Steven Roth (Vice Chair), Carol Goldberg, Howard Boilen, Janet Shaw, Lenard Rashkin, Myrna Lippman, Linda Benjamin
MEMBERS ABSENT:	Barry Roberts
PARTICIPANTS:	Kathy Kohlhepp, Communications and Marketing Director
ISSUE DATE:	December 15, 2022

It was announced that Sheldon Heckman has resigned from the committee due to other commitments.

Kathy Kohlhepp Comments:
1. The app/web class on November 6 had the highest attendance to date at 10 people. Based on feedback from members, Kathy will add the Dining Reservations Policies under the Dining/Menus and Hour section of the app.
2. See attached data sheets regarding APP and WEBSITE, etc. usage.

General Discussion:
1. Kathy to email BWMA about exterior flags being lowered to half-staff. The Club uses the website: halfstaff.org for dates the flag should be lowered.
2. Regarding publishing of staff profiles, Kathy reported that a number of current and past committees have previously prepared and published profiles. For example, House committee, golf and fitness.
3. A recommendation was made that the staff should consider writing an article about the Boca West library, its history, availability, and location.

4. Our discussion on how we can get more people to use the APP and WEBSITE was continued.
5. All committee members were requested to review our committee's annual goals, and to provide any comments or suggestions to the chair on meeting them during the committee's tenure.
6. A discussion ensued regarding the committee's interest in having the chair make a presentation at the next meeting on the history of the joint venture, its accomplishments and purposes. The idea was enthusiastically endorsed.

The meeting was adjourned at 4:17 PM. The next meeting will take place January 4, 2022 at 3PM.