BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications and Marketing Committee
DATE:	January 4, 2023
MEMBERS PRESENT:	Robert Schwartz (Chair), Steven Roth (Vice Chair), Barry Roberts, Carol Goldberg, Howard Boilen, Len Raskin, Linda Benjamin, Myrna Lippman, Janet Shaw
MEMBERS ABSENT:	None
PARTICIPANTS:	Kathy Kohlhepp, Communications and Marketing Director
ISSUE DATE:	January 25, 2023

Minutes of the 12/22 meeting approved.

Kathy Kohlhepp discussed Website and App statistics and comparisons from 2019 through 2022.
See copies attached.

Robert Schwartz (Chair) presented a short history of the JV that touched upon:
1. The background of the Club and the MA's roles as to function, legal differences, voting, and budgeting.
2. Private club status, and limits on the club being involved in housing.
3. Efforts years ago to get independent RE brokers to help communicate our developing brand, etc.
4. Club, MA and legal experts' meetings to analyze and compare BW to other communities, resulting in creating the JV and BWR and the Club and MA's 50/50% sharing of control and cost.
5. Collaboration to create the Welcome Center and marketing process for BW lifestyle, brand, and homes.

6. Measures of success:
   a. Marketing BW first, then houses.
   b. Leveraging IT, use of social media, scientific approaches.
   c. Success to date in achieving the overall goal to make BWR self-sustaining with future profits offsetting marketing costs.
   d. Achievements of both Renovator Programs.
7. Why we need to continue marketing the brand, the Welcome Center, and the JV.
8. No one has interest in a future merger. No one has the desire or financial wherewithal for an unfriendly merger. Club and MA agree that the JV allows retention of independence and ability to lawfully work together to benefit BW.

Recent "Q & A" column was discussed. Robert Schwartz asked the committee to provide input on suggested questions or topics for future columns. It was suggested that Robert Schwartz's presentation on the JV should be written for the Q & A column as it was felt that it supplemented the BOG Chairman's columns that discussed the JV and was a topic that bares repeating.

The meeting was adjourned at 4:30 PM.
The next meeting will take place on February 1 at 3PM in the Board Room.