BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications and Marketing Committee
DATE:	February 1, 2023
MEMBERS PRESENT:	Bob Schwartz – Chair, Steven Roth – VC, Barry Roberts, Len Rashkin, Myrna Lippman, Linda Benjamin, Janet Shaw, & Howard Boilen
MEMBERS ABSENT:	Carol Goldberg
PARTICIPANTS:	Kathy Kohlhepp, Communications and Marketing Director
ISSUE DATE:	February 24, 2023

Mr. Schwartz brought the meeting to order at 3:05PM

Kathy Kohlhepp presented her statistics on the website and app. The statistics are attached.

Feedback was very positive on the JV presentation by Bob Schwartz at the last meeting. The committee reported that they were able to use the information to answer questions from other members.
Bob asked about his Q&A column in the magazine and a lively discussion pursued on topics that could be used in future issues. They felt that it would be good to get other questions from other committees that they feel need to be addressed. We will consider that when the new committee forms.

We had an interesting discussion on the possibility of grouping emails that come out by Kathy's department daily and weekly. There was consensus that the group would like to keep them as separate emails, but Kathy is going to look into grouping some monthly emails over the summer.

Len Raskin discussed a few of our accomplishments for this committee this past year:

a. Channel 9000 includes music now and a scroll bar that highlights the soup of the day.
b. App & Website; Website tutorial classes were held by Kathy. Unfortunately, attendance was low.
c. Message Board usage has improved, and people became more aware of its existence.
d. Dinner Reservation notes.
e. Question and Answer column in the **Boca West** Magazine.

Bob thanked the committee for their help in making this a very fruitful experience for all.

Mr. Schwartz adjourned the meeting at 3:56PM. This is the last meeting for this committee and the new committee will be convened next board year.