BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications and Marketing Committee
DATE:	April 11, 2023
MEMBERS PRESENT:	Arthur Adler, Bob Schwartz, Faith Wall, Gary Berkowitz, Stuart Dornfield, Anthony Clerico, Stuart Dornfield, Larry Gulko
MEMBERS ABSENT:	With Notice: Ira Malin
PARTICIPANTS:	Kathy Kohlhepp, Director of Communications and Marketing
ISSUE DATE:	April 26, 2023

The meeting was called to order at 1:40pm.

Chair distributed contact sheet, calendar of meeting dates and Code of Ethics which each committee member signed.

Kathy Kohlhepp described her background and what her department does on an annual basis including publications and management of the Club's website, app, YouTube channel, daily emails, social media, etc.

Further, Kathy described the historic efforts of the committee in Marketing, emphasizing that the efforts of the committee are for internal marketing and that external marketing is handled by Cotton and Co.

Chair and Vice Chair discussed goals for this year to improve the manner that the committee can help members better use the products in existence and come up with new ones. In addition, Administration is responsible for the execution of any ideas the committee might come up with.

Chair suggested the creation of Podcasts in which department heads could answer questions often raised by members. This suggestion was very enthusiastically received. Chair said he would follow through with Management, Executive Committee and Kathy to see if they are interested and if feasible.

Chair asked each member to describe their background and the reason they wished to join the Committee: Amazing background in the group as a whole.

The meeting adjourned at 2:45pm.

The next meeting will take place May 2, 2023 at 1:30PM in the Board Room.