BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Marketing and Communications Committee
DATE:	May 2, 2023
MEMBERS PRESENT:	Arthur Adler, Chair; Robert Schwartz, Vice Chair; Kathy Kolhepp, Director; Anthony Clerico; Faith Wall; Gary Berkowitz; and Ira Malin (Zoom); Stuart Dornfield (Zoom)
MEMBERS ABSENT:	With Notice: Larry Gulko
PARTICIPANTS:	Kathy E. Kohlhepp, Director of Marketing and Communications
ISSUE DATE:	May 31, 2023

Meeting was called to order at 1:35 pm.

Chair welcomed Committee members and distributed proposed Goals for the upcoming year. Vice Chair distributed the proposed Standard Operating Procedures for the Committee.

Kathy updated the committee on new features available on the app detailing the Op Out feature in which a member can determine how they wish to get their monthly statement either via regular mail or online or both. You will still get an email that the statement is available and you can change your preference at anytime. You can also determine where you wish your mail to be sent These are just a few examples of many other possibilities that are part of the ongoing effort to motivate people to use the app. Kathy stated the percentage of usage keeps going up(almost doubling to 70% in the last few years).

The Committee was informed that the discussion that came out of last months meeting in re the use of Podcasts to communicate with the members was received very positively by the Administration. Kathy said she is already starting to put the program together. Potential committees initially to take advantage of these are Nominating and Golf. The Chairman of the Board and the General Manager will determine further usage.

Discussion of the synergy of committees. The ability of our Committee working with others at their request if there is a desire for marketing to or better communications with the members.

Discussion on what the goals are of the Joint Venture and the Leadership Council. The committee had not known of either or their functions. The latter was discussed extensively and was of much interest.

Discussion of how better to use our social media. Specific mention was made of the possible use of QR codes (especially on fitness center equipment) to better explain how things can be used to their max.

The Chair asked the committee to review the goals distributed earlier and communicate back to him with any suggestions. The Vice Chair asked the same in re the SOP.

Adjournment: 2:35 pm.