BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Marketing and Communications Committee
DATE:	June 13, 2023
MEMBERS PRESENT:	Arthur Adler, Chair; Robert Schwartz, Vice Chair; Gary Berkowitz; Stuart Dornfield; Larry Gulko; Ira Malin; Faith Wall;
MEMBERS ABSENT:	With Notice: Anthony Clerico
PARTICIPANTS:	Kathy E. Kohlhepp, Director of Marketing and Communications
ISSUE DATE:	June 26, 2023

Meeting was called to order at 1:30pm

1. Chairman led discussion in last month's assignment as to how our Committee can interface and aid other Committees.

2. Discussion regarding the treatment of Club employees in regards to the Clubs Rules and Regulations.

3. The assignment over the summer is to present ideas on how to better communicate to members.
    a. Example, what is available in the new Lifestyle Center and how to get around the new facility.

4. Discussion on what podcasts could be useful.
    a. Topics discussed were:
        i. Following the Club Rules and Regulations
        ii. How the Administration handles reservations for Restaurant Dining and Events
        iii. How Golf tee times and tennis/pickle ball court assignments are arranged.
        iv. How Spa services, Fitness Classes and Personal Training sessions are determined and scheduled.
    b. The Chair will reach out to Administration to see if they feel these would be of interest to the Members and if so then they would work with Kathy Kohlhepp and the appropriate Committee Chairs to make it happen.

5. Chair handed out sheets showing new terminology to be used for the overall marketing of the new building and rebranding of some ongoing efforts.

6. Kathy Kohlhepp distributed and reviewed the MAY statistics for the Member app and website.

7. Rob Schwartz suggested adding another drop down on the club's website for the Club By-Laws.
    a. Kathy to look into it.

8. There are no scheduled committee meetings for July and August.

9. Next scheduled meeting: Tuesday, September 5 at 1:30pm in the Board Room

Meeting adjourned at 3 PM.