BOCA WEST
COUNTRY CLUB

MINUTES

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| **MEETING:** | Marketing and Communications Committee |
| **DATE:** | October 3, 2023 |
| **MEMBERS PRESENT:** | Arthur Adler, Chair; Robert Schwartz, Vice Chair; Gary Berkowitz; Anthony Clerico; |
| **MEMBERS ABSENT WITH NOTICE:** | Stuart Dornfield; Larry Gulko; Ira Malin; Faith Wall |
| **PARTICIPANTS:** | Kathy E. Kohlhepp, Director of Marketing and Communications |
| **ISSUE DATE:** | October 9, 2023 |

Meeting was called to order at 1:30pm

1) Kathy Kohlhepp asked for the committee input regarding the last two magazines and reviewed app and email statistics

2) Communications/Marketing Stats

    a) App Installations to date
        - June - iOS - 7028 up 85 / Android - 1579 up 17
        - July - iOS - 7125 up 97 / Android - 1583 up 4
        - Aug - iOS - 7244 up 119 / Android - 1590 up 7
        - Sept - iOS - 7340 up 96 / Android - 1602 up 12

    b) Top Three Areas on App
        - June - Member ID, Member Directory, Calendar of Events
        - July - Member Directory, Member ID, Calendar of Events
        - Aug - Member Directory, Calendar of Events, Member ID
        - Sept - Today at a Glance, Member Directory, Calendar of Events

    c) Top Three Areas on Website
        - June - Member Directory, Tee Times, Calendar of Events
        - July - Member Directory, Tee Times, Calendar of Event
        - Aug - Member Directory, Calendar of Events, Tee Times
        - Sept - Member Directory, Calendar of Events, Tee Times

3) Discussed the app and new ways members can use it.

    a) Chairman discussed how the Committee can aid management with creative and instructional idea's as to how to market and communicate all the new aspects of the Lifestyle Center.
    b) Suggested: Invite John Collings to the next meeting to overview what the different aspects of the new build entails.
    c) In our ongoing efforts to aid other committee's marketing and communicating of new 2023/2024 projects and rules each member of this committee will be assigned a club area (ie; Golf, Racquet sports, Spa/Fitness, etc. ) to overview and report back to this Committee possible ways to aid in their efforts.
        i. This will not entail direct contact with the Committee, Chair or Admin staff but to review as a member receiving their info.
        ii. Examples would be to review the emails sent out, the digital signage throughout the club, the closed circuit television channel, social media platforms.
        iii. "What more can we do to promote the club events as well as the club's lifestyle.

Motion to adjourn accepted at 2pm.