BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Marketing and Communications Committee
DATE:	November 7, 2023
MEMBERS PRESENT:	Arthur Adler, Chair; Robert Schwartz, Vice Chair; Gary Berkowitz; Anthony Clerico; Ira Malin;
MEMBERS ABSENT WITH NOTICE:	Stuart Dornfield; Larry Gulko; Faith Wall
PARTICIPANTS:	Kathy E. Kohlhepp, Director of Marketing and Communications
ISSUE DATE:	November 27, 2023

Meeting was called to order at 1:30pm

1. October minutes were approved.

2. K. Kohlhepp presented updated info in regards to BW phone application usage
    a) There was 70% usage by our members for information or signups.

3. There was a lengthy discussion in regards to what the younger members want from the Club and how to better communicate to them.

    a. A sub-committee was set up to review.

4. There was a discussion in regards to member expectations for the New Lifestyle Center Building and thoughts for the administration should communicate updates.
    a. The Chairman will discuss with Administration and will be reviewed by the Committee.

5. The Chair will be sending out assignments to each Committee member to take a look at how each of the other committees are communicating with the members to see if we can suggest additional means to better have information disseminated.
    a. There will not be any direct contact with other Chairs, Committee members or staff.
    b. Those assigned will react as members are receiving their info and review their thoughts.

6. Committee Communication will be discussed at the next meeting
    a. The next meeting will be 9am on Tuesday, December 12 in the Board Room.