BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Marketing and Communications Committee
DATE:	December 12, 2023
MEMBERS PRESENT:	Arthur Adler, Chair; Gary Berkowitz; Anthony Clerico; Larry Gulko; Ira Malin;
MEMBERS ABSENT WITH NOTICE:	Robert Schwartz, Vice Chair; Stuart Dornfield; Faith Wall
PARTICIPANTS ABSENT WITH NOTICE:	Kathy E. Kohlhepp, Director of Marketing and Communications
ISSUE DATE:	December 20, 2023

Meeting was called to order at 1:30pm

The November Meeting Minutes were approved.

1. A. Adler, Chair, presented Kathy Kolhlhepp's monthly report of app use and email deliveries.
    a. Most areas showed a consistent 70%-80% usage.

2. Most of the meeting was a discussion of how to communicate with the membership better.
    a. The main focus was the ongoing email updates relating to the new Lifestyle Center build.

3. Some committee members felt that the reports were too long.
    a. It was suggested that shorter reports would be more thoroughly read and might have stopped the recurring inaccurate rumors that have been spreading through the community.
    b. Others suggested greater use of video and promotion of the exciting new things that are coming to the Club would have kept a more positive light on the upcoming opening.

4. All felt that once the project is completed and usage begins that all the negative comments will go away.
    a. The members felt that an outside audit would be welcomed and that it would answer many questions.

5. There was another discussion of how to better communicate with new members.
    a. It was suggested that meetings to discuss not only what is available to them but what is expected from them would be helpful.

Meeting was adjourned at 10am

Next Meeting: January 2, 2024 at 1:30pm in the Board Room