BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Marketing and Communications Committee
DATE:	January 2, 2024
MEMBERS PRESENT:	Arthur Adler, Chair; Anthony Clerico; Ira Malin; Faith Wall
MEMBERS ABSENT WITH NOTICE:	Robert Schwartz, Vice Chair; Gary Berkowitz; Stuart Dornfield; Larry Gulko; Faith Wall
PARTICIPANTS PRESENT:	Kathy E. Kohlhepp, Director of Marketing and Communications
ISSUE DATE:	January 23, 2024

Minutes for the December meeting were approved.

1. K. Kohlhepp presented information regarding usage of app and website.
    - All areas holding strong at approximately 70%.

2. Committee members commented positively regarding operations at the Club continuing to increase usage of video to explain activities, rules and regulations.
    - A video on better identifying where bike racks are situated would be a big help to the members.
    - It was suggested that video should be further implemented in communicating to members since its effectiveness has been proven far better than a just long email.

3. An assignment was given to the Committee last month to review communications sent out by other committees to see how they can be enhanced. Below is some of the feedback:
    - Discussion of the recent openings at the Lifestyle Center and how we communicated to the members:
        i. It was suggested to further use video to detail what is open and when.
        ii. Updates should be shorter as some recent ones have been quite lengthy and lose the attention of the reader.
    - When the eventual audit report comes out for the new build it should be a video storyboard presentation and not just pages of numbers.
    - Matt's voice is extremely effective in reaching the members.

4. It was suggested that Communications should make email subject titles more clear.
    - A recent email titled "Golf Update" came from the Golf Dept but the announcement was for the entire membership to not use the golf paths for walking, biking, etc.
    - Most members never read the email as they thought it pertained to the golf community.

5. It was suggested that a better explanation could be sent out to members explaining why the alternative hot tub service areas and the Spa areas spaces are limited.

6. Finally, the Committee felt that a video detailing last year's HOPE WEEK should be presented early on to gather excitement.