BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications & Marketing Committee
DATE:	April 9, 2024
MEMBERS PRESENT:	Barry Roberts, Chair; Robin Shulman, Vice Chair; Sol Barrocas; Susan Kantor; Ira Malin; Jill Mehberg; Jeffrey Ross; Peter Ruben; Bob Schwartz; Mel Young; Dianne Zager;
MEMBERS ABSENT WITHOUT NOTICE:	Michael Sneider
PARTICIPANTS:	Kathy Kohlhepp, Director of Communications & Marketing
ISSUE DATE:	April 25, 2024

Meeting was called to order at 1:30pm.

Introductions

- Chair welcomed all the members to the Committee and thanked them for their interest and willingness to serve on the Committee.
- Committee members discussed their backgrounds/reasons for their interest in the Committee.
- Kathy Kohlhepp introduced herself and discussed her background.

Guidelines

- All members read and signed the Code of Ethics.
- Chair discussed the following:
  a. Committee's goals and responsibilities, guidelines and rules of the road, including confidentiality of all discussions and information disseminated to Committee members.
  b. The Board of Governors' view on open, frequent communications and transparency, two-way communications with BWCC Members.
  c. The role of Committee members as well as instructed all Committee members to address all questions and concerns to the Chair or Vice Chair and not to the Director of Communications & Marketing or her staff.

Director's Report

- Kathy distributed various metrics on the usage of the BWCC app and website and the installation of the app, as well as metrics on emails sent and opened.
- Kathy discussed the way BWCC Members' opt-in selections affect targeting of emails in addition to the various communications methods and social media used by BWCC.
- Kathy presented BWCC's presence on Instagram and Facebook.

General Discussion

Members engaged in general, open discussion and questions about the various social media, demographics of email usage, and other communication vehicles used by the club.

Old Business

Prior to the meeting, Members were asked to review the BWCC app and bring new information learned to the meeting. This discussion will be continued at the next meeting.

New Business

In addition to new information learned, members were asked to come up with ideas for enhancements to the app.

Next Meeting Date:

Tuesday, May 7, 2024 in the Boardroom

Meeting was adjourned at 2:47pm.