BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications & Marketing Committee
DATE:	May 7, 2024
MEMBERS PRESENT:	Barry Roberts, Chair; Robin Shulman, Vice Chair; Sol Barrocas; Susan Kantor; Ira Malin; Jill Mehrberg; Jeffrey Ross; Peter Rube; Bob Schwartz; Dianne Zager;
MEMBERS ABSENT WITH NOTICE:	Michael Sneider; Mel Young
PARTICIPANTS:	Kathy Kohlhepp, Director of Communications & Marketing
ISSUE DATE:	May 29, 2024

Meeting was called to order at 1:32pm.

1. **Chairman's Opening remarks:**
   A. Chair welcomed all members.
   B. Last month's minutes, as amended, were approved.

2. **Director's Report**
   A. Kathy distributed and discussed the monthly metrics.
   B. The following was discussed:
      a. How to turn email notifications on and off which is useful for BWCC Members who are away for an extended period of time.
         - Committee members suggested that the ability to pause notifications for a specific date range should be added so that BWCC Members did not have to remember to restart email notifications when they are back on campus.
      b. The percentage of BWCC Members who now request email-only statements continues to rise
         - Over 1,000 people now read the BWCC magazine online
         - Note that this number includes those reading it on the BWCC public website in addition to BWCC Members reading the magazine online.
      c. Bill pay through the app will be available shortly.

3. **General Discussion**
   A. Members engaged in a general, open discussion.
      a. Members asked questions and made suggestions about the various social media, demographics of email usage, etc.

   B. Old Business:
      a. Committee Members were asked to review the BWCC app and bring new information learned as well as provide suggestions for content and functionality enhancements to the meeting.

   C. New Business:
      a. In addition to new information learned, Committee Members were encouraged to become more familiar with all of the marketing and communication vehicles we use
      b. Members were asked to review the various social media outlets where BWCC appears.

Meeting was adjourned at 2:30pm.