BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications & Marketing Committee
DATE:	June 18, 2024
MEMBERS PRESENT IN PERSON:	Barry Roberts, Chair; Robin Shulman, Vice Chair; Susan Kantor; Ira Malin; Jill Mehrberg; Jeffrey Ross; Peter Ruben; Bob Schwartz; Michael Sneider; Dianne Zager;
MEMBERS ABSENT WITH NOTICE:	Kathy Kohlhepp, Director of Communications & Marketing, Sol Barrocas;
MEMBERS ABSENT WITHOUT NOTICE:	Mel Young
ISSUE DATE:	July 1, 2024

Meeting was called to order at 1:30pm.

1. **Chairman's Opening remarks**
   a. Chair welcomed all members and thanked those participating via zoom for making the effort to attend while away from Boca West for the summer.
   b. May minutes were approved.

2. **Old Business**
   a. Chair distributed and presented monthly usage metrics for May.
   b. Reviewed ideas submitted by members of the committee pertaining to the BWCC app.
      a. The ideas were then prioritized and next steps that were identified by Kathy Kohlhepp and the Chair prior to the meeting were presented to the committee members.
      b. General discussion ensued.

3. **New Business**
   a. Committee Members presented their thoughts on the BWCC Magazine and ideas on how the content could be enhanced to gain even further member engagement.
   b. Each member was well prepared which resulted in a very productive conversation with ideas focused on the following:
      i. Building community
      ii. Presenting information in easy to read formats
      iii. Increasing communication and identifying "What's New" items, encouraging member/readers' comments
      iv. Identifying easy ways to register for different events
         - "Top 10"
         - "Did you know" lists for different areas + more.
      v. Members were asked to follow up with further thoughts via email after the meeting and throughout the summer.
      vi. Specific ideas presented will be discussed with Kathy Kohlhepp and appropriate chairs of other committees and department heads for follow-up.

4. **Open Discussion**
   a. General communications and marketing issues which included ways to get more input and feedback from the BWCC membership.
   b. Committee Members will be asked for their feedback on other subjects and work on other projects throughout the summer.

Meeting was adjourned at 2:45pm.

Next meeting is scheduled for September 10, 2024 at 1:30 PM.