BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications & Marketing Committee
DATE:	September 10, 2024
MEMBERS PRESENT:	Barry Roberts, Chair; Robin Shulman, Vice Chair; Susan Kantor; Ira Malin; Jill Mehrberg; Jeffrey Ross; Peter Ruben; Bob Schwartz; Mel Young; Dianne Zager;
MEMBERS ABSENT WITHOUT NOTICE:	Michael Sneider; Sol Barrocas
PARTICIPANTS:	Kathy Kohlhepp, Director of Communications & Marketing
ISSUE DATE:	September 23, 2024

Meeting was called to order at 1:32pm.

The June Committee Minutes were approved.

A. **Chairman's Report**
   a. Barry Roberts discussed his report to the Board of Governors where he presented the suggestions from the Committee Members.
      - "Did You Know" and "Frequently Asked Questions" were especially well-received from the Board.
   b. B. Roberts also discussed the articles written over the years highlighting Members and Staff.
      - Misty Stewart will be the subject of the Lifestyle & Wellness article in the October magazine.

B. C&M Director's Report
   a. Kathy Kohlhepp updated the Committee on the following feature updates:
      - Electronic bill pay now available on the website and the app for monthly statements only.
      - Message board not available on the app
         1. Determination needs to be made as to how many features need to be on the app
         2. Given that the app currently has 12 boxes on the front page – and they are all in use.

C. General Discussion
   a. Members engaged in general, open discussion
   b. Questions about the use of texting as a communications vehicle, app notifications, paper vs. electronic messaging, the BWCC monthly magazine and holiday brochures were discussed.

D. New Business
   a. Committee discussed potential Members for highlighting in future magazines.
   b. Committee members were divided into groups
      - Racquet Sports, Golf and Lifestyle & Wellness
      - For the purpose of suggesting content which will assist Committee Chairs with articles and content that include information Members want to know about
         1. For example, highlighting league members and league successes.

Meeting was adjourned at 2:50pm.

The next Committee meeting is October 21st at 1:30 pm in the Board Room.