BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications & Marketing Committee
DATE:	October 21, 2024
MEMBERS PRESENT:	Barry Roberts, Chair; Sol Barrocas; Susan Kantor; Jeffrey Ross; Peter Ruben; Bob Schwartz;
MEMERS ABSENT WITH NOTICE:	Robin Shulman, Vice Chair; Mel Young; Ira Malin; Jill Mehrberg; Dianne Zager;
MEMBERS ABSENT WITHOUT NOTICE:	Michael Sneider;
PARTICIPANTS:	Kathy Kohlhepp, Director of Communications & Marketing
ISSUE DATE:	October 22, 2024

Meeting was called to order at 1:30pm.

The September Committee Minutes were approved.

A. **Barry Roberts, Chairman's Report:**

a. Suggested topics to be included in the correspondence to members presented by the subcommittees received positive feedback from Board Members
    - Follow-up suggestions were made, and additional assignments were given to cover additional areas of interest to our membership.
b. B. Roberts gave an update on IT and Website and App Development.
c. Additional suggestions were discussed to highlight certain members for their personal accomplishments and/or contributions they've made to the community.

B. C&M Director's Report

a. Kathy Kohlhepp gave an update on app, website and email usage for June, July, August and September

C. General Discussion

a. Members engaged in a general, open discussion concerning the app and topics of interest to our members and the best way to communicate the associated information.

D. New Business

a. Committee members will focus on helping define different topics of interest concerning House & Activities, Finance, Membership, and Communications & Marketing to include in future communication to our members.

The meeting was adjourned at 2:46pm.

Next Meeting will be held on December 3rd at 1:30 PM in the Board Room.