BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications & Marketing Committee
DATE:	December 3, 2024
MEMBERS PRESENT:	Barry Roberts, Chair; Robin Shulman, Vice Chair; Sol Barrocas; Susan Kantor; Ira Malin; Jill Mehrberg; Bob Schwartz, Mel Young; Dianne Zager;
MEMERS ABSENT WITH NOTICE:	Peter Ruben; Jeffrey Ross;
MEMBERS ABSENT WITHOUT NOTICE:	Michael Sneider;
PARTICIPANTS:	Kathy Kohlhepp, Director of Communications & Marketing
ISSUE DATE:	December 17, 2024

Meeting was called to order at 1:32pm.

The October Committee Minutes were approved.

A. **Barry Roberts, Chairman's Report:**
   a. B. Roberts discussed the sub-committee's article suggestions he received, reporting that the other committee chairs found them useful.
   b. B. Roberts discussed C&M Projects- recently completed and current
   c. The next highlight article (in the Februrary magazine) will be on the Special Interest Club
      - Mel Young will send a draft to Barry by 12/15.
   d. The intern video link was sent to all committee members
      - Videos on Vimeo sent to the Membership via email and Facebook live are being utilized by the different departments.
        - The Golf Department is consistently making great use of videos.
        - Other departments will be increasing usage in the near future
        - Additional suggestions were shared by the committee members.

B. C&M Director's Report:
   a. K. Kohlhepp gave her monthly app, website and email metrics report.
   b. K. Kohlhepp updated the Committee on flip books vs. printing for certain projects such as: Holiday Brochure, Hope Week, Living Well.
      - Few copies are printed compared to past years.
      - Printed versions are available in the Membership office.
      - Members now look at the flip books online more and download them to their devices.
   c. New BWCC Marketing Materials
      - The Club photo shoot has been completed and we are waiting for the video.
      - BW Real Estate is revamping their website and will be reprinting the Boca West Life Magazine to update with all BWCC's new facilities.
        - It will be printed and sent to new prospective members.
        - A digital version will be sent out to BWCC members.

C. General Discussion- Members engaged in a general, open discussion
   a. Questions regarding how often emails are sent out for a specific activity and discussion for ways to filter through the large number of emails and notifications for activities and information.
   b. Members tested the Push notification feature which does not seem to be working currently.
   c. Members discussed their usage and thoughts on Channel 9000.
      - We do not have access to usage reports from Hotwire.
   d. Members were given a topic to think about and bring suggestions to the next meeting.

The meeting was adjourned at 2:50pm.

Next Meeting will be held on January 7th at 1:30 PM in the Board Room.