BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications & Marketing Committee
DATE:	January 6, 2024
MEMBERS PRESENT:	Barry Roberts, Chair; Robin Shulman, Vice Chair; Sol Barrocas; Ira Malin; Jill Mehrberg; Jeffrey Ross; Peter Ruben; Dianne Zager;
MEMERS ABSENT WITH NOTICE:	Mel Young; Susan Kantor;
MEMBERS ABSENT WITHOUT NOTICE:	Bob Schwartz;
PARTICIPANTS:	Kathy Kohlhepp, Director of Communications & Marketing
ISSUE DATE:	January 28, 2025

Meeting was called to order at 1:32pm.

The December Committee Minutes were approved.

A. **Barry Roberts, Chairman's Opening remarks:**

a. B. Roberts asked for feedback regarding the Boca West Cable Channel 9000
   i. Currently it is showing information from August
   ii. Kathy K will contact Hotwire and the software vendor to resolve the issue

b. Discussed challenges of keeping our members informed of all the events and activities at Boca West
   i. B. Roberts asked the Committee if we could be doing anything more or better
      - Consensus - there is a tremendous amount of information but that we were doing a good job - using all of the available media platforms
   ii. Feedback from Membership has been positive and supportive

c. Discussion about Membership feedback and utilizing Surveys
   i. B. Roberts differentiated between Surveys and other methods of providing feedback.
   ii. Members asked about the club policy on surveys
      - Surveys and comment cards would be helpful and give members an opportunity to provide feedback.
      - Specific areas mentioned: Dining, Activities and Events, Fitness Classes, Spa Services, Golf and Racquet instruction and events.
   iii. There are currently comment forms offered at the Spa, Aquatics and Fitness
      - However, given out only upon request
   iv. The committee recommended that the Board approve and recommend a policy for more formal and consistent member feedback

d. Kathy K and B. Roberts reviewed the digital video screens used around the club
   - Different locations and their content were discussed

B. Kathy Kohlhepp, Director of Marketing and Communications, reports:

a. The "On hold" messages have been updated and are close to being complete
b. New BWCC Materials with updated photos and videos are being completed
c. Push Notifications on the phone app still are not working properly
d. "Live Well" brochure is a work in progress
e. Member/Group Highlights in Magazine
   - February - Special Interest Group
   - March - Hadassah or Pap
   - April - Pap or Hadassah
f. App/Web development:
   - Consistent request from members for "Calendar of Events" to open as default of "My" is being prioritized

- Currently there is a lag time when moving through the app –
    - The developer has been made aware of this issue

g. Golf tournaments will be added to the app and member calendars next season
- Currently using golf genius software which does nott integrate with Cobalt.

h. More ideas were shared:
- Suggestion to book courts and appointments for Racquet sports and Live Well on the app and website

Meeting adjourned 2:48pm

Next meeting is Tuesday February 3, 2025 at 1:30 PM in the Board Room.