BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications & Marketing Committee
DATE:	February 4, 2025
MEMBERS PRESENT:	Barry Roberts, Chair; Robin Shulman, Vice Chair; Sol Barrocas; Ira Malin; Jill Mehrberg; Peter Ruben; Mel Young; Dianne Zager,
MEMERS ABSENT WITH NOTICE:	Susan Kantor; Jeff Ross;
MEMBERS ABSENT WITHOUT NOTICE:	Bob Schwartz;
PARTICIPANTS:	Kathy Kohlhepp, Director of Communications & Marketing
ISSUE DATE:	February 21, 2025

Meeting was called to order at 1:32pm.

Minutes from January Meeting approved unanimously

1. **Barry Roberts, Chairman's Opening remarks:**
    A. B. Roberts announced this is the last meeting of the year

2. **Kathy Kohlhepp, Director of Marketing and Communications, Reports:**

    A. On Hold message has been updated - Four new rotating messages
        a. Member asked who monitors phone call stats
            i. Number of calls, hold time, hangups, areas directed to, etc.
            ii. Kathy will research
    B. No app updates - waiting for Cobalt.
    C. Channel 9000 – still waiting for Hotwire to fix the problem.
        a. Only weather is showing at this time.
    D. App usage has increased substantially compared to last year.
    E. Website usage has remained about the same year to year
        a. Members commented that it would be great to see stats with unique users
    F. Open rate for email with February BWCC Magazine - almost 70%
        a. March magazine Spotlights on the following:
            i. The Boca West Chapter of The Pap Corps
            ii. Gilda Malin Hadassah
            iii. The Special Interest Club.
    G. BOG Candidate videos are on TVs throughout the club and include on all digital signage
        a. Will be added to rotation on Channel 9000 after it gets fixed
        b. Members suggested a QR code linking to the videos be displayed on the TVs
            i. Kathy will add one to the flyer in front of the TVs as the videos cannot be edited
        c. Members suggested an in person "Meet the Candidates" event that could also be streamed and recorded for viewing after the event where members could ask specific questions of each candidate.

3. **B. Roberts reviewed the Committee's goals, projects, activities and results:**

    A. Responsibility of the Committee:
        a. Act as a consultant and advisor to the Board and Management on matters relating to internal Club Marketing and Communications.
    B. Key Objective:
        a. To engage our members and ensure they know what's going on at Boca West
    C. 2024-2025 Committee Goals:
        a. Define and suggest efficient and effective ways to communicate to BWCC Membership using current (and potentially new) media platforms
        b. Increase member knowledge, use of and engagement with the BWCC App and Website
        c. Develop ideas for content for BWCC Magazine and other communication vehicles
        d. Assist other committees (when requested) with improving the communications of their events/programs– Mainly Magazine articles this year, some emails

D. Committee Members' Role
    a. Become knowledgeable of all aspects of our communication and marketing for members
    b. Actively participate – meetings, assignments, and other opportunities for feedback
    c. Be Ambassadors – Two Way

E. B. Roberts thanked all committee members for their help in achieving all of the stated goals. Throughout the year, there were good conversations and discussions on a lot of topics with the main focus on:
    a. App and Website – Established a great foundation of knowledge through various assignments
    b. Assignment: Defined what committee members knew and didn't know on the app and website:
        i. Identified key areas requiring further member education through:
            - "How-to" videos
            - Email messaging
            - Word of mouth
            - "Let's Connect" Monthly Magazine Articles
    c. Generated an expansive list
        i. Necessary corrections
        ii. Content to update
        iii. Features and functions requiring fixes
        iv. Ideas for app and website updates and enhancements

F. Boca West Magazine
    a. Content recommendations
        i. New ideas
        ii. Suggestions for other committees/departments

G. Email Communication
    a. Messages now appear as "From: Boca West County Club"
    b. More targeted
    c. More concise
    d. Optimized with clearer Subject lines
    e. Including better, more detailed description of videos
    f. Received positive feedback on videos leading to expanded use

H. Other key ideas suggested
    a. Increase use of QR Codes for easier access to information
    b. Use text messaging for certain communication
    c. Create more opportunities for member feedback

I. Robin Shulman (Vice-Chair) spoke about Lifestyle and Wellness center comment cards.
    a. Separate forms have been developed for each area (aquatics, fitness and spa).Misty is using them mainly to make teacher, trainer, treatment, therapist, class changes and updates.

J. B. Roberts reiterated the specific suggestions that have already been implemented and that there are more in the pipeline. However, not all suggestions may be feasible for implementation.

K. A member asked how their ideas and feedback work their way up to Matt/Management.
    a. B. Roberts explained the process.
L. A member asked about the Capital Improvement Plan.
    a. B. Roberts provided an update:
        i. The Oct and Nov Magazines included articles from the Special Projects Committee detailing the scope of the project
        ii. Four in-person member presentations will take place in March
        iii. A comprehensive 44-page brochure will be mailed to all members
        iv. A micro-website will provide information and videos as well as work in progress and flyovers
        v. A Special Member Meeting and vote is scheduled for March 27th
    b. Members appreciated Matt's discussion with eh Racquet Sports players about the plan

4. <u>Closing remarks:</u>

A. Barry thanked all committee members for their active participation which led to achievement of the goals:
B. Barry thanked Kathy and Robin for their help as it was his first year on the Board and a privilege to Chair the C&M Committee.
    a. He expressed appreciation for everyone's active participation emphasizing that it does make a difference.
    b. He encouraged everyone to stay involved by requesting to be on a committee again next year, serving on a BWMA committee or getting involved in their own community.
    c. He suggested that everyone recruit others to be more involved and reminded them to stay engaged as ambassadors with the knowledge they've gained.

C. Members shared positive comments about their experience of being on the committee

Meeting adjourned at 2:44