BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications & Marketing Committee
DATE:	April 14, 2025
MEMBERS PRESENT:	Robin Shulman, Chair; Barry Roberts, Vice Chair; Deby Engelmyer; Jayne Pek; Ron Ries; Alan Schwartz;
MEMERS ABSENT WITH NOTICE:	Gary Berkowitz; Dona Root; Robert Rosenberg;
PARTICIPANTS:	Kathy Kohlhepp, Director of Communications & Marketing
ISSUE DATE:	April 23, 2025

Meeting was called to order at 1:33pm.

1. Chair's Opening Remarks:
   A. Robin Shulman welcomed all the members to the Committee and thanked them for their interest and willingness to serve on the Committee.
   B. Committee members discussed their backgrounds/reasons for their interest in the Committee.
   C. Kathy Kohlhepp introduced herself and discussed her background.

2. Guidelines
   A. All members read and signed the Code of Ethics
   B. Chair discussed the following:
      a. Committee's goals and responsibilities, guidelines and rules of the road, including confidentiality of all discussions and information disseminated to Committee members.
      b. The Board of Governors' view on open, frequent communications and transparency, two-way communications with BWCC Members.
      c. The role of Committee members
      d. Instructed all Committee members to address all questions and concerns to the Chair or Vice Chair and not the Director of Communications & Marketing or her staff.

3. Chair's Report
   A. R. Shulman distributed various metrics on the usage of the BWCC app and website as well as the number of total hits vs the number of unique hits (i.e., hits per user).
   B. Robin also discussed how several years ago, Kathy's team held in-person help sessions on using the website and the app
      a. After the summer we would like to re-start these sessions.

4. Director's Report
   A. K. Kohlhepp explained the various types of communication between the club and its members including social media, channel 9000, emails, the website, the app, and the availability of 3 free photographs for members per event
   B. K.Kohlhepp explains how she schedules the many emails that her team (1 FT and 1 seasonal employee as of right now) sends to members.
   C. Kathy discussed the way BWCC Members' opt-in selections affect targeting of emails in addition to the various communications methods and social media used by BWCC.
   D. Kathy also discussed push notifications and where to find "how to" videos.

5. General Discussion
   A. Members engaged in general, open discussion and questions about the various social media, demographics of email usage, etc.

6. New Business
   A. Committee Members were asked to review the BWCC app and Website and bring questions and new information learned to the meeting.
      a. This will be discussed at the next meeting.

Meeting was adjourned at 2:40pm.