BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications & Marketing Committee
DATE:	May 20, 2025
MEMBERS PRESENT:	Robin Shulman, Chair; Barry Roberts, Vice Chair; Gary Berkowitz; Jayne Pek; Ron Ries; Dona Root; Robert Rosenberg; Alan Schwartz;
MEMERS ABSENT WITH NOTICE:	Deby Engelmyer
PARTICIPANTS:	Kathy Kohlhepp, Director of Communications & Marketing
ISSUE DATE:	May 28, 2025

Meeting was called to order at 1:34pm.

1. Robin Shulman, Communications and Marketing Chairman's Opening Remarks
    A. April Committee Meeting Minutes were approved.
    B. Committee Members not present at last meeting introduced themselves and discussed backgrounds/reasons for their interest in the Committee.
    C. Discussed Committee's Goals and asked for feedback from Committee Members.

2. Kathy Kohlhepp, Director of Communications & Marketing report:
    A. Kathy discussed May's Hot Off the Press – the email with the Boca West Magazine.
    B. The opening rate continues to increase and in May was over 71%.
    C. The magazine flipping book was seen 1,500 times during May.
    D. Kathy also discussed the popularity of the videos on the website/app and emailed to Members.
    E. She aims to send out emails 3x daily – 10am, 1pm and 4pm – however, additional emails need to be sent for last minute items, reminders, etc.
    F. At last month's meeting, we discussed in-person classes and the Committee Members stated that they are hearing that classes over the summer would be desirable.

3. Last Meeting's Assignment
    A. At the last meeting, Committee Members were asked to take a "deep dive" into the app and the website and report back on what they found.
        a. Several Committee Members had not spent much time on the website and had trouble logging in because of password saving software.
        b. The push notifications feature and the bell on the app were a great feature.
        c. Calling people's phones directly from the Member Directory was not working – Kathy said that this is a new bug that is being worked on; however, calling number listed on the Important Club Numbers was in fact working.
        d. The Message Board on the Website would be helpful to have available on the App.
        e. More videos should be added to Channel 9000 and it would be helpful for the station to be interactive.

4. Channel 9000
    A. In response to Channel 9000 suggestion, Kathy explained that Channel 9000 is a free service that BWCC gets from Hotwire.
    B. All the content that appears on the digital signage throughout the club appears on Channel 9000 as well as videos, slides, and during the Board of Governors' voting periods, the candidates' videos are also included.
    C. It is not possible for it to be interactive (i.e., with clickable menus)
        a. Everything shows on a loop, so what you see on the channel is based on when you tune in and how long you watch.

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

6. New Business
    A. Committee Members were asked to bring ideas as to what forms of communication worked best for them and also to reach out to friends and other Members for such information and report back next meeting.

Meeting was adjourned at 2:45pm.