BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications & Marketing Committee
DATE:	June 17, 2025
MEMBERS PRESENT:	Robin Shulman, Chair; Barry Roberts, Vice Chair; Gary Berkowitz; Deby Engelmyer; Jayne Pek; Ron Ries; Dona Root; Robert Rosenberg; Alan Schwartz;
PARTICIPANTS:	Kathy Kohlhepp, Director of Communications & Marketing
ISSUE DATE:	June 25, 2025

Meeting was called to order at 1:34pm.

1. Robin Shulman, Communications and Marketing Chairman's Opening Remarks

   A. May Committee Meeting Minutes were approved.
   B. Chair discussed the monthly Website and App Classes that Communications offers
      a. Members signed up to be in attendance at each class.
      b. The signup list will be available at future committee meetings in case of schedule changes.
   C. App and website metrics continue to be tracked
      a. From March to April to May we are seeing a reduction in usage from both
      b. The App is still more widely used than the Website but there are still a large number of members not using the App.
      c. We saw this trend last year when season ends; however, year-over-year, usage of the App and Website is increasing with App usage outpacing the increase in Website usage.

2. Kathy Kohlhepp, Director of Communications & Marketing report:

   A. K. Kohlhepp discussed metrics regarding the Flipping Books, emails, and videos being produced and sent out.
   B. The June/July magazine was viewed online over 1,700 times.
      a. The Summer flipping book was sent out, is being viewed by members, and was well-received.
   C. Other videos are being well-received by members
      a. Especially from Golf and from Food & Beverage/Events/Activities.
   D. Kathy also communicated that the Boca West Magazine will soon be published bi-monthly only.
      a. Beginning in October
      b. Magazines will still be mailed to members and also posted online as a flipping book.

3. Last Meeting's Assignment

   A. At the last meeting, Committee Members were asked to look at the different communication methodologies to see what appeals most to them and their friends/groups at the Club.
      a. Various comments were made and discussed.
   B. There was a comment that member accomplishments only include golf, tennis and pickleball.
      a. A suggestion was made that accomplishments throughout Boca West should be included
         - For example, someone who won a race or accomplishments in Bridge, etc.
      b. Barry Roberts will speak with Misty about this and maybe some fitness accomplishments can be included.
      c. Other members still use phone calls for appointments, dining and activities
         - Texting was also brought up as a method of member engagement.

4. General Discussion

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

5. New Business

A. Committee Members were asked to think about three things over the summer:
    a. How to engage more members with social media
    b. Newer ways to engage members within existing communications methods
        - For example, give a new look to email blasts, especially “This Week at Boca West”.
    c. What do they feel is missing in the Boca West Magazine.

The meeting was adjourned at 2:30pm.

The next Communications and Marketing Meeting is scheduled for September