BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications & Marketing Committee
DATE:	September 11, 2025
MEMBERS PRESENT:	Robin Shulman, Chair; Gary Berkowitz; Deby Engelmyer; Jayne Pek; Ron Ries; Robert Rosenberg; Alan Schwartz
MEMBERS ABSENT WITH NOTICE:	Barry Roberts, Vice Chair
MEMBERS ABSENT WITHOUT NOTICE:	Dona Root
PARTICIPANTS:	Jeanine Banks, Chairman of the Board; Kathy Kohlhepp, Director of Communications & Marketing
ISSUE DATE:	September 22, 2025

Meeting was called to order at 3:02pm.

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

   A. Meeting called to order
   B. June Committee Minutes were approved.
   C. Chair introduced Jeanine Banks who explained her interest in attending one meeting for each of the Committees during the year and to show her support
   D. Chair gave a summary of the recent months' Website and App Classes that Communications was offering
      a. Signup sheet for the upcoming monthly classes was passed around.
      b. Committee Members signing up will be reminded a week before the class is held.
   E. App and website metrics continue to be tracked
      a. Aug 2024 vs August 2025 – a 10% increase in number of users of the App vs a 34% increase in number of users of the Website.
      b. However, there are still less than 2,000 users of the Member ID on the App.

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

   A. Kathy discussed Website and App enhancements that have occurred over the summer.
   B. Discussed metrics with respect to the Flipping Books, emails, and videos being produced and sent out
   C. The 2025-2026 Calendar of Events was mailed out and can be downloaded or viewed as a flipping book.
      a. The booklet was very well received – there have been over 1,500 views in the short time since it was sent out.

3. Summer Assignment
   A. Over the summer, Committee Members were asked to think about three things:
      a. Ideas for magazine articles for any Department and/or Committee
      b. How to better engage Members with social media
      c. If they had suggestions on This Week at Boca West flyer/email
         - This item was tabled until the next meeting due to time constraints
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4. Discussion of Summer Assignment

   A. The Committee Members did an excellent job with respect to the Summer Assignment.
   B. With respect to magazine articles, suggestions included:
      a. Human interest stories about long-term members and/or staff
      b. Member Accomplishments extending beyond golf and racquet sports
      c. Additional information about new members such as why they chose Boca West
      d. Highlighting the various philanthropic opportunities and events at the Boca West
   C. Regarding social media, ideas included:
      a. Have Activities offer a class on social media – how to post and engage effectively - especially for members who might not be as familiar with social media
      b. Tease Boca West Members with behind-the-scenes photos of preparations for large events

c. Post photos of Members at various activities such as just meeting for lunch, playing cards, lectures, etc.
d. Encourage Members to share off-campus posts
e. Encourage attendees at events to tag themselves and their friends on social media
f. Give out QR codes at events so that Members can submit their own photos from event
g. Encourage Members to include relevant hashtags and tag the location to increase visibility to people who aren't already following the Club.

6. General Discussion

A. The 40th Anniversary of Boca West was mentioned and the Committee Members had great suggestions such as:
   a. Highlighting Members who have been here the entire 40 years
   b. Showing various locations of the Club now and then
   c. Engaging with social media

The meeting was adjourned at 4:10pm.

The next Communications and Marketing Meeting is scheduled for October 9th at 1:30 PM in the Boardroom.