BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications & Marketing Committee
DATE:	November 14, 2025
MEMBERS PRESENT:	Robin Shulman, Chair; Barry Roberts, Vice Chair Gary Berkowitz; Deby Engelmyer; Jayne Pek; Dona Root;
MEMBERS ABSENT WITH NOTICE:	Ron Ries; Alan Schwartz;
MEMBERS ABSENT WITHOUT NOTICE:	Robert Rosenberg;
PARTICIPANTS:	Kathy Kohlhepp, Director of Communications & Marketing
ISSUE DATE:	November 24, 2025

Meeting was called to order at 1:35pm.

The October Committee Minutes were approved.

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

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

   A. Number of openings of magazine and magazine flip books continue to rise
      a. Social media stats are also rising.
   B. Flip Book openings increasing significantly
   C. Opening rates continue to increase even months after the emails are sent out
      a. Right now opening rates are exceeding 75% which is extremely high.
   D. Kathy explained that all reservations linked to the calendar are added to Members' personal calendars
      a. First confirmation that the reservation is in progress
      b. Then, once the reservation has been finalized.
   E. Most Racquets activities/tournaments are linked to the calendar
      a. However, Golf uses Golf Genius for tournaments so they do not show up on individual Members' calendars.
   F. Also discussed was how to use Members' Buddy Lists
      a. Once you have added your friends to your Buddy List through the Member Directory.
   G. Two Members attended this month's Website and App Class.
      a. Signup sheet for the upcoming monthly classes was passed around.
      b. Committee Members will be reminded on the Monday of the week during which the class is held.

3. Last Month's Assignment

   A. Committee Members were asked to come up with Enhancements for both the Website and the App and to send them to the Chair.
   B. Enhancement suggestions included the following:
      a. Ability to see open dining times within the 2-week reservation window
      b. Ability to see open tee times within the 7-day tee time reservation window
      c. "Intuitiveness" when search the calendar on the app or website.
         - For example, if you are looking for Play for Pink tournaments, if you enter "Pink" you will not find them – you need to look for "P.I.N.K."
      d. Have Golf Genius and Cobalt work together so that everything golf shows up on your calendar.

4. Next Month's Assignment

   A. Each Committee Member must find 2 things about the App or the Website that they did not know previously.

The meeting was adjourned at 2:30pm.

The next Communications and Marketing Meeting is December 12th at 1:30 PM in the Boardroom.