BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications & Marketing Committee
DATE:	December 12, 2025
MEMBERS PRESENT:	Barry Roberts, Vice Chair Gary Berkowitz; Ron Ries; Jayne Pek; Robert Rosennberg;
MEMBERS ABSENT WITH NOTICE:	Robin Shulman, Chair; Debbie Engelmyer; Dona Root; Alan Schwartz
PARTICIPANTS:	Kathy Kohlhepp, Director of Communications & Marketing
ISSUE DATE:	December 17, 2025

Meeting was called to order at 1:30pm.

The November Committee Minutes were unanimously approved.

1. **Barry Roberts, Communications and Marketing Vice-Chair's Opening Remarks**

   A. Reported on progress being made by Cobalt (web/app developer) on certain enhancements and new features over the past few months which were a result of the committee's suggestions and member's requests.
   B. Reviewed and highlighted some of the latest communication projects:
      a. Field Notes – Capital Project Update
      b. Updated Lifestyle & Wellness Brochure
      c. Holiday Flipbooks

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

   Metrics:

   A. **Hot Off the Press** Email sent out to membership prior to member receiving magazine in the mail
      a. **Dec/Jan magazine:** sent to 4801 emails / 3500 emails were opened / 72.90% open rate
      b. **Oct/Nov magazine:** sent to 4729 emails / 3575 emails were opened / 75.63% open rate
      c. **Oct/Nov magazine:** sent to 4729 emails / 3527 emails were opened / 74.61% open rate

   B. **Flipping Book Stats (BW Magazine)**
      a. Boca West CC Dec/Jan magazine – 2.6k views
      b. Boca West CC Oct/Nov magazine – 2k views (1.8k views)
      c. Boca West CC Aug/Sept magazine – 2.5k views

   C. **Flipping Book Stats (Other)**
      a. 2025 Holiday Calendar of Events – 1.4k views
      b. December Holidays Dinner Schedule – 1.6k views
      c. Taste of the Season – 2.6k
      d. Boca West CC 2025 2026 Calendar of Events – 2.7k views
      e. 2025 2026 Racquet Sports Book – 560 views (12/3/25)
      f. 2025 2026 Lifestyle & Wellness magazine – 332 views (8/19/25)
      g. 2025 2026 Golf Book – 3.6k views (7/23/25)

   D. **Website & App Classes attendance –** Will continue Monthly through March
      a. Dec 3 (4 members plus GB)
      b. Nov 5 (1 new member to the class / 1 repeat member to the class plus RS)
      c. Oct 8 (0 members)
      d. Sept 10 (4 members plus RS)
      e. August 13 (9 members)
      f. July 10 (4 members)
      g. June 12 (2 members plus BR)

E. **Social Media Stats**
   a. Facebook – 8.4k followers
   b. Instagram – 6,826 followers (gained 3 followers) / 3539 posts (60 new posts)

F. All flipping books are now located in one place on the website
   a. The goal of making them easier for members to find.
      - My Club / Club Information / Club Flipping Books

G. Kathy reviewed the department's use of Instagram and Facebook
   a. Discussed how Members can best participate and contribute to content.
   b. The group also discussed Tic Tok and other social media platforms.

3. <u>Group Discussion</u>

A. Suggestion to resend email with links to Lifestyle & Wellness flipbook
   a. Due to low views and that it was last sent in August.
B. Different suggestions for increasing our members' engagement with BWCC on Instagram and Facebook.
C. To prepare for this meeting, each member was asked to spend time on the app and find a few things that they didn't know were there before.
   a. These findings were presented to and discussed by the committee.

4. <u>Vice-Chair Wrap-up</u>

- Barry reminded committee members of their role as ambassadors

The meeting was adjourned at 2:43pm.

The next Communications and Marketing Meeting is January 8 at 1:30 PM in the Boardroom.