BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications & Marketing Committee
DATE:	January 8, 2026
MEMBERS PRESENT:	Robin Shulman, Chair; Barry Roberts, Vice Chair Gary Berkowitz; Deby Engelmyer; Jayne Pek; Dona Root; Robert Rosenberg
MEMBERS ABSENT WITH NOTICE:	Alan Schwartz (with notice); Ron Ries
PARTICIPANTS:	Kathy Kohlhepp, Director of Communications & Marketing
ISSUE DATE:	February 3, 2026

Meeting was called to order at 1:35pm.

December Committee Minutes were approved.

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

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

   A. **Flipping Book Stats (other)**
      a. 2025 Holiday Calendar of Events – 2.8k views went up 100 views
      b. December Holidays Dinner Schedule – 1.6k views stayed the same
      c. 2025 2026 Racquet Sports Book – 617 views (12/3/25) went up 50 views
      d. 2025 2026 Lifestyle & Wellness magazine – 866 views (8/19/25) went up 500 views

   B. **Website & App Classes attendance**
      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)

   C. **QR Codes**
      a. Hope Week- 34
      b. Holiday Dinner Schedule – 115
      c. Taste of the Season – 66
      d. Holiday Brochure – 333
      e. Dress Code – 197
      f. Logo Cups - 224

3. Group Discussion

   A. Disposable plastic BWCC cups now have a QR code that can be scanned
      a. It will bring you to "This Week at Boca West"
      b. In the future there may be some surprises if you click the QR code.
      c. During the holiday season it brought you to the holiday brochure flipping book.
   B. There have been flyers and posters around the club with the QR codes for the various flipping books
      a. It was suggested that these be updated with current flip books, dress code, upcoming activities, etc.
   C. We discussed notifications being sent out
      a. Explained how to find and view them
   D. Discussed social media likes and shares

E. Discussion about dining, cards and activities reservations
   a. They will show up on members' calendars but will only show who you are attending with until the reservation by date.
   b. However, for golf tee times, it continues to show up even on the day you are playing.
   c. Kathy will bring this to the attention of technology since it was supposed to be the same for golf as it is for the other calendar items.

4. <u>Next month's assignment</u>

A. Seeing that next month's meeting is the last one for this committee, the Chair and Vice Chair would like to be able to pass on a status update as to what was accomplished this year.
B. Please email Robin (rjshulman@yahoo.com) by Friday January 23rd, with the following:
   a. What you learned about the App or the Website that you did not know prior to serving on this committee.
   b. Suggestions for increasing members' engagement with BWCC on social media.
   c. On the website and/or on the app, what are the 3 most important areas to you.
   d. Any enhancements that you would like to see on the app or website
   e. Suggestions on engaging next year's committee members

The meeting was adjourned at 2:45pm.

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