BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications & Marketing Committee
DATE:	February 12, 2026
MEMBERS PRESENT:	Robin Shulman, Chair. Barry Roberts, Vice Chair Gary Berkowitz; Deby Engelmyer; Jayne Pek; Ron Ries; Robert Rosenberg; Alan Schwartz;
MEMBERS ABSENT WITH NOTICE:	Dona Root
PARTICIPANTS:	Kathy Kohlhepp, Director of Communications & Marketing
ISSUE DATE:	February 20, 2026

Meeting was called to order at 4:35pm.

January Committee Minutes were approved.

1. Robin Shulman, Communications and Marketing Chairman's Opening Remarks
   A. Thank you to all committee members all of whom spent significant time and effort during the past year.
   B. Thank you to Kathy Kohlhepp and her team for a great job and significant effort this past year.
   C. Thank you to Barry Roberts for his support this year as Vice Chair.

2. Kathy Kohlhepp, Director of Communications & Marketing

   A. **January/February Stats**:
      a. 2026 President's Week Calendar of Events - 1.7k views
      b. Feb/Mar 2026 Boca West magazine - 1.9K views

   B. **Enhancements/updates made throughout the year:**
      a. The ability to pay your bill electronically added to the website and app
      b. Members can now opt to receive push notifications through the app
      c. Website and app classes were started again – 1 or more committee members attended each of the classes, BWCC members found the classes very helpful.
      d. On the app, "Current Dining Operations" was changed to "Current Dining Operations & Hours"
      e. Dress code for the restaurants is now in a block named "Dress Code" which is next to "Current Dining Operations"
      f. L&W dress code was not found on the app – it has been added.
      g. Flipping book links added to the website under My Club> Club Information

3. Group Discussion

   A. Discussion centered around the assignments that were given
      a. Interest in general technology classes and AI classes
      b. When sending Kathy photos to post for social media, please identify all the people in the picture.
      c. Requests to have more squares on the app so that, for instance, all dress codes could be in the same location
      d. BWCC needs to continue to get the word out about "following" Boca West on social media.
      e. Perhaps have a contest with winners that post the most, the most about certain areas of BWCC, etc.
      f. Check with Cobalt has gained any traction with Beacon/RFID so that there aren't so many lines waiting to sign in at the gym, for example.

In concluding the meeting, the Chair and Vice Chair both reiterated the importance of continuing involvement and reminded the committee members to look for the upcoming email requesting committee volunteers.

The meeting was adjourned at 5:15pm.