BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications & Marketing Committee
DATE:	April 8, 2026
MEMBERS PRESENT:	Teri Cox, Chair; Gary Berkowitz, Vice Chair; Nancy Bittman; Myrna Lippman; Margo Lorber; Mindy Rubin; Leslie Schneider; Howard Tannenbaum;
MEMBERS ABSENT WITH NOTICE:	Leslie Leader Brooks**;** Sarit Orlofsky;
PARTICIPANTS:	Kathy Kohlhepp, Director of Communications & Marketing
ISSUE DATE:	April 23, 2026

Meeting was called to order at 1:33pm.

1. **Teri Cox, C+M Chair Opening Remarks:**
   A. Chair welcomed all the members to the Committee and thanked them for their interest and willingness to serve on the Committee.
   B. Chair and Co-Chair discussed their backgrounds
   C. Committee members discussed their backgrounds and reasons for their interest in the Committee.
   D. Kathy Kohlhepp introduced herself and discussed her background.
   E. All members were presented, read, and signed the Code of Ethics
   F. Chair discussed the following:
      a. Committee's goals and responsibilities, guidelines and rules of the road
      b. Noted confidentiality of all discussions and information disseminated to Committee members.
      c. Reviewed the Board of Governors' view on open, frequent communications and transparency
         - Two-way communications with BWCC Members.
      d. The role of Committee members
         - Members will share ideas, offer recommendations and suggestions.
         - Instructed all Committee members to address all questions and concerns to the Chair or Vice Chair and not the Director of Communications & Marketing or her staff.
         - Recommendations are evauluated and may be implemented sometime in the future if it will lead to increase member awareness and satisfaction

2. **Kathy Kolhepp, Director of Communications Report:**
   A. Discussed her role and the roles of the members of her department.
   B. Kathy explained the various types of communications between the club and its members
      a. Including social media, channel 9000, emails, the website, and the app;
      b. Availability of 3 free photographs for members per event;
      c. Explained how she and her team (currently 1 FT and 1 seasonal Staff Member) schedules emails that her team sends to the Membership.
   C. Kathy discussed the way BWCC Members' opt-in selections affect targeting of emails in addition to the various communications methods and social media used by BWCC.
   D. Kathy also reviewed push notifications and where to find "how to" videos.
   E. Kathy brought the plastic cup with the QR code which when scanned will bring you to "This Week at Boca West".
      a. The Committee did not know about it but loved the idea.
   F. Kathy provided stats for member usage of the monthly magazine, mailings, flipping book, social media usage and QR codes.

3. **General Discussion**
   A. Members engaged in general, open discussion and had questions about the various social media platforms and demographics of email usage, etc.

4. **New Business**
   A. Committee Members were asked to review the BWCC app and come back with 2 new things they learned on the App for discussion at the next mtg.

Meeting was adjourned at 2:30pm.