BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications & Marketing Committee
DATE:	May 13, 2026
MEMBERS' PRESENT:	Teri Cox, Chair. Gary Berkowitz, Vice Chair Nancy Bittman; Leslie Leader Brooks; Myrna Lippman; Margo Lorber; Sarit Orlofsky; Mindy Rubin; Howard Tannenbaum;
MEMBERS ABSENT WITH NOTICE:	Leslie Schneider;
PARTICIPANTS:	Kathy Kohlhepp, Director of Communications & Marketing
ISSUE DATE:	May 18, 2026

Meeting was called to order at 1:33pm.

1. **Teri Cox, C+M Chair Opening Remarks:**

   A. Chair reviewed last month's meeting re: goals, guidelines, responsibilities and confidentiality.
   B. Chair and Co-Chair discussed their backgrounds.
   C. Committee members discussed their backgrounds and reasons for their interest in the Committee.

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

   A. Discussed Metrics
      a. App Login Usage for both the app and the website
         - April 2020-2026- showed continued growth in app usage.
         - APP LOGINS: April 2020- **9,866** logins and April 2026- **66,206** logins.
         - WEBSITE LOGINS: April 2020- **3,564** logins and April 2026- **5,863** logins.

   B. Discussion followed with top 5 areas of most hits in APP vs. WEBSITE for April 2026.
      a. Top 5 for the APP:
         - Calendar of Events
         - Member ID
         - Member Directory
         - Tee Times
         - Today at a Glance.
      b. Top 5 for the WEBSITE:
         - Calendar of Events
         - Member Directory
         - Fitness and Spa
         - Tee Times and My Statements.

3. **Group Open Discussion**

   A. Members engaged in an open discussion regarding the QR code on the Logo cup that highlights different events
      a. Members can win discounts for different items in the Retail shoppes

   B. Suggestion for the next BW magazine
      a. "Message Board"
      b. Description of "Club Services Area
      c. "How to find AED's placements at the Club"
         - 79.4% of those who received the May/June Magazine by email opened it.

4. **New Business**

   A. Committee Members were asked to review the club's APP and come back with two new things they learned on the APP for discussion at the next mtg.

a. Most of the committee liked the APP and used the APP more than the WEBSITE.
b. New features learned:

- How to sign up for events
- Interest section extremely helpful
- Push notifications and drill down features
- Emergency security phone number.

B. Next month's assignment is to review the website and come back with two new things they learned on the WEBSITE for discussion.

Meeting was adjourned at 2:40pm.

The next C&M Committee Meeting is scheduled for June 10, 2026 in the Board Room.