BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Communications & Marketing Committee
DATE:	June 8, 2026
MEMBERS' PRESENT:	Teri Cox, Chair. Gary Berkowitz, Vice Chair; Myrna Lippman; Margo Lorber; Leslie Schneider; Howard Tannenbaum
MEMBERS ABSENT WITH NOTICE:	Nancy Bittman; Leslie Leader Brooks; Mindy Rubin; Sarit Orlofsky
PARTICIPANTS:	Arthur Schwartzman, BOG Chairman Kathy Kohlhepp, Director of Communications & Marketing
ISSUE DATE:	June 17, 2026

Meeting was called to order at 1:33pm.

1. **Teri Cox, C+M Chair Opening Remarks:**
   A. Approved the May 13 Minutes report.
   B. Discussed last month's Committee assignment
   C. Led lively discussion regarding the website
      a. Discussed two new features that they didn't know about prior
      b. Two-thirds of the committee used the App more than the Website
         - This was later confirmed when Kathy's metrics were reviewed.
      c. Features not available in the App but were liked by the group were the message board and VIP service program
         - Both are found on the Website under "My Club."

2. **Kathy Kohlhepp, Director of Communications & Marketing**
   A. Discussed Metrics
      a. Details provided to compare May usage in 2025 and 2026 for both phone App and Website.
         - For May 2025, 42,602 logins to the App and 5,049 to the Website.
         - For May 2026 there were 49,780 logins to the App and 4,307 to the Website.
   B. Discussion followed on usage of App vs. Website
      a. Bottom line, C & M's goal is to use all available communication tools, so each member gets the best experience.
   C. Communications Report
      a. Discussed number of views on Vimeo, Emails, Flipping Books and QR Codes.
   D. K. Kohlhepp distributed a draft copy of the Boca West Mobile App Guide.
      a. Guide not yet finalized but will be a valuable resource to help navigate the member App.
      b. Kathy asked committee members to review it and send to Teri Cox any questions, etc.
      c. She reminded everyone that this was still a draft and to be kept confidential.
   E. Guide to Use the Website is currently being worked on.
      a. Kathy mentioned that both guides held ideas and suggestions from prior committee members.

3. **Committee Open Discussion**
   A. Members engaged in a general, open discussion
      a. There were questions and suggestions regarding QR codes, App, flipping books, etc.
   B. Committee members took some time to meet with A. Schwartzman
      a. Questions ranged from parking, dog park, new garage and security.
      b. They were glad that he was present at one of their meetings.

4. **Summer Assignment**
   A. Future Communications 2030
      a. Each committee member will research a trend that will impact membership over the next five years.
      b. A list of trends will be mailed in July.

Meeting was adjourned at 2:45pm.

Next meeting is scheduled for September 9th at 1:30 PM in the Board Room.