



# BOCA WEST

## MASTER ASSOCIATION

### COMMUNICATIONS COMMITTEE MEETING Thursday, February 16; 10:00 A.M.

#### Minutes

In attendance: Elaine Wittlin, Ed Locker, Len Rashkin, Judy Romanow and Carol Goldberg. Gary Nath was absent. Michael Eustace, Executive Director, and Alyssa Martinez, Executive Assistant, were also in attendance.

Mrs. Wittlin called the meeting to order at 10:00 A.M. and established a quorum. The January 19, 2023 meeting minutes were approved with the correction under the topic of Other to restate as "Mr. Locker suggested to promote AMR services."

#### **Committee Chair Overview**

Mrs. Wittlin reported that Mr. Eustace and Mrs. Martinez have been working with Clear Copy to enhance our Welcome Book. Mr. Eustace advised that we should receive a proof early next week.

#### **Tot Lot Grand Opening**

The Committee will be at the Tot Lot at 1:00 PM in preparation for the ice-cream social. Mrs. Martinez will distribute name tags to the Committee at that time. Security will direct traffic.

There will be Tikis Shaved Ice and Ice-Cream, face painting and balloon twists. The kids will enjoy the playground, basketball courts and the nature preserve. Ms. Goldberg offered to take pictures. Mrs. Wittlin will ask someone she knows to take a video.

Mr. Rashkin suggested adding to the reminder that basketballs will be supplied. Mrs. Martinez will add it to the eblast.

#### **Hurricane Newsletter 2023**

This is the month we start compiling the newsletter to be mailed in April. Mrs. Martinez gave the Committee a copy of last year's newsletter and advised the Committee to send her their suggestions and edits by the end of February. Mrs. Martinez will reach out to EG Communications to confirm they are still in business as they have all of our templates and logos from past newsletters. The Committee can meet as needed in March to complete the newsletter.

Mr. Rashkin suggested using the Hotwire tv alerts to send hurricane alerts.

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**Other**

Mr. Eustace reported that we have had software upgrades and are now able to produce more professional eblasts.

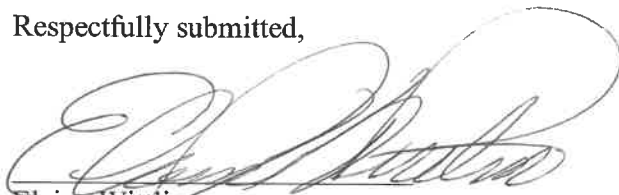
The Committee talked about the recent session regarding Architectural Control that included the Village Presidents, Representatives and Property Managers. The next session is scheduled for Tuesday, March 14, at 1:00 PM about how to outsmart scammers and is open to all members. The Master Association will be promoting more educational sessions going forward such as hurricane preparation and lake maintenance.

**Adjournment**

With no further business to discuss, the meeting was adjourned at 11:17 A.M.

Next Meeting Date: Thursday, March 16, 2023 @ 2:00 PM.

Respectfully submitted,



Elaine Wittlin  
BWMA, President

03/16/2023

Date