



BOCA WEST

MASTER ASSOCIATION

COMMUNICATIONS COMMITTEE MEETING Thursday, March 16; 2:00 P.M.

Minutes

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

Mrs. Wittlin called the meeting to order at 2:00 P.M. and established a quorum. The February 16, 2023 meeting minutes were approved as written.

Committee Chair Overview

Mrs. Wittlin commended the Committee members for all the progress they have made over the past season. Mrs. Wittlin and Mr. Eustace are working to ensure that all the Committees will have the resources they need. She advised them that each committee will have a Vice-Chair and a written statement providing clear direction for the respective expectations and responsibilities.

Mr. Eustace advised that the Committee is tied to the 2022/2023 budget. At the beginning of the season, the Committee was considering hiring a marketing company. The current budget did not allow for that expense due the immediate need for a more professional Welcome Package, which was an unexpected cost. The Welcome Package was initially sent to Clear Copy for graphics, layout and print. Unfortunately, the project was pulled from Clear Copy as it was not moving forward as expected and was awarded to EuroGraphics (EG).

The new Committee will formulate what projects they want to do for next season which in turn will be built into the 2023/2024 budget.

Tot Lot Grand Opening Review

Mrs. Wittlin thanked the committee for a very successful Tot Lot grand opening. She advised that it will become an annual event. Mr. Locker suggested sponsoring another ice cream social in the fall. Mr. Eustace said he spoke with catering and was advised to take into consideration that because the pool was under construction, our numbers were increased. Mrs. Wittlin reported that there will be a community calendar to coordinate BWMA and Club events.

Hurricane Newsletter 2023

Mr. Eustace advised that the hurricane issue is coming along well and provided draft copies to the Committee for their review and edits. He requested that they provide their edits to Mrs. Martinez next week. The goal is to mail the hurricane newsletter during the second week of April. He is planning on hosting a hurricane preparedness session which will be presented by Palm Beach County Emergency Preparedness Center. The Committee discussed Village, property management and Club responsibilities during a hurricane.

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Other

Mrs. Wittlin reported that the Master Association had a good turnout at the educational session on how to outsmart scammers which was presented by PBSO. The Master Association will be hosting future sessions presented by experts. She and Mr. Eustace will be meeting with the JV Subcommittee Chair next week to discuss future topics.

Mr. Rashkin suggested that Villages & management companies be notified, that the Architectural Committee has passed a new rule, that any buildings three stories and above, must have a structural engineers approval report, if they're going to expand their inside living space to include any outside balconies.

The Committee agreed that the management companies are sorely lacking in their responsibilities. Mrs. Wittlin advised that the Master Association will host a session with the Village Boards on the responsibilities of property management companies and how to hold them accountable.

Mr. Nath advised that the JV does a lot of advertising on TV. He noticed that BallenIsles, another country club, has the same advertisement as Boca West. He suggested that all advertising for Boca West should be differentiated from the other surrounding clubs.


Mr. Rashkin explained that he had to go to the bank to have a document notarized. He suggested to ask the Master Association Board to have Mrs. Martinez, who is a notary, offer her services one to two days a week to notarize documents that have to do with structural changes. Mrs. Wittlin said she would take it under advisement.

Adjournment

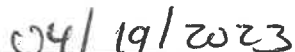
With no further business to discuss, the meeting was adjourned at 2:50 P.M.

Next Meeting Date: TBD

Respectfully submitted,



Ed Locker
Chair



Date