



# BOCA WEST

## MASTER ASSOCIATION

### COMMUNICATIONS COMMITTEE MEETING Wednesday, April 19, 2:00 P.M.

#### Minutes

In attendance: Ed Locker, Chair, Liz Rome, Vice-Chair, Len Rashkin, Gary Nath and Carol Goldberg, Susan Kantor, Barry Roberts, Maury Rogoff and Judy Romanow. Elaine Wittlin, BWMA President, was in attendance. Michael Eustace, Executive Director, and Alyssa Martinez, Executive Assistant were also in attendance.

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

#### **Committee Chair Overview**

Mr. Locker welcomed the Committee members and introductions were made. The Confidentiality Agreement is being revised.

Mrs. Wittlin reported that this is the first Committee that is being chaired by a non-board member. She emphasized the importance of this Committee as it is the lifeline to the residents.

#### **Committee Objectives**

Mr. Locker advised that the main objective is to inform the residents that we are a separate entity from the Club. The first project is to update the BWMA New Member Orientation book and use it as an opportunity to educate new residents on the Master Association's function. Mr. Rashkin suggested having Mr. Sean Wasloff, Security Administrator, present the Welcome Book at the next meeting so the Committee can determine areas to enhance the information.

Mr. Locker is looking forward to holding meetings with like communities as they share the same issues and concerns. The meetings are a vehicle for like communities to share information.

Ms. Goldberg recommended bringing back the Summer Departure Checklist.

Mr. Rashkin suggested educating the residents on the Architectural Control Guidelines. Mrs. Wittlin advised that the Architectural Control Committee is working on that issue and establishing a violation process which will then be communicated to the residents.

Mr. Eustace requested the Committee's assistance on creating content for the Outlook Newsletter, which he would like to send on a quarterly basis, eblasts, themes, logos, and updating the website. Mr. Eustace explained what the Joint Venture is and the various seminars that were held. He advised that we did meet with a marketing company last season but it was not in our budget.

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Mrs. Martinez advised that the last website hit report was about 1,000 hits, of which 300 hits were from her updating the website. She would like to focus on how to drive the residents to the website. The website is a subsidiary of the Club's website so we are limited in what we can do. She does not have the ability to manage the Non-Equity Members Group list, but they should have access to Master Association information as well. The Committee discussed reasons why anyone would want to go to the website. Mrs. Romanow suggested sending eblasts that provide a reason to go to our website. Mr. Nath reported that last season we attempted to develop our own app, but it was beyond our budget. He said that people are more likely to visit a website via an app versus a link. Mrs. Rome suggested moving the Boca West Master Association link from the bottom of the Club's website to the top.

Mrs. Wittlin suggested sending bulletins. Mr. Eustace named several which were sent such as high traffic alerts, accidents on Glades that affect residents' entrance and exiting of Boca West.

Mr. Locker asked how we are going to inform the residents of the Glades gatehouse construction. Mr. Eustace advised that we are going to send frequent eblasts and distribute postcards. Mr. Rashkin suggested posting it on the Hotwire banner that pops up on the tv. Mr. Roberts suggested asking the Club to post it on their community channel. He also suggested adding a reminder to the Gate Access App to enter via Jog/Yamato gates. Mr. Rashkin suggested adding it to the salutation on the main office line.

**Other**

Mr. Nath advised that there may be copyright issues with the advertising and the website as Ballen Isles is the same as Boca West. Mr. Eustace advised that there is no copyright infringement as Cotton Company is our advertising company. Ballen Isles could have potentially hired Cotton as well. Mr. Eustace will find out what other communities they represent.

Mrs. Kantor suggested conducting a survey as to why people go to or not go to the website.

Mrs. Wittlin advised that going forward, we will have a BWMA/BWCC community calendar so our events do not interfere with each other.

Mr. Locker asked to include in the budget enough funds to have two ice-cream socials. One in December and one in February during President's week.

**Adjournment**

With no further business to discuss, the meeting was adjourned at 3:18 P.M.

Next Meeting Date:

Respectfully submitted,

  
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Ed Locker, Chair

05/11/2023  
\_\_\_\_\_  
Date