



# BOCA WEST

## MASTER ASSOCIATION

### COMMUNICATIONS COMMITTEE MEETING Thursday, May 11, 2023 2:00 P.M.

#### Minutes

In attendance: Ed Locker, Chair, Len Rashkin, Gary Nath and Carol Goldberg, Susan Kantor, Barry Roberts, Maury Rogoff and Judy Romanow. Liz Rome was absent. 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 April 19, 2023 meeting minutes were approved as written.

#### **Committee Chair Overview**

Mr. Locker advised that Mr. Eustace carefully reviewed the Master Association marketing needs for the oncoming year. Mr. Eustace explained the immediate need to produce content for newsletters, digital media, eblasts and articles. For the past five months he and Mrs. Martinez have been producing content and editing which takes hours. Currently, the budget only allows for print material. He asked the Communications Committee to assist in producing content to meet deadlines.

Mr. Eustace reported that he discussed with Mrs. Wittlin and Mrs. Martinez about adding a marketing coordinator to the staff. Given the upcoming budget development, it would be up to the Committee to make the recommendation. Mr. Eustace advised that the budget for a marketing person would be taken out of operations.

#### **Website Content**

Mr. Eustace advised that he wants to update the website before we drive residents to the site. He wants to post the Village educational session videos, presentations, handouts on the website. However, the ability to post videos needs to be budgeted.

Mr. Rashkin advised that the print and/or eblast content has to drive residents to the website.

Mr. Nath advised that the website must be consistently updated with information respective to the committee tabs to create a need to go to the website. If it is the same information there is no need to go to the website.

The Committee discussed how to update the website. Mrs. Kantor volunteered to meet with Mrs. Martinez to update the website and organize next steps.

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**Adjournment**

With no further business to discuss, the meeting was adjourned at 3:06 P.M.

Next Meeting Date: Thursday, June 8, 2023 @ 2:00 PM

Respectfully submitted,

  
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Ed Locker, Chair

  
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Date