



BOCA WEST

MASTER ASSOCIATION

COMMUNICATIONS COMMITTEE MEETING Thursday, May 12, 2022; 12:30 P.M.

Minutes

In attendance: Elaine Wittlin, Ed Locker, Len Rashkin, Judy Romanow, Carol Goldberg. Gary Nath was absent (excused). Alyssa Martinez, Executive Assistant, was also in attendance.

Mrs. Wittlin called the meeting to order at 12:30 PM and established a quorum. The January 19, 2022 meeting minutes were approved as written.

Committee Chair Overview

Mrs. Wittlin welcomed the Committee. She advised that there is a need to increase the communication and publicity from the Master Association to the community.

Objectives for the Next 12 Months

The Committee shared their ideas to increase the communication:

- Feature photos of the Board members and the Communication Committee members
- Have Mr. Wasloff present the BWMA New Member Booklet to the Communications Committee
- Feature new homeowners, Village and homeowner renovations
- Feature a contest (crossword or questionnaire)
- Feature Village Presidents and Representatives
- Feature a very high-level Security report (numbers of violations, AMR responses, number of residents, guests or vendors who pass through the gates on a monthly basis)
- BWCC Article: Update BWMA logo, feature more pictures
- Monthly publication
 - Feature every Committee
 - Feature BWMA Staff
- Hold roundtable meetings with like Villages for hurricane preparation and/or review issues
- Update and promote website. Mrs. Martinez will request website reports.
- BWMA App
- Promote the Children's Tot Lot and Nature Walk
- Host an ice-cream social at the Children's Tot Lot at the beginning of the season
- Architectural Control – What Causes Rejections
- Establishing a budget for the projects

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Other Matters

Ensure BWMA is recognized for its responsibilities, such as landscaping and security (Staff & PBSO)

Adjournment

With no further business to discuss, the meeting was adjourned at 3:25 P.M.

Next Meeting Date: TBD

Respectfully submitted,



Elaine Wittlin,
BWMA President, Committee Chair

4/15/22
Date