



# BOCA WEST

## MASTER ASSOCIATION

### COMMUNICATIONS COMMITTEE MEETING Thursday, June 8, 2023 2:00 P.M.

#### Minutes

In attendance: Ed Locker, Chair, Liz Rome, Len Rashkin, Gary Nath and Carol Goldberg, Susan Kantor, Barry Roberts, Maury Rogoff and Judy Romanow. Michael Eustace, Executive Director, was also in attendance.

Mr. Locker called the meeting to order at 2:00 P.M. and established a quorum. The May 11, 2023 meeting minutes were approved as written.

#### **Committee Chair Overview**

Mr. Locker advised the Committee that they have been asked to focus on the Welcome Book project. The goal is to have it completed in August so it will be ready for distribution in September.

#### **New Resident Orientation/Welcome Packet**

The Committee discussed the Welcome Book and shared ideas.

#### Committee Suggestions:

- Have the BWMA website listed on the bottom of each page and reference where to find additional information on the website (ie ACC forms).
- Add details on safe driving in Boca West.
- Break it down into two parts, a summary of the basics and then any additional information.
- Have Mr. Wasloff ask the new members specific questions, such as if they plan to do any future renovations, purchase a golf cart, purchase an alarm service, and mark the corresponding pages for them to read.
- Explain the three entities: BWMA, BWCC and the Village HOA.
- Provide a history of Boca West.
- The President's letter should be an insert.
- The Committee agreed that the book should promote the Master Association, so residents know which department to call. It should include the biographies and contact information of the Executive staff and Security.

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The Committee divided each section among the members.

Welcome to Boca West: Ed Locker

President and Board Welcome: Elaine Wittlin

The BWMA Organization: Elaine Wittlin and Michael Eustace

What is the Master Association and how it is funded: Len Rashkin

Staff and Director biographies and contact information: Alyssa Martinez

Safety and Security, Gate Access, Traffic Control and Rules of the Road: Gary Nath

Landscape & Maintenance: Liz Rome

What is the Master Association and Funding of the Master Association: Len Rashkin

Tot Lot and Nature Preserve and Living with Wildlife: Carol Goldberg

Architectural Control: Judy Romanow

AMR, ADT, Home Safety Security and Hotwire (Community Services) Susan Kantor

Mr. Locker asked the Committee to email all articles to Mrs. Martinez and copy him.

Mr. Eustace will add page numbers for referencing and will create a list of the inserts. He advised that the written content needs to be completed first so the publisher can do the initial layout for the articles and photos. The Committee can then review and make changes accordingly.

Mr. Nath suggested that the additional landscape information, such as fishing and the types of fish, should be an article in the Outlook newsletter and does not need to be included in the Welcome Book.

Mrs. Rome suggested adding the website link to all the Master Association eblasts.

Ms. Kantor will send a list of her changes the website to Mr. Eustace.

**Adjournment**

With no further business to discuss, the meeting was adjourned at 3:29 P.M.

Next Meeting Date: Thursday, July 6, 2023 @ 2:00 PM

Respectfully submitted,



Ed Locker, Chair

07/06/23

Date