



BOCA WEST

MASTER ASSOCIATION

COMMUNICATIONS COMMITTEE MEETING Wednesday, June 15, 2022; 2:00 P.M.

Minutes

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

Mrs. Wittlin called the meeting to order at 2:00 PM and established a quorum. The May 3, 2022 meeting minutes were approved as written.

Committee Chair Overview

Mrs. Wittlin advised that the Committee is limited on what projects can be completed due to the budget. She advised that an ice-cream social event will be planned for the beginning of the season.

She reported that the BWMA can use the page in the BWCC newsletter as a vehicle to communicate the Communication Committee's objectives.

Mrs. Wittlin asked Mrs. Martinez to reach out to all of the Village Presidents and Representatives asking them to submit a head shot so they can be featured in future articles.

Sean Wasloff: BWMA New Member Orientation

Mr. Wasloff presented the new Member Orientation documents to the Committee.

The Committee asked questions and made the following suggestions:

- Due a demo of how to log onto the BWMA website and Gate Access
- Advise that although fishing is allowed, the fish are not meant to be consumed
- Include a copy of the Architectural Control Guidelines
- Provide the packet to the Village Boards so they are aware what the new residents are receiving and can reinforce the information
- Include a list of phone numbers so new members know who to contact at the Master Association and at the Club for respective issues and/or questions
- Provide the booklet to the Welcome Center

Mr. Wasloff has been in communication with the Club and asked them to remind the new Members to come to the Security Office for their transponders and Master Association Orientation.

Other Matters

Mr. Rashkin suggested to have Mr. Turner provide landscaping advice to the Villages so they can relay the suggestions to their landscaping companies. Purpose is to help Villages use more perennial plants, that are colorful, and help reduce the yearly costs of replanting annuals.

**COMMUNICATIONS COMMITTEE
WEDNESDAY, JUNE 15, 2022
PAGE 2**

Mrs. Wittlin reported that the Master Association office is in the beginning stages of remodeling. The Security Office will be more welcoming by moving the front desk so that it faces the entrance. The conference room will also be redesigned so that it can be used for Village Board meetings as well as for new member orientation.

The Committee discussed holding Village sessions. Mr. Locker suggested to bring back the Council of Presidents with like Villages meeting or as a Committee under the Master Association. Mr. Nath reported his Board meets with other Village Boards that have similar homes as his Village. Mrs. Wittlin suggested calling it the Presidents' Committee that can meet at the Master Association office. Mr. Rashkin advised that he is a part of the Joint Venture Sub-Committee and will send Mrs. Wittlin the suggestions for topics.

Mrs. Goldberg reported that she walked through the Nature Preserve and noticed that the front page of the pamphlet featured snakes. She suggested to change the pamphlet to feature other animals on the front. Mrs. Martinez will obtain copies of the pamphlet from Landscape & Maintenance. Mrs. Goldberg offered to write an article regarding the Nature Preserve.

Mrs. Martinez reported on the cost of the BWMA magazine. She will ask for the cost of an 8-page pamphlet. She also reported on the Master Association website usage and the Master Association app. A representative from the company who maintains our website can attend the next meeting to go more into depth about the cost of the app and what we want it to do.

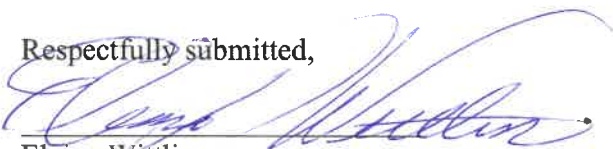
Mr. Rashkin suggested creating a crossword for our next publication.

Adjournment

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

Next Meeting Date: Thursday, July 21 at 2:00 PM.

Respectfully submitted,



Elaine Wittlin,
BWMA President, Committee Chair

07/21/22
Date