



BOCA WEST

MASTER ASSOCIATION

COMMUNICATIONS COMMITTEE MEETING Thursday, July 21, 2022; 2:00 P.M.

Minutes

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

Mrs. Wittlin called the meeting to order at 2:00 PM and established a quorum. The June 27, 2022 meeting minutes were approved as written.

Committee Chair Overview

Mrs. Wittlin reported on the BWMA Administration Office upgrades. When finished, the Villages are welcome to hold their village board meeting in the office.

Mrs. Wittlin welcomed the guest speakers from Cobalt Software, Floyd Thompson, Mitch Little and Ghanshyam Dhanani.

Mrs. Wittlin reported she has been in touch with a marketing specialist who would be our advertising and communications professional. She is very interested in working with the Master Association and can accommodate our budget. Mrs. Martinez will invite her to the next Communications meeting.

Cobalt: BWMA App

Mrs. Martinez asked the guests to introduce themselves. The Committee discussed developing a BWMA app and the capabilities they would like it to provide.

Mrs. Romanow suggested to have the management company list as well as the Village Presidents and Representatives list in the app. Mr. Nath suggested to have the ability for residents to add vendor services to the list and also a rating ability. Mrs. Wittlin advised that there is a liability in providing such a list. Mrs. Goldberg suggested to have the architectural control forms available on the app. She also suggested if the Club app could have a link to the BWMA app. Mr. Little advised that there is a link on the BWCC app that takes the members to the BWMA website and from there the login information can be saved. The link can be converted to an app.

Mr. Little advised that from a development stand point and given their development timeline on various projects they are currently working on, this would not be something they could develop until later in the year next year. A read only app is about 6 months from the time of development to training and to launch. The price varies depending on the company contracted and depends on how much you want it to do or provide. Five pages is charged per hour and is around \$150 per hour. The more complex apps could be up to \$300 per hour. Mrs. Wittlin thanked them for coming to the meeting.

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August Article

The Committee suggested the following ideas for the August submission for the October BWCC newsletter: Welcome Back, Call for Candidates, Call for Nominating Committee Volunteers, Architectural Control process, overall security (speeding), feature the various Committees & staff, the difference between the Master Association and the Club, the website and ice-cream social. Mrs. Romanow suggested asking the Club for two pages and to write the articles as members not as an entity telling members what to do. Mr. Rashkin advised that the Club has the ability to provide photos of members at no cost.

Outlook Newsletter Publications for the Oncoming Year

Mrs. Wittlin advised once we have a better understanding of what the Communications Committee budget will be, we will then move forward with the newsletters.

Nature Preserve Pamphlets

The Committee discussed the pamphlets. The new marketing specialist may be able to provide a new layout.

Mr. Locker requested to meet with Mr. Turner to walk through the Nature Preserve to clean up the animal statues and make them more visible. Mrs. Goldberg would also like to join the tour. Mrs. Martinez will arrange the tour.

OTHER

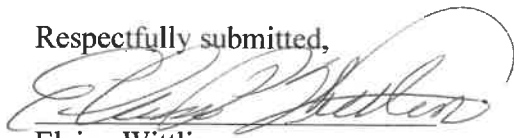
The Committee had a brief open discussion session regarding the guardhouse and BWMA Administration office renovations.

Adjournment

With no further business to discuss, the meeting was adjourned at 3:30 P.M.

Next Meeting Date: September TBD

Respectfully submitted,



Elaine Wittlin,
BWMA President, Committee Chair

10/21/22
Date