



BOCA WEST

MASTER ASSOCIATION

COMMUNICATIONS COMMITTEE MEETING Thursday, October 13, 2022; 2:00 P.M.

Minutes

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

Guests: Nannette Starpoli and Fallon Bellestri, ContentClix. Alan Glazer, Akoya.

Mrs. Martinez called the meeting to order at 2:08 PM and established a quorum. The July 21, 2022 meeting minutes were approved as written.

Executive Assistant Overview

Mrs. Martinez introduced Mrs. Starpoli and Ms. Bellestri from ContentClix, a company Mrs. Wittlin has been in contact with to possibly assist the Committee in BWMA marketing and publications. Mrs. Starpoli gave a background on her company.

Mr. Rashkin explained that the residents are not familiar with the BWMA responsibilities. Mrs. Starpoli offered the following services to help with branding BWMA:

- Create a social media presence for BWMA.
- In lieu of a BWMA app, it would be more economical to create an icon for the BWMA link on the BWCC website. Move the icon to the top of the page where it is more visible.
- Create a BWMA Welcome Book for new members
- Actual hard copy mailings such as an 8-page newsletter. Mrs. Martinez advised that the newsletters are mailed hard copy and are also available on our website.
- Offer the ability to view the magazine electronically and to flip through the pages.
- Do the writing the design, develop cohesive message, creating new communication. Edit content, interview people, she would be the project manager for the marketing.
- Provide or host socials, speaker series, for example on landscaping
- Provide classes on how to connect with kids and grandkids on social media platforms
- Provide waterfall approach to marketing (repetition)
- Provide a vehicle to submit questions (newsletters, website)

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The Committee discussed the current marketing efforts.

- **WEBSITE.** There was discussion about how much traffic the BWMA website receives and what the content provides the residents. Mrs. Martinez advised that she asked Cobalt to run a report from January through May 2022. There were only 1300 clicks (800 of which were from Mrs. Martinez updating the website). There was discussion about how to drive residents to the website.
- **NEWSLETTER.** Mrs. Starpoli asked about the Outlook newsletter frequency and content. Mrs. Martinez will email Mrs. Starpoli several electronic versions. In the past, Outlooks were sent in late fall/winter, winter/spring and a summer/fall edition. For the past several years, only the hurricane edition has been sent.
- **EMAILS.** Mrs. Starpoli asked about the open rate on emails. Mrs. Martinez explained that she does not have that ability. Our site synchs with the Club's database every night so when we send emails, it grabs the email addresses from the Club's database. We send it to members, non-equity members and renters.
- **ARTICLE.** BWMA article in the BWCC magazine. Mrs. Starpoli recommended keeping the page as it contributes to visibility and she can advise what the page should look like.

The Committee shared their ideas of content:

- Feature Village landscaping, Village Boards
- FAQs, Did You Know content series
- Inform the community of BWMA projects such as the Glades gatehouse, lighting, flowers, fountains, electric vehicle charging.
- Contests

The Committee agreed that this is a good step forward to engage Mrs. Starpoli. Mrs. Starpoli will prepare a summary and email it to Mrs. Martinez

Other

The Committee discussed the Tot Lot grand opening, ice cream social and face painting event.

Mrs. Romanow suggested to have the Executive Director attend the Village Annual meetings. Mr. Eustace agreed.

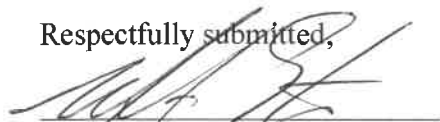
Mr. Nath suggested notifying the Village Boards that the BWMA Conference room is available for Village Board meetings as some Villages have no meeting rooms.

Adjournment

With no further business to discuss, the meeting was adjourned at 3:10 P.M.

Next Meeting Date: November 17, 2022 @ 2:00 PM.

Respectfully submitted,



Michael Eustace,
BWMA Executive Director and Vice-President

11/17/22
Date

ContentClix

BWMA Communication Committee Meeting 10/14

14 OCTOBER 2022 / 2:00 PM / ZOOM

ATTENDEES

ContentClix: Nannette Staropoli, Fallon Bellestri

Boca West Master Association (BWMA) Committee Members

AGENDA

1. Introduction to Nannette Staropoli/ ContentClix Team
2. Discuss current tactics, priorities and new ideas to communicate with the Boca West residents about the Boca West Master Assoc. role / duties

SUMMARY / NOTES

The Master Association plays a huge role in the lives of residents. It is the first and last impression of everyone who drives through the gates. The Association has a branding challenge in that the residents need help understanding the duties / role etc of the association. To highlight - the association is responsible for the guard house, maintaining lakes, landscaping in the primary areas of the community including the entrance/ gates, holiday lighting, car/ golf cart gate transponders, car charging station solutions, request/approval for home exterior renovations, etc.

Additional facts:

- 225 rentals out of 3500
- 250 non equity members have no club access
- Database from the club syncs with the Association's database - we maintain the data for non equity members.
- Golf cart registration has a one time interaction with association
- All cars go through Association to get their transponder
- All architectural reviews go through Association

Current communication tactics include the following:

- 1-page allocated within the Boca West Magazine (mailed to members only)
- “Outlook” Newsletter created for all residents
- Print newsletter 3x per year including the Winter/Spring - Hurricane edition, October Welcome Back and Summer edition
- Potential ideas to help increase visibility / awareness and communication for the Association include:
 - Contests (Example: Best Gate Lighting - submit entries, win an amazon gift card and crossword puzzle with q/a regarding what BWMA master association does)
 - Monthly email and print newsletter
 - Mobile application for direct access versus hiding at bottom of footer (we suggested speaking with them about adding a “menu button” in a more dominant spot on <https://www.bocawestcc.org/> for easier access to bocawestmaster.com
 - Pamphlet in Nov/Dec for grand re-opening of the nature preserve
 - Leverage social media for a private group
 - Add a section to the website for engagement and/or synching with social media content (i.e landscaping imagery, holiday light imagery etc.)
 - Did you know content series? Fast fact content series.

ACTION ITEMS

1. Determine budget, tasks, and KPI's
2. Provide access to existing materials (ie newsletters)
3. Develop content plan with action items / dates
4. Agree upon Next steps - date to get started, priorities etc.