



BOCA WEST

MASTER ASSOCIATION

COMMUNICATIONS COMMITTEE MEETING Thursday, November 17, 2022; 2:00 P.M.

Minutes

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

Mrs. Wittlin called the meeting to order at 2:00 PM and established a quorum. The October 13, 2022 meeting minutes were approved as written.

Committee Chair Overview

Mrs. Wittlin advised that she would like to discuss how to market the BWMA.

Mrs. Wittlin asked the Committee to review the BWMA Welcome book and suggest revisions. Mr. Eustace provided copies to everyone.

Mrs. Wittlin reported that the next article for the January BWCC newsletter will recognize the Village Presidents.

She would also like to offer workshops differentiating the BWMA from the BWCC. She suggested to hold speaking engagements so the Committee members from each of the Committees can speak.

She asked Mrs. Martinez to send an email to the Village Presidents Representatives offering to have Mr. Eustace attend their Village annual meetings. Mrs. Wittlin attended several meetings a couple of years ago and distributed the BWMA Welcome book which was very well received.

Mr. Rashkin suggested to have the BWMA different department heads attend the Club member briefings. He also suggested sending an eblast to offer them the BWMA conference room for Board meetings.

The Committee discussed sending "Did you know...?" eblasts such as "How to log into the BWMA website". Feature what makes each community special by interviewing the President.

The goal is to increase communication via eblasts, our website and the BWMA Community Channel. Mr. Eustace encouraged the Committee to contribute to the content for articles and eblasts.

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Tot Lot Grand Opening

The Tot Lot grand opening will be announced in the BWCC magazine and also via eblast and posted on the BWMA website. Mr. Rashkin advised to also post it on the Club's Children's Activity Calendar.

Mr. Eustace advised that Security will be at the event directing traffic and will speak with Chief Lastella about adding a shuttle transport. Mr. Turner will clean the area. He and Mrs. Martinez called various wildlife centers about providing live animals, but no centers do off-site visits. He is hoping to find a Florida Wildlife Conservationist to attend and talk to the children about Florida Wildlife. The Committee discussed using QR codes and wildlife apps to identify flora and fauna.

Mr. Rashkin will confirm Mr. Ron Lupinto is available to take photos. Mrs. Martinez can create a My Community tab on the website to showcase photos. The February BWMA article for the BWCC magazine will feature photos from the event.

Marketing Services For BWMA

Mr. Eustace reported that he spoke with Nannette Starpoli, of ContentClix, and that he received a quote for the services she can provide. The Committee agreed to make a recommendation to the Board to hire ContentClix for a one-year contract.

Other

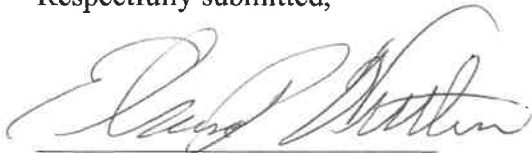
There was no business to discuss.

Adjournment

With no further business to discuss, the meeting was adjourned at 3:12 P.M.

Next Meeting Date: December 15, 2022 @ 2:00 PM.

Respectfully submitted,



Elaine Wittlin
BWMA, President

12/15/2022
Date