



# BOCA WEST

## MASTER ASSOCIATION

### COMMUNICATIONS COMMITTEE MEETING Thursday, December 15, 2022; 1:30 P.M.

#### Minutes

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

Mrs. Wittlin called the meeting to order at 1:30 PM and established a quorum. The November 17, 2022 meeting minutes were approved as written.

#### **Committee Chair Overview**

Mrs. Wittlin reported that the marketing company that we wanted to use was, unfortunately, outside of our budget.

Mr Eustace reported that he and Mrs. Martinez met with Royce Feldman from Clear Copy, our printing company, who is willing to reformat and update our documents as they already have our logos. We will start updating what we have to make all of our documentation more professional. The ultimate goal is to have someone who can monitor our website and assist with the newsletters. Mr. Rashkin suggested reaching out to residents who have a marketing background to assist. Mrs. Wittlin agreed that she is interested in getting people to volunteer for our committees and making our presence known.

Mr. Eustace advised that he is looking into purchasing Adobe Pagemaker for Mrs. Martinez. The issue is getting enough content.

Mrs. Wittlin reported on the BWMA article. Mrs. Martinez sent an email to the Village Presidents asking for photos of enhancements to their villages. She received a good response and the photos can be used in future communications. Mr. Eustace and Mrs. Martinez have started a list of topics to get ahead of article submissions. Mrs. Romanow suggested to not have so much dialogue and more pictures. The Committee discussed content and mailers.

The Committee discussed ideas and events to make the Master Association more prevalent.

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**Tot Lot Grand Opening**

The grand opening is on Tuesday, December 27 at 1:30. Mrs. Martinez will order name tags for the Communications Committee. Security will be there to assist with traffic. Mrs. Martinez will be sending several email invitations.

**Other**

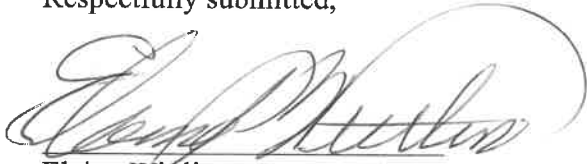
There was no business to discuss.

**Adjournment**

With no further business to discuss, the meeting was adjourned at 2:36 P.M.

Next Meeting Date: January 19, 2023 @ 2:00 PM.

Respectfully submitted,



Elaine Wittlin  
BWMA, President

02/16/23  
Date