



BOCA WEST

MASTER ASSOCIATION

COMMUNICATIONS COMMITTEE MEETING Wednesday, April 10, 2024; 2:00 P.M.

Minutes

In attendance: Liz Rome, Chair, Susan Kantor, Dona Root, and Maury Rogoff. Gary Nath and Marjory Widensky were absent. Guest, David Yarnell. Michael Eustace, Executive Director, and Alyssa Martinez, Executive Assistant, were also in attendance.

Mrs. Rome called the meeting to order at 2:00 P.M. and established a quorum. The October 18, 2023 meeting minutes were approved as written.

Committee Chair Introductory Remarks

Mrs. Rome welcomed the Committee to the beginning of a new season and introductions were made.

Mrs. Rome advised that she is going to reinstate submitting the Master Association article to be included in the BWCC magazine and asked the committee to come up with content. Mrs. Martinez advised that the articles must be submitted by the 25th of every month and to keep in mind when writing the article, it is for a month ahead. This month's submission will be for the June/July 2024 newsletter. The first two topics for the Boca West magazine will be gate access and the new Master Association website. Ideas for future articles are welcome.

David Yarnell: Communication Strategy

Mr. Yarnell explained the importance of educating the community about the different responsibilities, structure and governance of the Master Association and the Club. He presented an outline with the target audiences, content, delivery modes and frequency which are needed for a successful communication strategy. The goal is to make the Master Association more prevalent by encouraging residents to attend Master Association forums and increased communications. There should also be more coordination between the Master Association's and the Club's Communication Committees.

Welcome Book

Mrs. Rome advised that the Committee will be working on updating the Welcome Book, which must be given priority. Mr. Eustace gave a deadline of April 19 so the book can go to the printer. It will also be available on our website. All additions/corrections can be emailed to Mr. Eustace. The Hurricane Book needs to be sent by June which is the start of the hurricane season.

Website Discussion

Mr. Eustace advised that the new website will be going live next week, and it will be independent of the Club's website. He invited the Communication Committee to review the website.

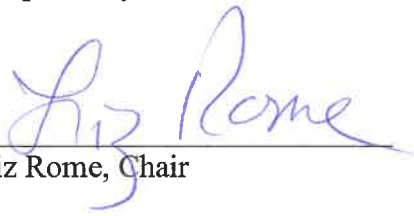
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Adjournment

With no further business to discuss, the meeting was adjourned at 3:05 P.M.

Next Meeting Date: Friday, May 3, 2024 @ 11:00 A.M.

Respectfully submitted,


Liz Rome, Chair

05-03-2024
Date