



BOCA WEST MASTER ASSOCIATION

COMMUNICATIONS COMMITTEE MEETING

Wednesday, March 19, 2025 @ 3:30 PM

Minutes

In attendance: Liz Rome, Susan Kantor, Gary Nath, Dona Root and Marjory Widensky. Michael Eustace, Executive Director, and Alyssa Martinez, Executive Assistant, were also in attendance. Kris Mortenson, Island Graphics, was in attendance. Guest: Mark Dorfman, BWMA Board candidate.

Mrs. Rome called the meeting to order at 3:00 P.M. established a quorum. She made a motion to approve the February 19, 2025 minutes. Ms. Kantor seconded the motion, and the motion was unanimously carried.

Committee Chair's Introduction

Mrs. Rome thanked the committee, Mr. Eustace, Mrs. Martinez, and Mr. Mortenson for all their work and effort over the past season. The committee has accomplished a lot with the website, the Welcome Book and Hurricane Preparedness Book, the monthly articles and the educational session eblasts.

Mrs. Rome invited the committee to attend the Boca West Master Association Annual meeting on Friday, March 21 at 11:30 AM in the Fazio Room.

Website Review

The committee discussed the number of hits and how it is expected to increase with the announcement of the new website and the grand opening of the new offices.

Mr. Mortenson advised that the WordPress platform rolled out an update which caused a glitch with the links. His team is working on resolving the issue. Mrs. Martinez will notify the committee once it has been resolved. Mrs. Rome asked the committee to review the website one more time before the rollout.

Mrs. Martinez reported that she asked Mr. Wasloff if he had any security administration FAQs he would like to add to the FAQs link.

Boca West Master Association Monthly Article

Mrs. Rome reported that the May article will announce the grand opening of the new offices and the website. Mr. Eustace requested to start adding our QR code to all communications. Mrs. Martinez will send the QR code to the committee for them to view.

COMMUNICATIONS COMMITTEE
WEDNESDAY, MARCH 19, 2025
PAGE 2

Mrs. Martinez advised that sometimes she receives requests to have the village Representatives' list, the village board list and the property managers' list in a link to download. The committee agreed that adding a link to download was not necessary as the information is already available.

Eblasts

The committee requested to send the End of Season and the new Board announcement eblasts. Mrs. Martinez will send the content to Mr. Mortenson.

Educational Sessions

Mr. Yarnell suggested having a sign-up sheet at the annual meeting for the Architectural Control Educational session. Mrs. Martinez will create a sign-up sheet for display on an easel.

Survey Review

Mrs. Rome is considering hosting an educational session about creating websites so villages can meet the January 2026 deadline.

The survey revealed that very few people visit the website.

Mrs. Rome announced that she is working on hosting two village roundtables in April. Fairway Point has offered their meeting space which holds 36 people.

Welcome Book

The committee reviewed the Welcome Book and Mrs. Martinez noted the edits. Mrs. Rome asked the committee to determine a new title for the next meeting as the book is used not only by new members but also existing members.

New Business

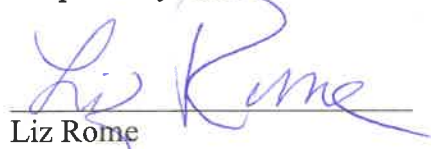
The committee discussed having a dedication plaque for the new office. The committee suggested it should have the new logo and the mission statement.

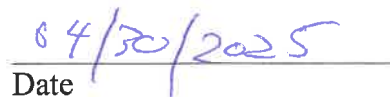
Adjournment

With no further business to discuss, the meeting was adjourned at 4:30 P.M.

Next Meeting Date: April 30, 2025 @ 3:30 PM.

Respectfully submitted,


Liz Rome
Board of Directors, 2nd Vice-President
Committee Chair


Date