



BOCA WEST MASTER ASSOCIATION

COMMUNICATION & EDUCATION COMMITTEE MEETING

Wednesday, April 30, 2025 @ 3:30 PM

Minutes

In attendance: Liz Rome, Susan Kantor, Gary Nath, and Marjory Widensky. Dona Root was absent. Michael Eustace, David Yarnell was absent. Michael Eustace, Executive Director, and Kris Mortenson, Island Graphics, were also in attendance.

Mrs. Rome called the meeting to order at 3:30 P.M. established a quorum. She made a motion to approve the March 19, 2025 minutes. Ms. Kantor seconded the motion, and the motion was unanimously carried.

Committee Chair's Introduction

Mrs. Rome reported that this term's Board is good at communicating with the committee chairs.

Mrs. Rome reported that she will prioritize what the committee should review over the summer going into the fall.

Website Review

The committee and Mr. Mortenson reviewed the summary of eblasts and agreed the number of eblasts is at a comfortable level. She will work with Mr. Eustace to schedule the eblasts for the year. Mr. Eustace advised that he will include the invitation to the Hurricane Preparedness invitation eblast for June 18 @ 3:00 PM as well as the roof cleaning eblast asking the residents and villages to make sure their roofs are maintained.

Mrs. Rome asked Mrs. Martinez to verify if we need permission to use the golf cart photo (A7801314). The committee reviewed the golf cart information on the website.

Committee Discussion

Welcome Book

The committee made edits to the Welcome Book and selected photos from the most recent photo shoot for both the Welcome Book and the website.

Ms. Kantor recommended eliminating the script font. She will send several font options to make the tagline more readable in all headers in the Welcome Book.

COMMUNICATION & EDUCATION COMMITTEE
WEDNESDAY, APRIL 30, 2025
PAGE 2

Mrs. Rome reported that Mr. Bejarano suggested changing the header for our article in the BWCC newsletter. Mr. Mortenson developed the header, and Mrs. Martinez sent it to Ms. Kathy Kohlhepp.

Boca West Master Association App

The committee discussed creating an app and having a link from the Club's website to the Master Association website. The villages will eventually have their own website as required by Florida Statutes.

Mrs. Rome reported that Mr. Michael Halpern suggested to add at the bottom of our article or eblasts a "Did you know..." fact or use our QR code to drive more people to our website.

Village Roundtable Topics

Mrs. Rome reported that the first Village Roundtable with the presidents was held on Thursday, April 24. She and Mr. Yarnell provided them with information and discussed their concerns. One of the main concerns was golf cart safety. There were both positive and negative comments. The roundtable discussed ways they communicate with their residents. The Bridgewood Manager sends a weekly newsletter and Cedarwood sends copies of the approved board minutes to the residents. The next Roundtable will focus on like villages.

Mrs. Rome reported that she was surprised to know that so few people knew about the Master Association's website. She is going to mention the website in the next President's Message and send an eblast to the residents. Mr. Eustace suggested having Mr. Bejarano make a short video talking about the Master Association responsibilities and post it on social media outlets such as Instagram.

Adjournment

With no further business to discuss, the meeting was adjourned at 4:35 P.M.

Next Meeting Date: June TBD via Zoom.

Respectfully submitted,



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

04/30/2025
Date