BOCA WEST
MASTER ASSOCIATION

COMMUNICATION & EDUCATION COMMITTEE MEETING
Friday, May 29, 2026 @ 3:30 PM
Minutes

In attendance: Liz Rome, David Yarnell, Gary Nath, Susan Kantor and Dona Root. Mary Banmiller, Executive Director, and Alyssa Martinez, Executive Assistant, were in attendance.

Mrs. Rome called the meeting to order at 3:30 P.M. and established a quorum. Mrs. Rome made a motion to approve the April 13, 2026 minutes. The committee unanimously agreed and the motion passed.

Chairman's Remarks
There was no new business to report.

BWMA Website Review
Mr. Mortenson presented website analytics showing 1,542 visitors and 600 first-time visitors over the past 60 days, with an average of 5 pages viewed per visit. The team discussed updating the homepage message, particularly focusing on hurricane preparedness information and important phone numbers. They agreed to add hurricane information and checklist items to the website. Mr. Mortenson will add Google Analytics for a more in-depth review of the BWMA website analysis. He will email the committee the screenshots of the trends.

The committee will be revising the new instructions for the Entrance IQ app (EIQ) and will send Mr. Mortenson the final article to upload the information to the website. They also discussed the need to inform users that the old gate access system is no longer operational and will include the information in the September monthly message.

Committee Discussion
Monthly Message
The team discussed plans for a new monthly newsletter called "Masters Monthly Highlights" which will focus on safety and beauty initiatives in the community with the goal to publish the first edition by June 17th. The newsletter will also feature graphics to increase engagement. They reviewed potential content topics including traffic statistics, landscaping updates, security awareness, and wildlife sightings, with particular attention to new hedge plantings along Glades and Yamato Roads. The group agreed to include information about an employee of the month, and this month will feature Mr. Sean Wasloff, Security Administrator. Each edition will have about 5 topics each month. Mr. Yarnell provided a list of topics to serve as an outline for future monthly messages and asked the committee to feel free to add topics. Ms. Kantor will provide several design ideas for the layout.

Review Education Schedule
The committee discussed the challenges with scheduling education sessions, particularly the difficulty of finding suitable dates during the week. Mrs. Martinez will ask catering if they have any rooms available during the week. The committee discussed potential topics for future small group sessions, such as tech support and how to sell items safely.

New Business
Ms. Kantor, Mrs. Banmiller and Mrs. Martinez met with Susan Erickson from Daruma Tech regarding website improvements. Ms. Erickson will forward a proposal within the following week.

Adjournment
With no further business to discuss, the meeting was adjourned at 4:25 P.M.

Next Meeting Date: Monday, June 22, 2026 @ 4:34 P.M.

Respectfully submitted,

Liz Rome

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

08/04/2026
Date