BOCA WEST
MASTER ASSOCIATION

COMMUNICATION & EDUCATION COMMITTEE MEETING
Tuesday, August 4, 2026 @ 3:30 PM
Minutes

In attendance: Liz Rome, David Yarnell, and Susan Kantor. Gary Nath and Dona Root were absent. Mary Banmiller, Executive Director, and Alyssa Martinez, Executive Assistant, were in attendance. Kris Mortenson, Island Digital, was also present.

Mrs. Rome called the meeting to order at 3:30 P.M. and established a quorum. Mrs. Rome made a motion to approve the May 29, 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 discussed website analytics and reported that a full Google Analytics setup with Google Tag Manager has been installed and is recording. It will provide comprehensive data about website traffic, user behavior, and engagement metrics. The committee asked him to prepare a report highlighting the most relevant metrics from the extensive data available, with a focus on the top 10-15 key indicators rather than providing the full list. Mr. Mortenson committed to delivering this report by August 26-27 to allow the committee time to review it before their next meeting in approximately six weeks.

Mrs. Rome suggested reviewing the website homepage to see if it needs another re-write to better explain the Master Association's responsibilities. Mr. Yarnell suggested hosting an annual meeting for the members to inform them what the Master Association is doing and what the future plans are.

Committee Discussion
Review Education Session Schedule
The committee discussed the education program on home fraud protection. Mrs. Banmiller explained it focuses on property title protection. Mr. Yarnell suggested expanding the topic to include broader fraud prevention with utility line protection questions. The group agreed that more details about the presentation content are needed, and Mr. Yarnell offered to join a call with the presenter to discuss potentially expanding the scope of the program.

Mr. Yarnell suggested including information about educational seminars in the magazine article that the members can keep for reference.

The committee discussed feedback on recent insurance presentations and decided to switch to a different agent for future village and homeowner insurance sessions to avoid the appearance of

promoting one company. They discussed potentially bringing back a previous homeowner insurance presenter who received positive feedback and requested to verify attendance numbers for the village insurance session.

The committee confirmed that the board continuing education program remains well-attended, particularly the in-person format which is preferred by participants. Mrs. Rome suggested offering a board orientation class for those members who may be interested in serving on a board to learn about the responsibilities and time commitment.

Mrs. Rome advised that Dr. Steven Jonas, Architectural Control Chair, requested to have another ARC Tracker training session. Mrs. Martinez will prepare a presentation with frequently asked questions and provide step-by- step guidance on the review process.

The committee also evaluated this year's Hurricane Prep presentation, noting that it was not as effective as the previous year's presentation. Mr. Yarnell suggested contacting PBSO Emergency Services early in the season to solidify the presenter and request Precious Gaiter as she was well received.

The committee discussed email phishing scams and emphasized the importance of checking email addresses to verify legitimacy and advising people not to respond to suspicious emails but to contact the original company directly instead. Mrs. Rome will include this information in the next article.

The committee discussed improving their scam prevention presentation based on last year's successful event. They suggested shifting from a lecture format to a practical workshop approach. Ms. Kantor suggested incorporating role-playing scenarios to help attendees practice handling real-life scam situations. The team decided to explore getting condensed training from Daruma Tech or finding alternative presenters to maintain engagement. Mr. Yarnell suggested hosting small group meetings with one-on-one tech assistance from Daruma Tech representatives.

The committee discussed confusion among residents about the responsibilities of the Master Association versus the club. Mrs. Rome suggested using a social media strategy such as Instagram. Mrs. Banmiller expressed her concerns about managing an Instagram page due to the demographic's limited technical skills and the need for constant content updates. Instagram could be useful for video content about projects such as the Glades renovation project.

The committee agreed to resume monthly community messages starting in September. Mrs. Banmiller will draft a message covering various association projects and updates.

New Business
There was no business to discuss.

Adjournment
With no further business to discuss, the meeting was adjourned at 4:51 P.M.

Next Meeting Date: Wednesday, September 23, 2026 @ 3:30 P.M.

Respectfully submitted,

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

09/23/2026
Date