BOCA WEST
MASTER ASSOCIATION

COMMUNICATION & EDUCATION COMMITTEE MEETING
Wednesday, September 23, 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 made a motion to approve the August 4, 2026 meeting minutes. Mr. Yarnell accepted the motion and Ms. Kantor seconded the motion. The committee unanimously agreed and the motion was passed.

Chair's Remarks

Mrs. Rome explained that due to time constraints, she and Mrs. Banmiller wrote the September monthly message and sent it to the community. Going forward, Mr. Danny Bejarano, Board President, will be contributing to the monthly message and the committee will have an opportunity to contribute as well. Mrs. Rome asked the committee to send their ideas to Mrs. Martinez who will compile the article and send it to the committee for review before the first of the month. Mrs. Martinez sent a monthly calendar invite to the committee as a reminder to begin working on upcoming month's message. The reminder is set for the second Wednesday of every month to give the committee time to select topics, write the content, and review the monthly message so it can be sent on the scheduled date. Mrs. Martinez will send the September monthly message to the committee.

Committee Discussion

Website Review

Mr. Mortenson reviewed the website analytics and explained that the full Google Analytics suite has been installed on the website to track visitor information including geographic location, device types and traffic sources. The data shows approximately 13,000 -14,000 visitors over a nine-month period, with most traffic coming from the US and Canada, and minimal visits from international locations. The top traffic state sources were Florida, New York, Virginia, and New Jersey which aligns with where residents are located. There were nearly 600 visitors in August and over 250 by September 16. The main sources were organic search and direct visits, followed by referrals and AI assisted searches. The average session duration was nearly 3 minutes which is considered very good in the marketing industry. The committee agreed the website's primary purpose is to serve the existing residents and not to market to potential community members.

The committee agreed that this is a useful report to review and create ideas to drive members to the website and focus on user experience. The committee discussed:

- Use Mailchimp data to guide content decisions based on what topics or information residents are most interested.
- Update the homepage:
    - Mr. Yarnell suggested adding a label to the office building photo to clarify it is the BWMA offices and location.
    - Add education schedule.
    - Glades front entrance renovation project updates.
    - Photos of the Yamato and Glades paver project.
    - Bike/Golf cart lane on Boca West Dr.
    - Privacy hedges along Glades and Yamato.
    - Sound wall along Yamato and the turnpike.
    - Before and after photos of projects.
    - Add an automated burst to appear after logging in to display new information.
    - Remove Children's Activity Area and move it as a drop down under another section and replace with News & Events.
    - Populate the News & Events tab with 5 -10 articles to include articles, newsletters and education session videos and electronic hand outs from each session.

Mr. Yarnell noted that updates about the sound wall and tree removals should continue to be shared in the monthly newsletter.

Mrs. Martinez confirmed the Communications' committee budget for the oncoming year.

<u>Educational Sessions</u>

Mr. Yarnell discussed plans for the upcoming session about Florida wildlife with speakers from Florida Wildlife. The committee agreed to expand the presentation to include other wildlife such as otters, mink, snakes and cane toads.

Mrs. Martinez will send Mr. Yarnell the speakers' names and contact information. Mr. Yarnell suggested purchasing whistles with the BWMA logo to distribute at the event to scare coyotes.

Mr. Yarnell expressed the importance of differentiating the mortgage fraud and scam presentations. He suggested incorporating utility line scam protection and financial institution scams.

For the VAST presentation, Ms. Kantor suggested shifting from a lecture format to a practical workshop with role playing scenarios.

Electronic Message Receipt Authorization

Mrs. Martinez explained the need to have the members opt in to receive electronic notifications from the Master Association and via EIQ, as EIQ immediately sends members traffic violations. Hard copies of the citations are mailed at least 14 days in advance in accordance with Florida Statutes. The opt-in form could be sent in an eblast to the community.

Mr. Yarnell suggested integrating the authorization for electronic notifications directly into the EIQ platform for a better response.

Eblast Communications

The committee discussed sending an eblast notification to the residents about the new stop sign cameras.

The committee discussed the confusion among the members around the new golf cart path rules. Mrs. Banmiller confirmed that this communication is a joint effort with the Club who is providing a video which will be embedded into the eblast.

Next Meeting: Wednesday, October 14 @ 3:30 PM

Respectfully submitted,

Liz Rome

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

10/14/2026
Date