BOCA WEST
MASTER ASSOCIATION

COMMUNICATIONS COMMITTEE MEETING
Wednesday, October 18, 2023; 2:00 P.M.

Minutes

In attendance: Steve Jonas, Chair, Ed Locker, Liz Rome, Len Rashkin, Carol Goldberg, Judy Romanow. Susan Kantor, and Gary Nath. Barry Roberts and Maury Rogoff were absent. Alyssa Martinez, Executive Assistant, was also in attendance.

Mr. Jonas called the meeting to order at 2:00 P.M. and established a quorum. The August 14, 2023 meeting minutes were approved as written.

Committee Chair Introductory Remarks
Mr. Jonas welcomed the Committee to the beginning of a new season. He explained the purpose of having Board members chair committees is to present recommendations to the Board.

He informed the Committee that the Welcome Book received rave reviews, even from the Club. He thanked the Committee for all their time and dedication to producing the welcome book. Their effort is greatly appreciated.

The Committee will not be involved in creating eblasts as they are better managed by the staff and will allow the Committee to focus on the magazine.

Strategic Planning for Upcoming Publications
He advised that the Committee's responsibility is to communicate with the residents via newsletters so residents will know what the Master Association is doing. He would like to publish a quarterly magazine and it will be the Committee's responsibility to develop the content and determine when to send it. There is going to be a December Representatives' meeting where a lot of information regarding upcoming projects and changes will be shared. These are the types of information the Committee needs to inform the residents via articles explaining the purpose of the projects or Document changes. The goal is to be as transparent as possible and at the same time educate the residents about the responsibilities of the Master Association. The first quarterly newsletter should be sent in January so it can include information from the Representatives' meeting. The content of each of the newsletters will include articles from the President, Executive Director, Committee Chairs, highlights from the Representatives' meeting as well as other ideas from the Committee. The quarterly timing can be January (Representatives' meeting, April (Hurricane Newsletter), September/October (updated Welcome Book). Each newsletter can be up to 12 pages and should be submitted to the printer mid-December to allow time for review of the proof before it goes to print and mailed in January.

The Committee discussed ideas to recommend to the Board.

- Where to find/obtain respective information regarding the Master Association or the Club.
- The Committee Chairs can write the articles and the Committee can edit accordingly.
- Article about the various landscaping plants.
- Contests and direct residents to the new website.
- Include before/after photos of community projects.
- "Have you noticed?" or "Did you know…?" articles.
- Village photos/highlight villages.
- High level grievance notice for ACC, Traffic.
- Choose a photo for the cover and have a feature article.
- Description of the villages (mid-rises, villas, condos etc).
- BWMA office expansion (stes 101/102).

Mr. Jonas assigned responsibilities.

- Ms. Kantor : Hotwire
- Ms. Goldberg/Mrs. Romanow: Compile a list for photos to be taken by a professional photographer
- Mrs. Romanow can take pictures of Pinelake
- Mrs. Martinez can send an email to the village Presidents/Property Managers asking for community pictures
- Mr. Nath/Mr. Rashkin: Ask Chairs for articles. Mr. Jonas will notify the Board members that they will be contacting them.
- Mrs. Rome: Representative Meeting

Mr. Locker suggested having an ice-cream social in December and asked Mrs. Martinez to determine if there would be a conflict with the Club's activities. Mr. Jonas will make a recommendation to the Board.

Mr. Rashkin advised that he has a friend who is a professional photographer and offered to introduce him to Ms. Goldberg and Mrs. Romanow.

The Committee discussed ideas for a name for the newsletter.

Adjournment
With no further business to discuss, the meeting was adjourned at 2:45 P.M.

Next Meeting Date: Thursday, November 16, 2023 @ 1:00 PM

Respectfully submitted,

Liz Rome, Chair

4-10-24
Date