

CAC Minutes, TVPOA Communication Advisory Committee, Friday, August 5, 2022/ 9:00 AM

Members Present: Annette Schmidt, Kevin Kritch, Linda Garza, John Barrett, Ralph Arata, Steve Trudnak, Beth Kuberka, Lyndsey Macon, Lisa McCray, Jennifer Webb

Members Absent: George Curran, Rick Blough

Visitors: Phil Brenner (LRPAC), Bill Alt (RAC)

Meeting Minutes

Committee Chair Annette Schmidt called the meeting to order at 9:00AM, asked for a motion to approve minutes from the July 8th meeting, Steve Trudnak made a motion to approve, and Linda Garza seconded, motion passed.

- TVN Report: **Kevin Kritch**
 - 996 total subscribers
 - 2,500 views in July
 - Five Minutes of Fame and 100 Women Who Care viewing available.
- Communications Report: **Beth Kuberka**
 - 35th Anniversary Gala Update/tickets on sale now
 - Open Board Elections- 3 seats open
 - 2nd Quarter Newsletter coming soon
 - August 2nd Welcome Orientation Meeting was a success
 - Marketing Report to be presented at August Board Meeting
- July Marketing Report: **Lyndsey Macon**
 - Total Welcome Center Traffic # people 772 (2022) vs 779 (2021) vs 912 (2020)
 - Total Marketing Visitors # people 302 (2022) vs 380 (2021) vs 435 (2020)
 - POA Lots Sold 21 (2022) vs 34 (2021) vs 9 (2020)
 - New Leads 453 (2022) vs 581 (2021) vs 652 (2020)
 - Total Discovery Requests 151 (2022) vs 125 (2021) vs 80 (2020)
 - Completed Visits 66 (2022) vs 76 (2021) vs 62 (2020)
 - Completed Visits 66, Discovery Tours 37, Day Tours 25, Walk-In Tours 4
 - Total Homes under Construction 390
- Social Media/Lifestyle Report: **Lisa McCray**
 - Facebook: 10,906 followers
 - Upcoming Meeting with Tellico Village Learn
 - Farmers Market is thriving
- Tell-E-Gram Report: **Jennifer Webb**
 - 5,652 Total Subscribers
 - July Tell-E-Grams= 58.5% open rate
 - July Tell-E-Flash= 69.8% open rate

- Update on the ACC suggested articles: **Ralph Arata**
 - Review presentation to ACC committee
 - Waiting on a statement from ACC
 - Looking for best way to inform residents on Blue Book regulations
- **Committee Liaison Reports**
 - **HOA- Linda Garza**
 - Working on 2023 Nominating Committee for HOA Board Positions
 - Discussion of LRPAC Focus Groups
 - Positive Feedback from the most recent Welcome Orientation Meeting
 - Next HOA Social August 9th
 - **RAC- John Barrett**
 - 95 different classes between all REC locations
 - Pickleplex construction going well
 - Pickleplex closed Aug. 12-16 due to construction
 - October 20th Grand Opening for Pickleplex
 - Outdoor Pools close on September 29th
 - **GAC- George Curran (provided notes)**
 - Rounds and revenues continue to exceed expectations
 - GAC focusing on 2023 budget
 - Ice stations installed at each of the three golf courses
 - Putting surfaces are as good as they have ever been despite some difficult weather conditions
 - **PSAC-Steve Trudnak**
 - Odd/Even Irrigation Days seem to be successful thus far
 - Proposal coming on water/sewer systems
 - **FAC-Beth Kuberka**
 - Approved Budget Calendar
 - Budget Season is in effect
 - Workshop on water and sewer rates
 - **ACC-Ralph Arata**
 - Looking at best practices to educate and inform residents of Blue Book regulations
 - **MAC-George Curran (provided notes)**
 - Revenue is up \$48K due to an accounting error which is now corrected.
 - Dock Status shows 181 on Boat Dock waitlist and 32 on Kayak waitlist
 - Inspection and Maintenance around the docks is ongoing
 - **LRPAC- Phil Brenner**
 - Update on 2022 goals
 - Preparing Board Presentation
 - Update Long Range Strategic Plan
 - Greenspace Parks and Trails Focus Groups- Reports Coming

Meeting Adjourned at 11:15 AM. Next Meeting is September 2nd.

