

TVPOA Communications Advisory Committee
Friday November 5, 2021 | 9 a.m.
Zoom Meeting

Members Present: Beth Kuberka, Lisa McCray, Amanda Parks, Annette Schmidt, Linda Garza, George Curran, John Barrett

Members Absent: Kevin Kritch, Carla Johnson, Ralph Arata

Minutes

Annette called the meeting to order at 9:03 a.m. The October 1st minutes were approved.

TVN Report: Lisa McCray

- Piecing studio back together/new sets & furniture
- New signs in the works
- App on Roku and Apple TV
- 627 subscribers on YouTube

Communications and Marketing Report: Beth Kuberka

- Honor Awards luncheon next week
- 83 committed businesses in Business Alliance; new directory coming Q1
- Met with Highway Safety Committee re: vinyl banner procedures
- Q3 Newsletter in works
- Refresh of the POA website
- Inviting the UT Golf Team to play our courses next spring
- Creating a list of expert/interesting Villagers with unique careers/hobbies/etc.
- Discovery requests: 104 v. 47 (75 in 2019)
- Completed tours: 101 v. 65 (101 in 2019)
- Welcome Center traffic: 1012 v. 1083 (1100 in 2019); 768 marking-related v. 800 (624 in 2019)
- POA lot sales: closed 247 v. 117 (74 in 2019); 114 pending

Social Media and Lifestyle Report: Lisa McCray

- Facebook: 10,795 followers
- All Tellico Village Learn classes have met size limits
- Farmer's market will continue through winter

Tell-E-Gram Report: Amanda Parks

- 5,277 subscribers
- Tell-E-Gram opening rate averaging 50%
- Tell-E-Flash opening rate averaging 52%
- Special Election Tell-E-Gram open rate 65%

Committee Liaisons

- HOA

- POA Candidates Forum had 838 views online
 - Board candidates will be elected soon
 - Last Welcome Orientation of the year upcoming
 - Final HOA meeting December 14
- RAC
 - No recent meeting
- GAC
 - Rounds are up
 - Switching gears to maintenance during off season
- PSAC
 - Sewer and water studies are complete and being reviewed
 - Pickleplex re-bid next year
 - Energy efficiency programs budgeted for 2022
 - Evaluating traffic signs
 - Tanasi dock expansion complete and signing leases
 - Recommended wet well coatings on Mialaquo and Sequoyah
 - Paving Toqua parking lot
- ACC
 - Record year for new permits
- LRPAC
 - Community-wide survey recently concluded & yielded helpful responses
 - Working on reports to be presented in January

This meeting was adjourned at 11:02 a.m. The next meeting is scheduled for Friday, December 3rd at 9 a.m.