

Tell-E-Gram Text Only Version, Feb. 11, 2014

POA Meetings and Events:

- **Golf Advisory Committee, 3 p.m. Thursday, Feb. 13, POA Conference Room**
- **Finance Advisory Committee, 9 a.m. Friday, Feb. 14, POA Conference Room**
- **Dock Captains, 3 p.m. Monday, Feb. 17, POA Conference Room**
- **POA Board meeting, 1:30 p.m. Wednesday, Feb. 19, Yacht Club's top floor**

So Who's Coming to Tellico Village?

Second in a series of two articles

By Joe Bogardus

A lot of new people, that's who! In 2013 the Village experienced its largest influx of new residents since 2006. Existing home sales jumped to 189 units coupled with 57 lot sales for a total of 246 properties. This activity represented an increase of 20% over 2012.

This information came to light as the Tellico Village Property Owners Association marketing team completed its analysis of the Village's 2013 marketing/communications program.

There were 36 sales directly traceable to the marketing/communications program which was launched in January of last year. The sale of 25 existing homes and 11 lots came from 20 different states. These purchases produced more than \$8.8 million in sales volume.

Former Illinois and Florida residents led the way with five sales from each of these states. Ex-Californians purchased four properties; followed by former Georgians with three purchases.

Using data furnished by Jim Davis of ReMax At-The-Lakes Tellico Village office and a partner real estate firm in the 2013 program, the team's analysis noted the Village enjoyed a robust final nine months of activity after having a poor first quarter. Sales volume for the year increased 21%. Sales were \$68,376,483 versus \$56,641,178 for 2012.

Price per square foot during the first quarter of 2013 plummeted to \$105.65, but recovered nicely during the final nine months to average \$124 during this period. Coincidentally, it was during this time the activities surrounding the marketing/communications effort started to take hold. The traditional and non-traditional program elements generated awareness and started to create interest in the community.

More than 220 inquiries were received for the program's Discovery Package and Day Tour offerings with 140 packages being completed. These packages brought 280 visitors to the community. Illinoisans lead the way with two times as many packages (41) as the second place state Florida (20). Residents from the traditional feeder states of Michigan and Ohio were tied for third place with the most completed packages at 14 each.

The strong performance of Illinois and Florida is not surprising. Interest in Tellico Village by residents of these states was a common occurrence in 2013 as these two states submitted numerous requests for information (leads), actively liked the community's Facebook page and viewed the Village website at a high rate.

Many new residents join the New Villagers Club. Looking at the end of year membership listing for New Villagers, 22% of the 418 members as of Dec. 31, 2013, came from Illinois and Florida. While not all newcomers join this organization, it does provide an insight into the changing resident inflow patterns the Village has experienced over the past two years.

What's bringing these new residents to Tellico Village? There are consistent themes with all the new arrivals: milder four season climate; comfortable cost-of-living; less/lower taxes and no traffic tie-ups. The most common comment: Tellico Village has an exceptionally friendly culture and a real sense of community.

With the national housing market continuing to recover, interest rates remaining low and the marketing/communications program maintaining its 2013 momentum, the Tellico Village marketing team anticipates another promising year of welcoming new Villagers in 2014.

Joe Bogardus is a retired marketing communications professional and Tellico Village resident that has acted as an unpaid volunteer consultant to the TVPOA in the re-launch of the Tellico Village brand and the accompanying marketing/communications program.

Weather Warnings

Should the roads ice over or snow is heavy, the POA offices may be closed. Always call before you come—if you do not get an answer, we are not here! Be safe out there.

The Blue Heron at the Yacht Club Offerings and Upcoming Special Events

- **Valentine's Day Friday, Feb. 14**
Bring your sweetheart out for a romantic night of dining featuring a four-course Prix Fixe chef inspired menu and live music. Reservations start at 5 p.m. and the cost is \$40 per person plus tax and gratuity. Ala carte dinner menu will not be available that evening.
- **Seafood Saturdays**
Starting March 1, join us for amazing seafood specials. Call 865-458-4363 to make your reservations.
- **"Meet & Greet"**
Tuesday, March 25, 6 p.m. Join us to meet the staff as well as try our new menu items. Cash bar will be available. Our new menu will be available on Wednesday, March 26.
- **"Tiki Tuesday"**
Why? Why Not? Join us Tuesday, April 1, at 7 p.m.

Be on the lookout for the Monthly Calendars in your mail box!

Questions? Contact Info for the management team:

Christian Barber: Email: cbarber.awehospitality@gmail.com

Jackie Newton: Email: jnewton.awehospitality@gmail.com

Tellico Village can now be found on Facebook. Follow this link or search and "like" our page to see the Yacht Club calendar and more: www.facebook.com/pages/Tellico-Village/107440545979485

On a Special Note...

Did you know you can find the Yacht Club calendar online? Go to www.TellicoVillagePOA.org, log in or click on the POA logo, select CLUBHOUSES, click on YACHT CLUB.

For reservations and information, call 865-458-4363.

How are we doing?

We appreciate your business and are committed to providing you and your family and friends with quality services. Please take a moment to complete a short survey online:

YachtClubSurvey.com

2014 Reciprocal Courtesy Cards for Yachting Clubs of America Now Available

Property owners can purchase Reciprocal Courtesy Cards for the Yachting Clubs of America in the POA office for \$20. The card will allow you to frequent the more than 700 yachting clubs which, like TVYCC, are members of the association. There are YCA affiliated yacht clubs throughout the USA and its territories. For more information about YCOA, go to www.ycaol.com; the website that tells about the Association and all the yacht clubs that are members. Stop by the POA office to learn where member clubs are. For other questions about the program, call Mitzi Lane, 865-458-5408, extension 4116.

Some Other Stuff You Need to Know...

Fishing Club Meets Feb. 12

The Tellico Fishing Club will meet 7 p.m. Wednesday, Feb. 12, on the Yacht Club's top level. For more information, contact Joy Goyert, 865-441-2770.

Cruising Club Meets Feb. 12

The Tellico Cruising Club will meet 5:30 p.m. Wednesday, Feb. 12, on the Yacht Club's lower level. For more information, contact Commander Kenn Genge, 865-458-5710.

Ladies Book Club Meets Feb. 13

The Tellico Village Ladies Book Club will meet 11:30 a.m. for lunch, in the Tanasi Clubhouse, followed by a 12:30 p.m. discussion of "The Art of Hearing Heartbeats," by Jan Phillip Sendker, led by Wanda Moore. For more information, contact Bette Purvis, 865-458-8070 or bettetv410@chartertn.net.

HOA General Meeting Feb. 13

At the General Meeting, 7 p.m. Thursday, Feb. 13, of your HOA we will provide up-to-date information on:

- A very brief HOA Board of Directors report
- 5-Star project update
- The Vision for Yacht Club Operation and Objectives from the new management company
- The dam barrier project status and discussion
- Highway 444 construction update

Why not make a reservation and enjoy dinner at YOUR Yacht Club before the meeting - just call 865-458-4363 for a reservation.

We encourage all residents (HOA Members or not) to attend this informational meeting.

We hope to see you in the lower level of the Yacht Club for this General Meeting.

Hike Lookout Mountain Feb. 14

The Tellico Village Hiking Club will depart 8 a.m. Friday, Feb. 14, from Chota Center, to hike:

- Lookout Mountain
- Distance: approximately 5 miles
- Elevation Gain: approximately 600 feet
- Rating: Moderate

- Driving time: 90 minutes
- Leader: Tom Ringenbach, 865-458-0915 or tommamie@charter.net

This hike will hopefully appeal to those who enjoy great vistas and/or Civil War history. Lookout Mountain was the scene of a significant Civil War battle on Nov. 24, 1863. We stop for lunch at Point Park, which has a small museum, cannons, monuments, and signage documenting the battle. It also boasts fantastic vistas of Chattanooga.

Most of the trail is not difficult. However, there is a fair amount of uphill climbing on this hike. The trail is somewhat rocky, and there is a tall metal stairs to climb to enter Point Park.

Hiking boots and hiking sticks are recommended. Driving directions will be provided the morning of the hike. Bring water and a trail lunch. Carpooling is recommended, passengers are asked to contribute \$6 to the driver to help cover gas, etc. For more information, go to www.TVHikers.com.

Village Quilters Guild Meeting Feb. 14

Join fellow Village Quilt Guild members to select our entry for the American Quilters Society Challenge, "Illusions." Social time and sign ups for future workshops and programs begin at 9:15 a.m.; the program begins at 9:45 a.m.; at Christ Our Savior Lutheran Church. For more information, go to www.VillageQuilters.com.

Library Closed Feb. 17

The Public Library at Tellico Village will be closed Monday, Feb. 17, in observance of Presidents' Day. Material due Feb. 17 will not be fined. For more information on the Library, go to www.tvlibrary.org.

Chelsea Seminar Feb. 17

There will be another Chelsea seminar 9 a.m. Monday, Feb. 17, in the Tanasi Café. Adam Jacob will go over everything you need to know on the new tee-time system. No RSVP required. All Villagers welcome.

Pools Closed Feb. 18-20

The pools in the Wellness Center will be closed Feb. 18-20, reopening Feb. 21, for maintenance of the pool cover. For more information, call 865-458-7070.

Winter Golf Classic Feb. 22

Don't miss the first golf event of 2014—the Winter Golf Classic—10 a.m. shotgun start Saturday, Feb. 22, at the Tanasi Golf Course.

The format will be 1, 2, 3 with a bonus point. Teams can consist of all men, all women or mixed. Tee options are white or orange for men and green or black for women.

Stop by any of the Tellico Village pro shops and sign up your team. The entry fee is \$15 per person excluding green fee and cart.

Medic Blood Drive Feb. 25

Medic will be at the Chota Recreation Center 1-7 p.m. Tuesday, Feb. 25. A current ID is required to donate. Donors should be healthy, ages 17 and older, and eat a full meal four hours before giving blood. Each donor will receive a cholesterol evaluation. No fasting is necessary. One donation a year exempts you and your IRS dependents from paying blood supplier processing fees at any U.S. hospital. Appointments are NOT necessary.

Kayak, Canoe, and Paddleboard Safety Class Feb. 25

U.S. Coast Guard Auxiliary boating safety class for kayakers, canoeists, and paddleboarders 1 p.m. Tuesday, Feb. 25, in the Tellico Village Yacht Club, top floor meeting room, \$15.

Canoeists and kayakers are boaters also. Now, there is a course available to address the unique needs of this audience. *Paddlesports America* is an exciting safety course designed to attract the novice to intermediate paddle enthusiasts. This 3.5-hour course presents five chapters of safety information. For more information, go to <http://www.flotilla-12-2-tellico-village.blogspot.com>

To register, call Tom Murphy at 865-320-3788.

Hike Virgin Falls, Bowater Pocket Wilderness Area Feb. 26

The Tellico Village Hiking Club will depart 8 a.m. Wednesday, Feb. 26, from Chota Center, to hike:

- Virgin Falls—Bowater Pocket Wilderness Area
- Distance: approximately 11 miles
- Elevation Gain: approximately 800 feet
- Rating: Difficult
- Driving time: 2 hours
- Leader: Hamish de Wilder, 860-716-4016 or signal530@gmail.com

This trail is one of the most interesting and beautiful trails in Tennessee. It features scenic outlooks and passes by several waterfalls and cascade, including Virgin Falls, where the stream emerges from a cave and crashes 110 feet into a sinkhole.

Hiking boots and hiking sticks are recommended. Driving directions will be provided the morning of the hike. Bring water and a trail lunch. Carpooling is recommended, passengers are asked to contribute \$6 to the driver to help cover gas, etc. For more information, go to www.TVHikers.com.

C.O.P.s Presents U.S. Mail Theft, Fraud and Scams Feb. 27

The Tellico Village C.O.P.s Program (Citizens Observer Patrol) is sponsoring a presentation entitled, "U.S. Mail Crime Opportunities." This free presentation will take place 5 p.m. Thursday, Feb. 27, on the top floor of the Yacht Club.

The C.O.P.s program is comprised of a group of volunteers from Tellico Village whose mission, in partnership with the Loudon County Sheriff's Department, is to reduce the likelihood of Tellico Village residents falling victim to crime. One component of this mission is crime prevention through education.

This quarter's crime prevention education presentation will be given by Cindy A. Mosgrove, who is a General Analyst with the United States Postal Inspection Service in Knoxville. Her presentation will touch on the prevention of mail theft from residential mail boxes and current postal scams and fraud techniques being utilized to lure targets into becoming victims. There will also be a question-and-answer session.

No reservations are required. Light refreshments will be served. The Yacht Club is located at 100 Sequoyah Road in Tellico Village.