

Tell-E-Gram Text Only Version, January 26, 2015

POA Meetings and Events:

- Recreation 101, 12:30 p.m. Thursday, Jan. 29, Wellness Center
- Golf 101, 9 a.m. Friday, Jan. 30, Tanasi Clubhouse
- POA Board Workshop, 10 a.m. Tuesday, Feb. 3, POA Conference Room
- Recreation Advisory Committee, 9 a.m. Thursday, Feb. 5, Wellness Center

General Manager's Report for January

By Winston Blazer, General Manager

Toqua, Tanasi re-open with new look

The clubhouse restaurants at Toqua and Tanasi Golf Courses re-opened with a clean, fresh new look but with all your favorites still on the menu. AWE Hospitality is now our contractor providing food service operations at both clubhouses, and things couldn't have gotten off to a better start.

The breakfast and lunch pace has been brisk, and dinner time has been busy as well. Andy Fox and his teams at both restaurants have kept a lot of the same favorites on the menu for now as they evaluate what Villagers enjoy. In the coming weeks, both restaurants will begin to sprinkle in some daily specials.

Another feature AWE Hospitality brings to the table: Villagers now enjoy FULL beverage service at Toqua and Tanasi. Beer, wine and liquor are all available now at both clubhouse restaurants.

Come on out to the restaurants and enjoy a meal or two. Bon appétit.

Kahite cart paths to undergo facelift

2015 is going to be a year of repair, replace, and renovate here in Tellico Village. Your volunteer Board of Directors have astutely identified the need to take care of our existing assets.

The original cart paths at Kahite are showing signs of significant wear and need to be resurfaced before further deterioration occurs. We're taking this on to save some wear and tear on our carts and for safety reasons.

During the budget process last fall, it was decided we would resurface half of the project in 2015 and the other half in 2016. With the recent drop in oil prices and related products, we approached the low bidder, Rogers Group, to get a quote on doing the entire project at once rather than splitting it between two years. A single project is more economical due to: timing it while oil prices are low, saving a second mobilization in the second year, saving one year's inflation on the second half of the project, avoiding an additional year's deterioration of paths and the likelihood of increased repairs to the paths' base, and minimizing disruption of play.

To make a long story shorter: the two-year project was budgeted for \$150,000 each year for a total of \$300,000. By moving the entire project to 2015, it is now approved for \$235,550. That is a significant savings for a project that needs to get done.

Most of the work will coincide with spring aerification at Kahite so we will have minimal impact on play. I think all of our golfing community will appreciate the new paths.

Board zeroes in on 2015 goals

At their January meeting, the POA Board zeroed in on their goals for the year. Once they identify some timeframes for completion, we will publish those on the Board page of the POA website.

This year's goals are divided into five functional areas: Repair/Replace/Renovate, Communications/Marketing, Governance/Legislative, Lot Sales/Lot Development, and Long Range Planning.

Each area of Board goals will also have champions assigned to them. Champions are those Board members responsible for monitoring the progress of the goals and in some cases doing some heavy lifting to help the POA realize and accomplish these goals.

Board meeting change

Due to scheduling conflicts, the Board of Directors February Board Meeting of Feb. 18 is cancelled. The Board will be in action at the regularly scheduled February and March workshops at 9 a.m., the first Tuesday of each month. I always encourage property owners to attend a Board meeting or two to meet and see these volunteers who contribute so much to the governance of Tellico Village.

2014 Top 10

In last Friday's edition of the Tell-E-Gram, Parker Owen has captured the top ten financial moments and successes of 2014. His article does a great job of capturing those key events and actions that helped us close out 2014 on a positive financial note, and at the same time, we were able to increase the array of amenities by three.

2014 saw us build new pickleball courts, a Toqua pavilion and the new kayak storage and launch facility. All of these projects were finished without borrowing a single dime.

All in all, 2014 was a pretty good year here in Tellico Village.

Bliss voting

Thank you to all of those Villagers who went online to RealEstateScorecard.com and voted for Tellico Village as the Happiest Community for 2015. Voting closed out January 18, and we expect to

Tellico Village Property Owners Association

Board Meeting Agenda

1:30 p.m. Wednesday, January 21, 2014

Yacht Club

<u>Topic</u>	<u>Purpose/Outcome</u>	<u>Responsible</u>
I. Minutes of Dec. 17, 2014	Call to Order	Alan Hart
II. 2015 Board Goals and Objectives	Approve	Alan Hart
III. Cheeyo Park Lot Sale Plan	Approve	Alan Hart
IV. Tanasi/Toqua Remodeling	Presentation	Beth Kuberka
V. Advisory Committee/Liaison Reports	Update	Jeff Gagley
• HOA	Update	Rick Carlin
• Communications/Marketing	Update	John Cherry/Beth Kuberka
• Finance	Update	Kendra Forsythe/Parker Owen
V. Member Comments		

hear the results sometime in early February.

Whether we win the Bliss award again or not, we all know it's better at Tellico Village.

2014: Breakout Year for Village Marketing Effort

By Joe Bogardus

It was a very good year for the Tellico Village Property Owners Association (TVPOA) marketing/communications program. The effort resulted in dozens of property sales traceable to the program, enticed hundreds of visitors to the community and exposed the Tellico Village brand to several hundred thousand interested non-residents.

In 2014, 59 sales were completed that were traceable to activity generated by the program. Broken down, the total represents 45 residences and 14 lots. The 59 sales were a boost of 22 sales or 59% over 2013. Of the 251 total properties sold in the Village last year, roughly 24% of those sales can be attributed to the program.

The Discovery Program which includes a specially-priced two-night/three-day package or a Day Tour option brought 578 people to Tellico Village. The 289 booked visits were a 108% improvement over 2013. The visitation packages included land and lake tours provided by Village residents acting as tour guides. The friendly interaction of these volunteers with prospective residents influenced numerous sales.

The community's public website - tellicovillage.org - generated close to 90,000 non-resident visits. The public relations program resulted in 21 million media impressions across the United States including a story on Forbes.com which spiked web visits 30% the week after it appeared. The social media Facebook program saw "likes" increase by more than 66% to over 3,500 in 2014. The trade show program expanded to four shows which included visits to Chicago, Pittsburgh and Washington DC (spring and fall shows).

All this activity added almost 4,500 leads to the marketing database which was a 77% increase over 2013 leads and a 22% increase above the program's stated 2014 lead goal. A lead is when an individual requests information on the community or a Discovery Package and provides his/her name and a method of contacting them, minimally a telephone number or e-mail. Print advertising and web activity produced the largest amount of leads last year.

"The marketing team told the Board at the end of 2013, it was confident the momentum that built in the second half of that year would carry over into 2014," said Beth Kuberka, TVPOA marketing manager, "And, it did, as seen by the program's 2014 performance."

Over the two year life of the marketing/communications program the overall performance is impressive. Property sales attributable to program leads total 96 for 2013 and 2014 combined. Total visitors during this period number 856 people. The two-year lead aggregate is just under 7,000 leads. The conversion rate of total program leads to sales for the two-year period registers 1.37%. Anticipated real estate industry lead to sale conversion rates range between .5% and 1.0%.

"We are fortunate to have a strong, dedicated group of partner Realtors involved in the program the past two years," commented Joe Bogardus, Villager and volunteer marketing team member. "This group along with the attractiveness of our community and having an inventory of appealing, competitively priced homes has ensured the success of this program."

For the first time since 2006 property values have increased. The average unit sale increased from \$336,308 in 2013 to \$347,504 in 2014. The average square footage per sale decreased from 2,773 in 2013 to 2,639 in 2014. The average price per square foot increased to \$131.69 in

2014 from \$121.24 in 2013. This represents a sale price per square foot uplift of 8.6%

"The stellar performance of the marketing/communications program and the increase in home values is the result of an outstanding combination of efforts on the part of our partner Realtors, the marketing team, support from the Village's outside marketing/communications agency, Tombras Group, and all our Villagers," remarked John Cherry, TVPOA public relations manager, "We all have high expectations for 2015."

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.

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

- The first **Wine Dinner** of the year is Thursday, Jan. 29. Call for tickets and details.
- **Super Bowl Party** Sunday, Feb. 1; doors open at 5 p.m. Free entry, limited menu and cash bar will be available.
- **Valentine's Day** is just around the corner, Saturday, Feb. 14. Tickets are now available. Call for details.

Questions? Contact Info for the management team:

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

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

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.

2015 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.

Santek auto-draft billing clarification

The Santek's upgrade for auto draft is scheduled for Feb. 4; all systems will be functional and ready to accept payments on Feb. 9. This should be prior to receiving any payments that would be made after the invoices are mailed out. The invoices for the next quarter will be mailed on Feb. 4 or 5, which is Wednesday or Thursday. Feb. 9 falls on the following Monday. Please call Santek at 844-500-1161 with any questions.

Electronic Recycling for Tellico Village POA

Electronic recycling is provided by Santek Waste Services with help from the Loudon County Solid Waste and Recycle Department. Delivery location for electronic recycling is 9824 Davis

Ferry Road, Loudon, TN 37774 (the Public Works compound). Place inside container provided at the site location.

Material to be Recycled:

- Battery packs
- Cable/satellite boxes
- Circuit Boards
- Computer towers
- Copiers and Fax machines (without toner)
- CRT/Monitors
- Flat Screens
- Hard drives
- Keyboards
- Lap-Top computers
- Printers (without toner or ink)
- Tuners
- DVD/VCR players
- Wire and cables cords, Power cords

Note: if your electronics may still be serviceable, you may consider donating them to the TAP program. Call 865-332-5313 for information.

Some Other Stuff You Need to Know...

Lecture Series Continues Jan. 28

Ken Ray will update his 2014 lectures on the Middle East and Central Asia. This four-part series (first part was Jan. 7) will highlight the changes in the region and the challenges to the United States. This presentation explains the complex interactions of geography, politics, religion, terrorism, and economics.

It will be offered on the four consecutive Wednesday, 10-11 a.m., Jan. 28) in the library conference room. Each presentation will cover a different topic and will be coordinated with the preceding offerings. Signups will be for each class, not the series as a whole. This class is free but preregistration is necessary. Stop by the library or call 865-458-5199. Seating is limited.

Hike Old Sugarlands Jan. 28

The Tellico Village Hiking Club will depart 7:45 a.m. (note time change) Wednesday, Jan. 28, from Chota Center, to hike:

- OLD SUGARLANDS/LUNCH IN GATLINBURG/TWIN CREEK TRAIL
- Distance: 10 miles
- Rating: Moderate
- Elevation Gain: 1,100 feet
- Driving time: 1.5 hours
- Leader: Bob Kutschera at bkkutch@yahoo.com or 865-408-3092

We will meet up with hikers attending Wilderness Week in Pigeon Forge. This hike is the Club's annual January hike which includes lunch at The Best Little Italian Restaurant in Gatlinburg (approximately 8 miles from the start of the hike to the restaurant). It is another 2 miles on Twin Creek Trail back to Sugarlands Visitor Center.

Hiking boots and hiking sticks are recommended. Driving directions will be provided the morning of the hike. Bring water and a trail snack. 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.

TV Lions Change Meeting Location

Starting with the first meeting in February, the TV Lions will be meeting at Doug's Place Restaurant in Tellico Village. The club meets twice each month. The first meeting, a morning meeting is held on the first Tuesday of the month commencing at 9 a.m. The second, a dinner meeting, is held on the third Tuesday of the month. It commences at 6:30 p.m. and normally features a speaker who talks about topics of interest to club members. In February, the meeting dates at the new location are Feb. 2 at 9 a.m. and Feb. 16 at 6:30 p.m.

To learn more about the Lions and their myriad of service activities, vision related as well as general community support, visit their website at <http://tellicovillage.tnlions.org/>. Or contact the membership chair, Lion Larry Elder, at 865-657-9722 or via e-mail at lelder49@gmail.com.

Sign Up for School Tour Feb. 2

Tellico Community Player's Readers' Theatre Troupe, the Prime Time Players, invite you to join in the fun of its 2015 School Tour. Information for signing-up and participating in the tour will be available for everyone at a meeting at the Tellico Community Playhouse 10 a.m. Monday, Feb. 2. For the past five years, PTP have taken their Readers' Theatre production into the elementary schools of the surrounding counties. Last year we performed for over 4,200 enthusiastic students and loved every minute of it! If you have the time and inclination to be a part of this outreach program, join us at the Playhouse in Lakeside Plaza. Our theme this year features Appalachian tales and is sure to please our young audience. For information contact Debbie Mayberry at 865-458-7929 or sdmayberry@charter.net; or Nancy Paule at 865-458-6984 or nancypaule001@charter.net.

Computer Users Club Meets Feb. 3

The Tellico Village Computer Users Club will meet 7 p.m. Tuesday, Feb. 3, on the top floor of the Yacht Club. Following the announcements and any committee reports, our speaker will present some logistics of managing a large retail outlet. You may often have wondered how a store can keep it's shelves stocked. Todd Galanti, Costco Warehouse Manager, Farragut, will share with us some of the insights of ordering, delivery, stocking shelves and the part that Information Technology plays in all of this activity. As always, there will be a drawing for door prizes for members at the conclusion. Visit our website at www.TVCUC.org.

Ladies Lite Luncheon Feb. 4

The next HOA Ladies Lite Luncheon will be 10 a.m. Wednesday, Feb. 4; please come early to shop. We will have a Fashion Show by J.P. Coffin, vendors are: Cranberry Hollow, Marie Desses - purses, scarves, and memory pillows; Bette Purvis, Nancy Benn, Debbie Agee and Tricia Ritter - Juice Plus. Speaker Gentry's Furriers, and our pianist is Linda Schuessler. The menu will be chopped romaine lettuce topped with tomato, cucumber, Kalamata olives, shaved red onion and feta cheese topped with a grilled chicken breast and rolls, coffee, tea, water. Our guest baker will be Becky Lee - Alzheimer's of TN. We will have monthly table rotations, tables of 8 to 10, get in the spirit and name your table. We are looking for guest bakers, pick a charity and get your friends to help bake. \$15 per person payments made to the "Tellico Village Yacht Club;" checks only. Reservations made at the Tellico Village Yacht Club, HOA Socials, and New Villager Socials. No sign ups accepted after noon the Wednesday before the Wednesday luncheon. Co-chairs: Sam McQueeney at 865-657-9020 or samnskip@charter.net; and Karen Sue Keith at 865-458-4277 or kskeith1@aim.com.

Auditions for "On Golden Pond" Begin Feb. 4

Auditions will be held 7-8:30 p.m. Wednesday, Feb. 4; 7-8:30 p.m. Friday, Feb. 6; and 2:30-3:30 p.m. Sunday, Feb. 8. Auditions will be held at the Tellico Community Playhouse. If you are out of town those three dates, let me know, and I will TRY to set another audition the week of Feb. 9-16.

Scripts are available for check out at The Public Library at Tellico Village. Please return them ASAP so others may have a chance to read the scripts.

This is a two-act play with a cast of six actors. Norman and Ethel the parents, are both in their 70s (could be late 60s). Charlie is the mailman and about the same age as their daughter, Chelsea, who has a soon-to-be husband, Bill. All three of these characters can be in their 40s or 50s. Billy Ray is Bill's son. He is 13-16 years old

The dates for the play are: April: 23-25 and 30; May 1-3. I plan on rehearsing at night on Mondays, Tuesdays, and Thursdays.

Hope to see you at auditions. Contact Steve Mayberry, President and Director, at stevemayberry@charter.net, for more information.

Thyme for Herbs Meets Feb. 5

Thyme for Herbs will meet 9:30 a.m. Thursday, Feb. 5, in the Chota Rec Center for our Annual Valentine Tea. Bring a place setting (tea cup, plate, silverware) and enjoy tea and finger foods. For more information, please call Mary Garner at 865-408-0337.

Gardening Club Meets Feb. 5

The Tellico Village Garden Club will meet on Thursday, Feb. 5, in the Yacht Club. Come at 12:30 p.m. for social time. Any gardening question can be submitted for our "Ask the Gardener" at 12:45p.m.. The program begins at 1 p.m.. This month, **2015 Gardening Trends and New Plants**, presented by Dr. Sue Hamilton, Director of the UT Gardens and Associate Professor of Plant Sciences. Visitors are welcome. For more information, contact Dori Holt at 865-657-5050 or see our website at www.tellicoclubs.com/garden.

First Fridays for Local Authors Feb. 6

Cindy Leihkauff, the next author in The Public Library at Tellico Village's *First Fridays for Local Authors* Series, will be at the Library 10 a.m.-noon Friday, Feb. 6.

Cindy is both an author and storyteller and graduated from Hardin-Simmons University in Abilene, Texas, earning her degree in Elementary Education. Her experience includes twenty-three years as a classroom and music teacher in both private and public schools. Now retired from teaching, Cindy continues to design and perform programs utilizing singing, drama, and storytelling. She and her husband, Ken, reside in Clinton, Tennessee. Please be sure to join us to talk about her newest book, "The Parable Patch," and writing in general.

Ladies Book Club Meets Feb. 12

The Tellico Village Ladies Book Club will meet Thursday, Feb. 12, in the Tanasi Club House, for an 11:30 a.m. lunch followed by a 12:15 p.m. discussion of *When we Were Strangers*, by Pamerla Schoenwald. The discussion leader is Wanda Moore. For more information, contact Bette Purvis, 865-458-8070.

U.S. Coast Guard Auxiliary Presents Marlinspike, Knots, Bends, Hitches and Splices Feb. 12

Comments from our *About Boating Safely* (ABS) class indicate that students want more time to learn and practice knots and generally learn more about working with lines. Marlinspike Seamanship answers that need and includes more knots, bends and hitches, line splicing and other marine knowledge. Splicing skills allow boaters to prepare custom-made lines for their boat, or for repairing lines that have damaged sections. This is a hands-on class where you will not only learn but you will also tie knots and splice the line. Marlinspike will be held at the Tellico Yacht Club, top floor from 1 to 4 pm. Reservations are required. More details for this

class can be found at <http://flotilla-12-2-tellico-village.blogspot.com/>. Cost is \$25 Call Mike Colacone at 352-804-8257 to reserve your seat.

Tellico Health Chat: Videos on a Variety of Health Subjects

The television studio in Tellico Village is known as Channel 3. Run by a number of dedicated volunteers, the mission is to communicate activities and services to its residents. A new program recently started is called Tellico Health Chat. A series relating to health issues that could be beneficial to many of the residents in Tellico Village and surrounding communities. It introduces medical professionals from our local community. Our goal is to present current, accurate information on a variety of health issues that can be of interest to all of us, possibly separate fact from fiction, clarify some of the mysteries of medical conditions, or provide information about an upcoming procedure or technology. Three episodes have aired so far:

- Physical Therapy by Pam Ollard, Manager, Physical Therapy, Fort Loudoun Medical Center, in Lenoir City
- Medications by Dr. Tim Pierce, Pharmacist, Fort Loudoun Medical Center
- Conventional Cardiology by Dr. Sherryl Croitor, Cardiology Associates of East Tennessee

There are a number of people who work behind the scenes to make this program a success:

- Ashley Hankla, Marketing Manager of Fort Loudoun Medical Center initially makes contact with upcoming guests and is the hostess on the videos for all Covenant professionals.
- Dorothy Brozak, Volunteer Coordinator at Fort Loudoun Medical Center. Liaison and Coordinator between the hospital and Channel 3.
- Channel 3 Volunteers who record, edit and broadcast these episodes on television and the Internet.

Upcoming Topics

- Ophthalmology-AMD
- Cardiology, Restoration
- Depression in Older Adults
- Cataracts

We invite you to watch our schedule for upcoming episodes and encourage you to offer suggestions about topics of interest. You can email us at: channel3@charter.net with your comments.

Don't have Charter TV? We are also on the internet. Go to: <http://tellicovillagechan3.org> to view the videos and announcements.