

Tell-E-Gram Text Only Version, March 20, 2015

POA Meetings and Events:

- Long Range Planning, 10 a.m. Thursday, March 26, POA Conference Room
- Recreation 101, 12:30 p.m., Thursday, March 26, Wellness Center
- Public Services Advisory Committee, 1 p.m. Thursday, March 26, POA Conference Room
- Golf 101, 9 a.m. Friday, March 27, Tanasi Clubhouse

So Who Came to Tellico Village in 2014?

By Joe Bogardus

Many people from Illinois and Florida came to Tellico Village in 2014 just like they did in 2013.

This information came to light as the Tellico Village Property Owners Association (TVPOA) marketing team completed its final analysis of the 2014 marketing/communications program.

Of the 251 total properties sold in the Village last year, roughly 24% or 59 sales can be attributed to the program. The 45 existing homes and 14 lots sales were made to people from 20 different states.

Former Illinois and Florida residents led the way. It was the second year in a row that these states led in sales. Illinois lost 12 households to Tellico Village while Florida saw seven households relocate to the community. Ex-Texans purchased five properties. One of the community's traditional feeder states - Michigan - had four households become our new neighbors. There was a tie for the fifth spot with former Californians, past New Jersey residents and transplanted Tennesseans registering three purchases each.

More than 400 inquiries were received for the program's Discovery Package and Day Tour offerings with 289 packages being completed. These packages brought 578 visitors to the community. Illinoisans lead the way with almost two times as many packages (40) as the second place state Florida (22). Ironically, last year these states also were top with completed tours: Illinois with 41 and Florida with 20. Tennesseans finished 22 tours in 2014 followed by Ohio with 21 and New York with 20 to round out the top five states for completed Discovery Package participants.

The strong performance of Illinois and Florida is not surprising. Interest in Tellico Village by residents of these states was a common occurrence in 2014 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. Again, this activity was similar to 2013.

Many new residents joined the New Villagers Club. Looking at the end of year membership listing for New Villagers, almost 27% of the 653 members as of December 31, 2014 came from Illinois and Florida. While not all newcomers join this organization, it does provide insight into the changing resident inflow patterns the Village has experienced over the past two years.

So that's who came to Tellico Village in 2014.

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 2014 momentum, the Tellico Village marketing team anticipates another promising year of welcoming new Villagers in 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.

Lifestyle Housing Forum

By Dave Hudgens

Yesterday, the Homeowners Association (HOA) and STAYinTV, an aging-in-place initiative, conducted a Lifestyle Housing Forum on Villagers' housing needs and desires as they grow older.

Designed to address results of a comprehensive survey of Village residents conducted in February, the forum was held at the Tellico Community Church.

The survey findings were reviewed by HOA vice president-programs Rick Carlin and STAYinTV chair Linda Kaump.

In addition, three local builders presented building ideas reflecting the survey. They were: Ken Mashburn of Mashburn Home Builder, Mike Jamison of Jamison Custom Homes and John Tuck of the Pinnacle Group. Representatives of Five Star Senior Living, which runs the Neighborhood assisted living complex in the Village, also presented, led by Marti Hands, community relations director.

The HOA received a total of 990 responses to the survey; of which 62 percent said they planned to sell their current home and downsize to another residence, Carlin said. Of those who thought they would downsize, 31 percent said they would do so within five years; 67 percent within 10 years. Of all respondents, regardless of housing intentions, 57 percent were 65-75 years old.

Most of the downsizers said they wanted to buy (rather than rent) a one-level home or condo with an open floor plan, 2-3 bedrooms with 1,100 to 2,000 square feet. Some 58 percent preferred two bedrooms.

Top features preferred included a family room/great room, laundry room, home office, powder room, a porch, deck or patio, a two-car garage and attached storage. A wheelchair friendly design was rated very important or somewhat important by 75 percent of downsizers.

"There was a common design theme," Kaump said, reviewing anecdotal comments in the survey: "One master suite with bath and large closet; a second bedroom large enough for twin beds or a king with easy access to a bathroom; and a third bedroom as multi-purpose/office/craft room. Rooms with a view and zero maintenance came up a lot."

Carlin said that some 77 percent said they wanted to pay less than \$325,000 for their downsized dwelling. Of potential renters, nearly 60 percent wanted to pay under \$1,500 a month, but 36 percent would pay \$1,500 to \$2,000 monthly.

Most respondents said they were capable of performing housekeeping, grocery shopping and minor home repairs and lawn and garden care, but in a measure of services desired, 92 percent said lawn and garden service was very or somewhat important, 93 percent felt that way about exterior home maintenance, and 74 percent felt indoor cleaning and light maintenance were very or somewhat important.

Kaump said that there is a "strong sense throughout the survey that that people recognize that health and the economy will influence their thinking and decision making over time."

"As we age, our health status will impact our ability to run a household, despite a desire to remain active as long as possible," he added. "Affordability of a downsized residence and resale value and ease of sale of existing homes are on folks' minds. Some worry they may not be able to stay in Tellico Village due to a lack of suitable housing options."

Kaump added that convenience is very key. "Some want transportation to shopping, medical appointments, Village amenities, church, closer access to medical resources, shopping, meals out. Many do not want to be burdened with chores associated with daily living."

STAYinTV currently offers a ride program in which volunteers take residents who can't drive (permanently or temporarily) to doctor appointments, etc., for a small fee to cover expenses. In another STAY initiative volunteers do minor home maintenance chores such as replacing an electrical switch or

outlet or replacing a garbage disposer. A program in which volunteers do grocery shopping for the homebound is scheduled to roll out in May.

Do Not Become the Victim of This Latest Scam

Another Scam: There's another scam making the rounds this holiday season. In this scam, a caller says they are calling from the IRS. They tell the target of their scam that the IRS is suing them for back taxes, and the IRS has been trying desperately to get in touch with them. Loudon County law enforcement tells us that this is a fairly new version of an old scam. Be careful out there.

February 2015 Financial Report

By Parker Owen, Director of Finance

Good news Tellico Village! Spring is finally here!

After one of the roughest winters in recent memory, spring is returning to Tellico Village. While the evidence of this year's ice storm is still plainly visible in the form of downed trees, limbs and brush to be cleaned up, we are making progress in getting things back to normal. Jeff Gagley's Public Works crews and contractors are about 80 percent through the cleanup of Tellico Village property for which they are responsible. The most visible remaining work to be done is along Tennessee State Highway 444, which is the responsibility of the Tennessee Department of Transportation (TDOT). We have been in communication with TDOT supervision for this district and have been told that they are focusing their efforts on repairing potholes and removing downed trees along all Interstate and State Routes. They have indeed repaired several potholes along Highway 444 and will be removing the downed trees over the coming weeks. While these remain an unsightly reminder of the winter storms, we will need to be patient while TDOT crews work through the cleanup and repair operations for which they are responsible and for which they bear the costs.

When we look at the January and February financial results, we could get a false sense of security that the cost of these storms was not too bad. The year-to-date unfavorable variance for net income is about \$38,000, but this masks the real impact of this winter. Yes, most of the costs of road treatment and snow removal were reflected in February results, but the cleanup efforts and brush removal continue through March. The most significant impact is on maintenance projects that had to be deferred due to weather. The need for these projects is still there, but the timing will be later than reflected in the budget. So there are some favorable maintenance budget variances in February that will show up as unfavorable variances in March and April. Overall we are estimating the direct Public Works costs of the winter storms at about \$100,000 with about \$40,000 of that expense incurred in February, and the remainder to be realized over March and April.

The other costs of winter show up as revenue reductions. Our golf courses were closed for almost three out of four weeks during the month of February. The changeover in our restaurant contractor for Tanasi and Toqua closed those facilities for two to three weeks at the beginning of January, then the power outages and bitter cold weather closed or curtailed operations for several days in February. Even pre-payments for golf, boat slips and RV spaces have lagged, as those are usually made when the weather is more cooperative.

Now we are not just sitting around bemoaning our bad fortune at getting off to such a terrible start in 2015. Our golf management team in conjunction with the Golf Advisory Committee is aggressively promoting more member play, recruiting more play from the New Villagers Club, and promoting more couple's golf play. The first couple's golf event scheduled for March 29 sold out well in advance of the event. The Second Tee event held Feb. 24 at the Yacht Club drew 263 people on a snowy, icy night when temperatures were in the twenties. A new 9-hole Par 3 challenge event will be scheduled on the second Tuesday of each month with discounted greens fees and cart fees, followed by dinner and drink specials. Clearly there is some pent-up demand for golf and other outdoor

activities, so we have extended the window for reloading prepaid golf accounts through the end of March.

My request to all of the residents of Tellico Village is this - get out of the house! Play golf and reload your pre-paid golf account. Renew your Fitness membership, your boat slip and your RV space. Eat in your restaurants and enjoy springtime in one of the most beautiful places in all of East Tennessee. These are just a few of the things that make life better at Tellico Village, and they will show up in our financial performance as we go through the year.

At their March meeting, the Board of Directors approved a \$53,000 capital project to renovate the locker rooms and restrooms at Chota Recreation Center. Part of the Repair, Replace and Renovate initiative for 2015, this project will be funded from the Repair and Maintenance Reserve Fund. Other recent capital projects that have received approval include \$15,000 for purchase of a new Dell server platform and software system. Improvements to the Kahite Driving Range were approved at \$8,000 for new steps, expanded cart parking and a large street sign style clock. The clock is being funded in part by a \$3,000 contribution from the Kahite Beautification Committee and \$900 from the East Tennessee Seniors Golf organization.

We are buying three used Toro 3100D mowers at a cost of approximately \$12,000 each, with one mower designated for each of our three courses. These mowers, which have been leased by Tellico Village Golf Maintenance for the past four years, are in excellent condition, and have an estimated three-plus years of life left. At about one third the cost of new equipment, they represent excellent capital value for meeting the needs of our operations. Finally, new strength equipment costing \$95,000 is being delivered to the Wellness Center on March 26. The old equipment is being removed on March 20 and is being sold to a reseller of used fitness equipment. At their March meeting, the Board adopted an amendment to the Purchasing Policy and Procedures Manual that adds sale of surplus equipment to resellers as an acceptable method of equipment disposal.

The 2015 budget is cash self-sufficient; that is all expenses of operations and all capital expenditures can be funded out of 2015 cash flows. Following is a summary of our position through February operations for net income and depreciation variances. We have approved approximately 37 percent of the 2015 Capital Plan.

Cash Flow Budget, Year-to-Date Variances, and Projections

Cash Flow Component	Budget	YTD Variance	Projection
Net Income	\$ 62,393	-\$ 37,879	\$ 24,514
Depreciation	1,378,656	3,210	1,381,866
Capital Expenditure	-1,258,700	- 68.662	-1,327.362
Net Cash Flow (excluding WorkCap)	\$ 182,349	-\$103,331	\$ 79,018

What Is That Arrow on the Garbage Container?

Did you know the arrow on your garbage container is to point the garbage cart toward the street so the Santek truck driver can pick up the container with a mechanized lift arm? If the container is either sideways or backwards, it requires the truck driver to exit the truck and move the container. With the arrow pointed at the street, the driver will not have to exit the truck to pick up the trash container

Information and photos submitted by Keith Rivard

Toqua and Tanasi Restaurant Specials and Events

Tanasi Bar and Grill and Toqua Café now proudly serving beer, wine, and liquor.

- Join us Friday's at Tanasi Bar and Grill for our **Monster Meatloaf** and **Fisherman's Platter** in March.
- Also now accepting reservations for our **Easter Buffet**—featuring a ham carving station, eggs cooked to order, French toast, and many other favorites; a true holiday feast.
- **Free appetizers** at the Tanasi Bar on Sundays and Mondays in March – just buy a drink!

Toqua Café: 865-458-1330 Tanasi Bar and Grill: 865-458-9392

Loudon County Clerk's TV Satellite Office Open Thursdays

The Loudon County Clerk's office is assisting customers with the following services: Vehicle registrations, vehicle renewals, duplicate titles, handicap applications. The office space is located at: 100 Chota Center, courtesy of Lakeside Real Estate Group. Hours are: 9 a.m.-4 p.m. Thursdays to serve Loudon County residents.

Some Other Stuff You Need to Know...

Pickleball Club Celebrates Spring March 21

The Pickleball Club will celebrate spring 1-5 p.m. Saturday, March 21, at the Wellness Center. Hot dogs, buns, and condiments will be provided for \$3. Please bring other foods listed on the signup sheets in mail boxes. If you are willing to help with setup and tear down, contact Janet Winslow, 865-657-9837.

Lakeshore Cleanup March 21

Time to plan for WATeR's 14th annual Lakeshore Cleanup being held 9 a.m.-5 p.m. Saturday, March 21. For more information on WATeR, go to www.tellicowater.org.

Knoxville Symphony Orchestra and Lenoir City High School Choir in Concert March 22

Tellico Live! is proud to announce the Tellico Community Concert Committee's annual Spring Concert featuring the Knoxville Symphony Orchestra joined by the Lenoir City High School Choir on Sunday, March 22, at 4 p.m., at the Community Church of Tellico Village.

KSO's musical selections include a movement from Mozart's Symphony No. 35; Bizet's Suite No. 1 from the opera *Carmen*; show tunes and a Sousa March. KSO Resident Conductor James Fellenbaum conducts the Orchestra, joined by the Lenoir City High School Choir, conducted by Phillips Holloway. KSO Principal Bassoon player Aaron Apaza will perform the first movement of Mozart's Bassoon Concerto in B-flat Major. The Lenoir City High School Choir will perform in advance of the concert beginning at 3:25 and later in the program will join the KSO on stage for special selections.

Each spring the Concert Committee brings the KSO to Tellico Village. "We take pride in providing live orchestral music for the people of East Tennessee," said Jennifer Harrell, KSO Director of Education & Community Partnerships. "The Knoxville Symphony Orchestra provides classical music for communities that do not have the opportunity to hear a live orchestral performance in their hometown."

The Orchestra consists of 75 professional musicians and performs more than 250 programs throughout East Tennessee each season including Athens, Crossville, Dandridge, Greeneville, Harrogate, Jefferson City, Maryville, Morristown, Sevierville and Tellico Village, as well as in Lee County and Richlands, VA. Performing in traditional venues such as the Tennessee Theatre, Bijou Theatre and the Civic Auditorium, and in non-traditional places like hospitals, school classrooms, nursing homes, city parks and churches, the KSO reaches more than 200,000 people throughout the region each year.

As an added attraction, the Lenoir City High School Choir will join the KSO in this concert. The choir is preparing for a European concert trip this summer to the Mozart Choral Festival and will be sharing news of this trip with those in attendance.

Tickets are \$25 and can be purchased at Village Salon, United Community Bank (Tellico Village), Kahite Grill, and at the door. For additional information call Pat McDermott at 423-884-3098, or Lorie Henley at 865-458-4334.

Mac Users Meet March 23

Mac Users will meet March 23, 3 p.m., at Chota Rec Center. The program will focus on Image Capture and on using iTunes with your Apple device. Mac Users are part of the Tellico Village Computer Users Club. For more information, email tvmacsig@gmail.com.

Women's Club Meets March 23

GFWC Tellico Village Women's Club will meet 3 p.m. Monday, [March 23](#), at Tanasi Clubhouse Back Room. Please contact Sam McQueeney at samnskip@charter.net or 865-657-9020 if you are interested in finding out more about GFWC-Tellico Village Women's Club. As we like to say, "Your new best friends are waiting for you – you just haven't met them yet!"