

Tell-E-Gram Text Only Version, September 29, 2015

POA Meetings and Events:

- Architectural Control Committee, 9 a.m. Thursday, Oct. 1, POA Conference Room
- Recreation Advisory Committee, 9 a.m. Thursday, Oct. 1, Wellness Center
- Communications & Marketing Advisory Committee, 9 a.m. Friday, Oct. 2, POA Conference Room
- **POA Board Workshop Canceled for Oct. 6**

General Manager's Report for September

By Winston Blazer, General Manager

Budget Meetings Get Rolling

The POA budget process gets rolling over the next few weeks. Parker Owen, Finance Director, has set up a schedule of meetings to help get us to the finish line and approve a budget at our November Board meeting. Throughout the process, the departments will review their budgets with the Finance Advisory Committee and Board Members.

Some progress has already happened as the department managers have received budget guidelines and budget model worksheets from the Finance Director. Managers submitted responses and met with the Finance Director in August and early September.

The next steps:

- Oct. 12 through 14 - FAC review of departmental budgets, 10 a.m., POA office
- Oct. 30 - FAC Final Review of 2015 Budget, 10 a.m., POA office
- Nov. 3 - Board review of final draft, 10 a.m., Yacht Club top floor
- Nov. 11 - Board second review of final draft, if needed, 10 a.m., Yacht Club top floor
- Nov. 18 - Board Approval of 2015 Budget, Regular Monthly Board Meeting, 1:30 p.m., Yacht Club

I want to encourage all Villagers who are interested in the budgeting process to come on out and see how it works. I also want to thank in advance all the departments, and especially Parker Owen, for all the hard work already accomplished and yet to come.

Board election nears

Four Tellico Village residents have declared their intention to run for the two available seats in this year's Board of Directors election. The names and biographies of the four candidates are available at <http://www.tellicovillagepoa.org/tvpoa/board-of-directors> under the heading Board Elections near the bottom of the page. In case of any difficulties logging into the site, please call Patty Robichaud in the Public Relations department. The biographies are also available in the Board Newsletter which will begin hitting mailboxes around the first weekend in October.

Property owners will receive election information via postcard and letter starting in the middle of October. The polls will open Nov. 1 and close at noon on Nov. 19. The POA will make a formal announcement at 2 p.m., Friday, Nov. 20 in the POA conference room. Those results will be published immediately in the Tell-E-Gram that afternoon.

Committee seats need volunteers

The POA is still accepting applications for volunteers to fill seats on several of the advisory committees. If you are interested in serving the community by sitting on one of the committees, application packets are available at the POA administrative building.

Applications will be accepted until Oct. 1. After that date, managers will schedule meetings with applicants to put the best folks on the committee that matches their expertise and fills a need for the POA. The Board of Directors will approve and install new committee members at the December Board meeting.

Marketplace at the Yacht Club

Friday, Oct. 9 promises to be a great day to visit the Tellico Village Yacht Club. The 7th Annual Marketplace at the Yacht Club will be open for business from 10 a.m. to 2 p.m. More than 40 businesses and vendors will set up and demonstrate those products and services they feature. Villagers are encouraged to come by, no appointment necessary, and see the types of products and services available in the local area. Music will also be on the menu at the Oct. 9 event. Live music will be provided by Pistol Creek Catch of the Day, a wonderful band out of Maryville.

The Marketplace was started to marry the needs of Villagers with the businesses who seek customers in Tellico Village. Hopefully, a good turnout by Villagers will demonstrate to local businesses the need to relocate some more services to Village storefronts.

The Marketplace at the Yacht Club is presented by the Loudon County Chamber of Commerce and the Tellico Village Property Owners Association.

Board Newsletter on its way

The next edition of the Board Newsletter is at the printers. This edition will cover several topics to include an article written by the POA Board of Directors providing insight into why and how they do what they do. The newsletter also highlights a couple more of our advisory committees and the volunteers who provide their expertise to help run our community. The biographies of the four Board candidates will also be in this next edition. Due to processing time, that newsletter should be in mailboxes around the first week in October.

The October Board Workshop originally scheduled for Tuesday, Oct. 6 is canceled. The Board met a week later in September than usual, and the budget meetings which are open to Villagers begin Oct. 12.

Marketing Program Sales up 77% Year-Over-Year

By Joe Bogardus

The Tellico Village Property Owners Association (TVPOA) marketing team reported a dramatic increase in Village property sales traceable to the community's marketing/communications program for January to August, 2015. The sale of 62 properties represented a 77% jump, up from 35 home and lot sales for the same time last year.

The team outlined the achievement at the recent TVPOA Board of Directors meeting held at the Yacht Club.

The 62 sales were 36.3 percent of all the properties sold in the community for the January-August time frame an improvement of more than 50% over the 23.5 percent of all properties sold in 2014. Sale price per square foot improved by 4.4 percent to \$135.55 from \$129.85. The 4.4 percent coupled with the 8.6 percent improvement for all of 2014 means Village sale price per square foot performance has jumped 13 percent in the past 20 months.

Beth Kuberka, TVPOA marketing manager, credits the sales advancement to a number of aspects. "In 2015 the Village has had a variety of attractive, quality properties come to market which were competitively priced. Discovery Package participants are up 17 percent with more than 400 people visiting the community. These factors combined with the excellent sales work done by our program Realtors have contributed to our 2015 success."

All of the 2015 program's metrics are tracking to be either met or exceeded with sizable increases above goal being registered in public relations impressions - four times the goal of 23 million - and Facebook likes up 61 percent over last year.

Qualified leads are up 26 percent. A lead is defined as someone who fills in the contact form on the Tellico Village website, phones the TVPOA seeking materials, completes an information form at a trade show, or submits a magazine reader service card. Cost per lead for the period showed ongoing improvement.

"As a Villager and marketing team member, one of the key items I look at regularly is cost per lead," said Joe Bogardus. "This is a measure of program effectiveness and efficiency. With the community's limited marketing investment, it's essential this number be kept as low as

possible." Real estate industry lead costs generally range from \$50 to \$150. For January to August, the Village's cost per lead was \$60.42 per lead, a 20 percent improvement over the \$75.56 for the same time in 2014. This data also reaffirms the program's message is resonating with the target audiences and is appearing in appropriate communication channels.

Joe Bogardus is a retired marketing communications professional and Tellico Village resident who 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.

Know Your Website – Chapter 4

It seems like a lot of Villagers know the secrets of navigating the Tellico Village POA website, yet there are many more who do not. This new Tell-E-Gram feature is designed for both groups. Hopefully, those who know how to log into the website and where to find things will learn something new. While at the same time, we are hoping that those who aren't as familiar with the website will take the opportunity to poke around and see what they can find.

In this fourth edition, we're visiting the Board of Directors page. After logging into www.TellicoVillagePOA.org, click on the POA emblem in the lower right hand corner of the photo at the top of the page. Once you do that, the screenshot at the right will appear. We have circled the Board of Directors button to highlight that page. On the Board of Directors page, some of the things you will find:

- Schedules and Agendas for Board meetings
- Items under consideration by the Board
- Board meeting minutes
- Various policies and products produced, accepted or approved by the Board
- Biographies of Villagers running for the Board seats in the upcoming election

Hopefully, Villagers will find this new feature helpful and informative.

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

Lots going on at the Blue Heron Restaurant and Tellico Village Yacht Club:

- **"Tini" Tuesdays** will be every Tuesday in October. Come see what Ashley can whip up!
- **Thirsty Thursdays** are here! Bottles of wine are half price (anything from the wine list).
- **NO Tiki Bar** this Friday. But come Friday, Oct. 9, for the Steve Rutledge Band.

Questions? Contact Info for the management team:

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

Linnea Elliott: Email: lelliott.awehospitality@gmail.com

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

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 4100.

The Latest Scam: Microsoft Calling...NOT!

A family member of an employee began receiving calls this week from a man purporting to represent Microsoft. He claimed that he was calling because the Chinese were trying to hack the family member's computer—and to stop the hacking, the caller asked the family member to get on his computer and log into a website. This is a bogus call and an excellent attempt to victimize anyone who goes to the website.

Remember, Microsoft will NOT call you. The IRS will NOT call you (the IRS uses certified mail). Do not fall for these and other phone scams.

Recent Events and Bragging Rights

Ribbon cut for new walking trail

Last Thursday, the Recreation Department hosted a ribbon cutting for the new walking trail at the Wellness Center. The staff and members of the Recreation Advisory Committee served up hot dogs, chips, cookies and lemonade to more than 250 Villagers who came out for the festivities.

The new walking trail also features exercise stations donated by the Lions Club. The total cost to the Lions Club of installing the four exercise stations was \$17,617.50. This represents approximately one year's income from its fund raising activities - the upcoming Oktoberfest (Monday, Oct. 5 at the Yacht Club from 4 to 8 p.m.), the Chili Dinner, the Golf Outing and monthly flyer deliveries. Again, it should be emphasized that a project of this type would not be possible without the support of Tellico Village residents to these Lions activities.

Four members of the club were the individuals responsible for assembling and installing the stations. Lion Bruce Johnson was the project leader assisted by Lions Curt Isakson, Ray Harris and Gerald Edgell. In addition, four employees from Lion Edgell's firm, Tellico Bay Construction, also assisted in the effort. Including the contracting and procurement the entire project required 78 hours of effort by these individuals.

Some Other Stuff You Need to Know...

Community Health Fair Sept. 30

Christ Our Savior Lutheran Church will be sponsoring and hosting a **Community Health Fair Jamboree** on Wednesday, Sept. 30, from 1 p.m. until 4 p.m. A wide variety of vendor booths and demonstrations on subjects that are focused on "**Celebrating Healthy Aging.**" There will be light refreshments and door prizes. No entry fee. (Some health screening and tests might have a small fee.) Free Valet parking will be available. The church is located on Highway 72 about one mile north of the intersection with Highway 444 (Food Lion).

Come and visit a collection of vendor booths and demonstrations on subjects such as:

- Pharmacists
- Physical Therapists
- Eye Care
- Dental Care
- Assisted living
- Wellness
- Fitness
- Chiropractors
- Hospice Care

- Attorney
- Fire
- Blood Drive
- Health Screening
- Awareness
- Emergency Response
- Mammography
- Health Insurance
- Diet

Victor Borge at the Library Free Movie Sept. 30

The Public Library at Tellico Village presents the last free movie of 2015, “Victor Borge: 100 years of Music and Laughter” on Sept. 30 at 7:30 p.m. Borge made his piano debut in 1926 at the age of 17. Through the next 80 years, he never left the spotlight. “The Great Dane” of comedy, as the humorist and musician was known, was celebrated across the world for his unique blend of notes and quotes. The film is full of rare archival footage from the Borge family vault as well as classic comedy bits such as “Phonetic Punctuation,” “Inflationary Language” and “Autumn Leaves” and much more.

Join us in the courtyard for fun and laughter with Victor Borge, Wednesday night, Sept. 30, at 7:30p.m. No reservation needed. Popcorn and drinks are available for a donation.

Garden Club Meets Oct. 1

The Garden Club will meet 12:30 p.m. Thursday, Oct. 1, in the Yacht Club. Bill Reeves, from Tennessee Wildlife Resources, will present "Saving the Monarch Butterfly." Join now for a monthly program on the first Thursday through June, 2016, \$10 per family. New members/residents always welcome. For more information, contact Kay Wilson at 865-458-1599.

Woodworkers Meet Oct. 1

The October membership meeting of the Tellico Village Woodworkers Club will be on Thursday evening, Oct. 1. The program will be “Shop Tours;” the members divide into three groups and visit three members’ shops in turns. The time and meeting place are yet to be determined.

Tellico Live! Presents The Young Irelanders for Fall Concert Oct. 4

Tellico Live! brings the sensational performing group, The Young Irelanders, to the stage for its October Fall Pops Concert. This talented ensemble of singers and dancers will entertain concert goers 7 p.m. Sunday, Oct. 4, at the Community Church in Tellico Village. The Young Irelanders comprises eight gifted performers who have Irish traditional music, song, and dance running through their veins. The sound the band creates is best described as eclectic, where traditional Irish music, Celtic music, folk music, world music, jazz music, country music, and popular music all come together to give rise to a very unique and multi-faceted sound.

Tellico Live! is comprised of the members of the Tellico Village Community Concert Committee whose mission is to bring quality musical performances for Loudon County and surrounding areas, and to encourage local students in their pursuit and enjoyment of the musical arts. TVCCC is a 501C3 organization whose scholarships are partially funded with the proceeds from our Pops Concert in the fall and our Knoxville Symphony Concert in the spring. The Loudon County Music Scholarships and the Bonnie Nelson Music Awards are administered and awarded by TVCCC each year to the youth of Loudon County.

Individual tickets for the Young Irelanders Concert are \$25 and are available for purchase at the Village Salon in Tellico Village Square and Kahite Grille. Tickets will also be available at the door. Contact Lori Henley at 865-458-4334 for further ticket information.

TV Lions Preparing Annual Oktoberfest Oct. 5

With October just around the corner the members of the TV Lions club are deep into preparations for their annual Oktoberfest; this will be the 12th year in which this event has been held. As usual, the site is the TV Yacht Club 4-7 p.m. Monday, Oct. 5.

The menu consists of grilled bratwurst, German potato salad, fixings and beverages, to include great beer. For those who do not drink beer, wine will be available for sale by the glass. Tickets are \$25 for two or \$13 for one ticket. Tickets are available from any Lion or at Sloan's, The Village Salon, or United Community Bank.

Staging this event requires a lot of effort. Members of the club, their spouses, friends and neighbors are enlisted to perform the myriad of tasks associated with setting up the club, preparing and serving some of the food and, just as importantly, cleaning up after the event. In addition to the help provided by the Lions, the staff of the Yacht Club also lends a valuable hand in making the event a success. The photo shows some of the attendees going thru the serving line for their food and beverages.

This event, as do other fund raisers held by the TV Lions, support the myriad of service activities the club performs each year. In the history of the club they have donated over \$250,000 to a variety of programs in Loudon County as well as the greater east Tennessee area. Activities that have been supported included Habitat for Humanity, Iva's Place, the Good Samaritan Center, Smoky Mountain Guide Dogs, Project Lifesaver, the East Tennessee Eye Bank, Vanderbilt University Eye Center, American Diabetes Association, Juvenile Diabetes Research Foundation and the Lions Clubs International Foundation.

One of the current major activities is the monthly Health Fair that is held at the Good Samaritan Center in Lenoir City. In addition to blood pressure and glucose screening, vision testing is also performed. If an individual is found to be in need of glasses and they qualify for assistance under US poverty guidelines the glasses are furnished free of charge. Thus far this year the club has provided over \$6,000 worth of free glasses to eligible residents of Loudon County.

The TV Lions are also looking for men and women to join their ranks. If you are interested in joining this great organization feel free to visit the club website at <http://tellicovillage.tnlions.org> to learn more about the club or contact either of the two membership chairs, Bruce Johnson at 408-9880 or via e-mail to bruce.johnson133@charter.net, or Curt Isakson at 458-2943 or via e-mail to marcurtrving@gmail.com.

Ladies Book Club Meets Oct. 8

The Tellico Village Ladies Book Club will meet Thursday, Oct. 8, for an 11:30 a.m. lunch followed by a 12:15 p.m. discussion of "The Interestings," by Meg Woliz, led by Virginia Zorovich, in the Tanasi Clubhouse. For more information, contact Bette Purvis, 865-458-8070.

Cold Water Boating, Fishing, Duck Hunting, Kayaking, Canoeing, Just Sight Seeing Course Oct. 13

- PRESENTED BY: U.S. Coast Guard Auxiliary, Tellico Lake Flotilla 12-2
- WHEN: Oct. 13, 1-4 p.m.
- WHERE: Tellico Village Yacht Club (top floor meeting room)

- COST: FREE for the first 30 registrants

Boating in cold waters (typically) under 60 degrees requires special considerations and preparations. Boats are often smaller, trailerable and with low freeboard. Many small boats are aluminum so positive flotation is important. Personal flotation is even more important. Boat load capacity and gear storage are just some of the issues to be considered when boating in colder waters. Duck hunters, deer hunters and fishermen are often unaware of cold water limitations and dangers. Boating in the late Fall, through the Winter and during the early Spring can be a beautiful time to enjoy mother nature. However, it also brings additional risks that you should anticipate and be prepared. This seminar has been developed to give cold water boaters the information they need to survive the unexpected.

SPACE IS LIMITED. PLEASE CALL EARLY TO MAKE YOUR RESERVATION.

Call Now: Mike Colacone at (352) 804-8257 or Tom Murphy at (865) 320-3788

E-mail: flotilla12.2.tellico.village@gmail.com

For more class information, go to <http://www.flotilla-12-2-tellico-village.blogspot.com>

Christian Men's Fellowship Breakfast Thursdays

Every Thursday morning, 8-9 a.m., there is a group of men who meet at the Tanasi Clubhouse for breakfast, for fellowship and to hear a short devotional thought. The group is non-denominational and is called Christian Men's Fellowship Breakfast. All men are welcome. Any questions, call Larry Denney (865-408-9725) or Bob Ericson (865-458-9877).