

Tell-E-Gram Text Only Version, February 9, 016

POA Meetings and Events (red denotes irregularity of time, day, and/or location):

- **Chat with PR Manager, 10 a.m.-2 p.m. Thursday, Feb. 11, Welcome Center**
- **Finance Advisory Committee, 9 a.m. Friday, Feb. 12, POA Conference Room**
- **Golf Advisory Committee, 3 p.m. Friday, Feb. 12, POA Conference Room**
- **Dock Captains, 3 p.m. Monday, Feb. 15, POA Conference Room**

A New Year, A New Way to Chat

Hi, my name is John Cherry, and I am your Public Relations Manager for the Tellico Village Property Owners Association. Part of my job is to know a little bit about everything that goes on in Tellico Village and the POA. I get calls and emails every day from Villagers with questions about all kinds of things. To make it easier to just swing by and ask a question, I will be set up at the new Welcome Center Thursday, Feb. 11, from 10 a.m. to 2 p.m. to answer YOUR questions. Who knows who will stop by to chat or to answer your questions.

WHAT: PR Manager answers your questions

WHERE: Tellico Village Welcome Center

WHEN: Thursday, Feb. 11 from 10 a.m. to 2 p.m.

See you Thursday!

Village Marketing: Effective, Efficient and Value Adding

By Bev Cottle, Communications & Marketing Advisory Committee

In the fall of 2014, Tom and Carole Hollern had reluctantly decided they needed to downsize and put their Mingo Way home up for sale. They had spotted a home in the Coyatee neighborhood which would be ideal for their reduced requirements.

Around the time the Hollern's put their home on the market, Paul and Shelley Kuehn from Livonia, NY visited Tellico Village for the second time. They originally came to the Village in the summer of 2014 on a Discovery Package and were drawn to the area's natural beauty and the Village's friendly culture. Paul and Shelley were looking to escape high New York state taxes and get closer to children and grandchildren in Nashville, Cincinnati and Charlotte. The Hollern home met their expectations, an offer was extended and accepted.

The Kuehns closed on the property in early January 2015 and became one of the first of 102 sales traceable to the 2015 Tellico Village marketing/communications effort. The 102 sales represented a 73% increase over the 59 sales attributed to the program in 2014.

It was a great year for real estate overall in the community. There were 294 homes and lots sold with 226 of the sales being existing homes which tied with 2005 for the highest level of existing home sales in the Village's history. Average time on market declined to four months which was the lowest time on market in at least a decade. Out of all 2015 Village real estate transactions, 35 percent could be traced to activity generated by the marketing/communications program.

Like the Hollerns and Kuehns, all Villagers profited from the marketing/communications program as residential property values increased by three percent. In the past two years, residential property values have jumped 12 percent. "The Village has experienced a growth spurt as brand awareness has increased," said Beth Kuberka, Tellico Village Property Owners Association (TVPOA) marketing manager. "We had hundreds of visitors in 2015, and our preferred Realtors did an excellent job in presenting and selling the properties that the Village had to offer."

Susan Akagi, Village resident and long-time community Realtor, has been involved in the preferred Realtor program since the re-branding effort was launched in 2013. She has been

extremely impressed with the program's effectiveness and year over year has seen a positive progression in the results. The Hollerns, her clients, are only one of many who have benefitted from the program. Most real estate firms, at the high end, expect to convert one percent of their leads to sales. Over the past three years the conversion rate for the Tellico Village marketing/communication program - all leads and all sales - totals 1.65 percent. Susan noted, "The Village's program is performing 65 percent above industry standards. It goes to show what a terrific location, great amenities, outstanding lifestyle and excellent value proposition we have in Tellico Village."

Tracking the program's efficiency falls to the TVPOA marketing team. The team generates, with the Tombras Group's help (the Village's marketing/communications agency), an eight-page monthly analysis. The report is condensed to a one-page summary for the team's review. "We look at a number of metrics each month, but cost per lead is something we pay particular attention," said Villager and marketing team member, Fred Toettcher.

In the active adult community industry the average cost per lead ranges from \$50 to \$150 per lead. In 2015 the cost per lead for the Village's marketing/communication program was \$68.20 versus \$75.85 in 2014, a 10 percent improvement. There was an increase of 16 percent in 2015 program leads. This performance reaffirms the campaign's messaging is resonating with the target audiences and is being delivered in the appropriate communications channels.

The 2015 marketing/communications program successfully added value to Villager's property and it was done efficiently and effectively. These are all important measures for the program, but another measure is the impact it has had on the people coming to the community. A comment from Shelley Kuehn captures this sentiment best, "We just love it here," she said.

Bev Cottle is a Tellico Villager, former marketing communications professional and is currently chair of the Communications Marketing Advisory Committee. TVPOA marketing team member, Joe Bogardus contributed to this article.

Yacht Club and Tanasi Bar and Grill

Join us for **Fish Fry Fridays** at Tanasi Bar & Grill: Hand Beer Battered Cod with two sides, \$10.95
Valentine's Day

- The Yacht Club and Tanasi Bar & Grill will both be accepting reservations for Valentine's Day. Call for details.
- Join us for Valentine's Day at the Yacht Club on Saturday, Feb. 13. We will open for **normal menu and reservation**. No upcharge, no extras, just a nice romantic evening with your spouse without the price tag.

Tanasi Bar and Grill: 865-458-9392

Toqua Café: 865-458-1330

Yacht Club: 865-458-4363

Signs in Tellico Village

The TVPOA Board approved the current Blue Book in April 2015. It includes applicable rules, regulations, and standards to keep Tellico Village beautiful.

With the political season upon us, some Villagers wish to support their favored candidates with signs in their yards. There are some locations around the Village where campaign signs are placed on non-Tellico Village property. For residences, however, the Blue Book does not allow political signs. For questions or more information, call the Architectural Control Committee, 865-458-4522. To view the Blue Book online, go to www.TellicoVillagePOA.org and click on the ACC button.

According to Section D, Part II—Aesthetic and Post Construction Rules, Regulations and Standards:
(31) Rules Regarding Signs

- a. General—Consistency in the regulation and control of signage throughout Tellico Village contributes to the aesthetics, and is therefore of much benefit to the entire community.

- b. Definition—"Sign" means any identification, description, illustration, or device which is visible from any public place or is located on private property, is exposed to the public, and which directs attention to a product, service, place, activity, person, institution, business, or solicitation.
- c. Restrictions and Regulations—Only the following signs are permitted in areas zoned Residential (as indicated upon the applicable recorded subdivision plat): ...
 - i. Developer Sales Signs: Signs erected by the Developer in connection with its sales program.
 - ii. Miscellaneous Signs: Except for signs installed by the Developer, only standardized yard, garage and moving sales, auction, and similar signs may be used. ...
 - iii. Open House Signs: Signs may be displayed only while the home is staffed by agents and is limited to one (1) sign per resident's yard. ...
 - iv. POA Signs: Signs erected by the POA for the identification of streets, neighborhoods, recreation amenities, traffic control, directional purposes, safety, security, and building permits.
 - v. Signs of a temporary nature advertising property for sale: ...
 - vi. Contractor Signs: ...
 - vii. Signs on Common Property: Such signs generally shall not be permitted except as provided in this rule above; however, an application may be considered by the ACC on its individual merit, and if approved, shall not be considered as a precedent. Approval shall be based on purpose, content, color, design, size and location.

d. Prohibited Signs

The following signs are specifically prohibited: SOLD, FOR RENT, POLITICAL, AND ANY OTHER SIGN NOT SPECIFICALLY PERMITTED ABOVE.

Some Other Stuff You Need to Know...

Cruising Club Meets Feb. 10

The Tellico Cruising Club will hold its monthly meeting Wednesday, Feb. 10, at the Yacht Club. The social hour begins at 5 p.m. with the meeting starting promptly at 6 p.m. All Tellico Lake boaters are welcome. Any questions should be directed to Bob Mazzola, 865-657-9306.

Fishing Club Meets Feb. 10

The Tellico Village Fishing Club monthly meeting will be 7-8:30 p.m. Wednesday, Feb. 10, at the Tellico Village Yacht Club. Members discuss fishing related topics and this month's guest speaker is UT professor of Ecology & Evolutionary Biology, Dr. David Etnier. He will be discussing behavior of bass and the program of stocking a Florida strain of bass in Tennessee. Visitors are welcome.

For additional information, contact Club President Brian Baldwin at 423-884-2641.

Ladies Book Club Meets Feb. 11

The Tellico Village Ladies Book Club will meet 11:30 a.m. for lunch followed by a 12:15 p.m. discussion in the Tanasi Clubhouse. The February book is "The Bookman's Tale," by Charlie Lovett, with the discussion led by Wanda Moored. For more information, call Bette Purvis, 865-458-8070.

Come to the HOA General Meeting Feb. 11

The first HOA General Meeting of the year (one of six) will be at the Yacht Club 4-6 p.m. Thursday, Feb. 11. Alan Hart, POA Board President; Winston Blazer, General Manger and Tom Greene, the Long Range Planning Committee Chair (LRPC) will be on hand along with key POA staff to discuss Goals and Objectives for 2016. A key part of the discussion will focus on:

- The annual operating and capital budget, followed by information on how our assessment fees are determined and calculated.
- Homeowner concerns on issues such as subsidies, the Welcome Center, unsold POA lots, etc.
- A vision for the future and what we must be prepared to do to maintain our competitive position among other similar communities.

Also on the agenda, Rick Carlin, the President of HOA, will recognize three volunteer groups who contribute their time freely to the benefit of all homeowners, they include:

- The Tellico Village Volunteer Fire Department (TVVFD), represented by Fire Chief Don Skalecki
- Citizen Observer Patrol (COPs) a joint project of the Loudon Co. Sheriff's Office and Tellico Village volunteer staff, represented by Ralph Kidd
- The Litter Angels, seen frequently along the parkway in those stylish vests...represented by Debra Handley.

While the HOA regrets that more volunteer groups cannot be recognized at this first General Meeting of the year, we will feature several other groups at future meetings.

Your voice is important to the HOA. So please plan to attend. You are also invited to stay afterward to enjoy a nice dinner at the Yacht Club. There will be a sign-up table for dinner in the entry area, so that they can get a head count and reserve sufficient tables for us. HOA staff will also be available after the meeting to visit with you. For more information, go to www.loatv.org.

Tellico Riders Meet Feb. 11

On Thursday, Feb.11, the Tellico Riders Motorcycle Club will conduct their monthly meeting at the Tellico Village Yacht Club. The club social starts in the Yacht Club Bar at 5 p.m., then the group will move to the top floor of the Yacht Club and start the meeting at 6 p.m. If you own a motorcycle or would like to meet those that do, come join us. It is also optional to join many of the Tellico Riders at 7 p.m. for dinner in the Yacht Club dining room after the meeting. For additional information, please contact Paula Moore, Director Tellico Riders Motorcycle Club, at moorerp@charter.net or 865-271-8305.

Village Quilters Meet Feb. 12

Village Quilters will meet at 9:15 a.m. on Friday, Feb. 12, at Christ Our Savior Lutheran (260 Wade Rd. West, 37774). Our program is "AQS Challenge;" 20+ small quilts will be on exhibit. The theme is "Tennessee Postage Stamp;" 8 will be selected to go to an AQS show. Also we will vote on "viewer's choice." For more information, go to www.villagequilters.com.

Hike Courthouse Rock Feb. 12

The Tellico Village Hiking Club will depart 8 a.m. Friday, Feb. 12, from Chota Center, to hike:

- **COURTHOUSE ROCK**
- Distance: 4 miles
- Elevation Gain: 1,000 feet
- Rating: Moderate
- Driving Time: 1.5 hours
- Leader: Bev Hawkins, 865-406-0297 or bevhawkins@aol.com

The hike to Courthouse Rock is off Newfound Gap Road, about 3 miles from Sugarlands Visitor Center. It is an off trail or manway left from settlers, like Joe Quilliams, and will show us: some good lookouts, their home sites, Quilliams cave still, Quilliams Falls, where they bathed and obtained drinking and cooking water, Judge Rock, and 60' Courthouse Rock. After we hike, we can go in Sugarlands Visitor Center to see the free museum and 20 minute movie about the park in their theater, if people are interested.

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.

Hike the East Lakeshore Trail Feb. 16

Join us on Tuesday Feb. 16 when we hike 3 miles of the miles of the Canal Branch of the East Lakeshore Trails. We will gather at the Poplar Springs Boat Ramp parking lot at 9 a.m. where we will car pool to the trail head. The East Lakeshore Trails are just across the lake and are one of the most beautiful and accessible hiking trails in East Tennessee and have been designated as National Recreation Trails by the Department of the Interior. If you would like to become more familiar with these trails and/or would just like to take a short 2-3 mile hike, then come join us on the third Tuesday of every month. All of the monthly hikes should finish no later than 11:30 a.m. Your hike leaders will be Larry Elder, Jim Jeswald, and Jon Foreman. For additional information feel free to contact: Larry: lelder49@gmail.com or 865-657-9722; Jim: jmjes711@gmail.com or 724-612-2166; or Jon: for4man@charter.net or 412-337-5500.

Bob Lewis of Make-A-Wish Speaking to Kiwanis Feb. 16

Bob Lewis, President of the Make-A-Wish Foundation for East Tennessee, will be speaking to the Kiwanis Club of Tellico Village at noon Tuesday, Feb. 16, at the TV Yacht Club. The title of his speech is "Why We Grant Wishes." Bob is responsible for financial management and fund raising. Bob was the telecommunications manager for Erlanger Health Systems and worked for 9 years as the Operations Manager for the Ronald McDonald House of Greater Chattanooga. If you would like to attend, call John Strine, 865-458-1966.

On a personal note, a grandson of one of our Kiwanis Club members, Wayne Williamson, was diagnosed with Leukemia at 2 ½. "Little John was a huge *Star Wars* fan," said Wayne, "and his wish was a trip to Disney World for Star Wars Week. John's wish was granted in the spring of 2014. John and his family stayed at 'Give Kid's the World Village' where many of the cast of *Star Wars* visited John in his room. John also visited Universal Studio, Sea World and Gator Land. The Port Authority of Toledo gave John a huge reception at the airport with TV coverage prior to sendoff. Many, many wonderful memories for John and his parents," said Wayne.

Submitted by Ray Scott

Tellico Community Players Present *37 Postcards* Feb. 18-28

37 Postcards is a comedy written by Michael McKeever and is being directed by Len Willis. The productions will be held at the Tellico Community Playhouse in the Patricia Smith Theatre. GrinderZ Grille is the sponsor for this show and we thank them for their support of the Players. The dates for the show are Feb. 18, 19, 20, 25, 26, 27 and 28. All of the productions start at 7:30 p.m. with the exception of the Sunday, Feb. 28, matinee that begins at 1:30 p.m. Doors open 30 minutes prior to start of show.

"After years of travelling abroad, Avery Sutton is happy to return to the comfort of his home in Connecticut. Unfortunately, almost nothing is as he remembered it. The entire house is tilted at a distinct angle, the dog hasn't been fed for five years, and Avery's Grandmother, whom everyone thought was dead, is alive and kicking. Forced to accept the oddities of his family, or leave them behind, *37 Postcards* suggests that you can in fact, go home again...you just never know what you're going to find."

An excellent cast has been selected to portray the many different "wonky" characters that make up this production:

- Evelyn Sutton played by Ku Adams
- Avery Sutton played by Kain Shaw
- Aunt Ester played by Janice Carrison
- Gillian Moore played by Cindy Archer
- Stanford P. Sutton played by Doug Bannister
- Nana played by Doris Ryan
- Skipper played by Cuevo

Tickets for reserved seats can be purchased by going to www.tellicocommunityplayhouse.org or going

to the Players Box Office from 10 a.m. to 2 p.m. (Box Office opens Feb. 8).

If you have any questions, contact Len Willis at lentrishwillis@tds.net or at (423) 519-9807.

TV Lions Preparing for Annual Chili/Soup Dinner Feb. 23

With about two weeks remaining before this dinner, the TV Lions are already busily at work preparing to host it. This year the dinner takes place on Tuesday, Feb. 23, commencing at 4 p.m. and continuing until 7 p.m. in the Christian Life Center of the Tellico Village Community Church.

Held every year at around this time, the dinner is one of four major fund-raising events the club holds each year. The proceeds from it, the Oktoberfest, the Golf Outing and monthly flyer deliveries are all used to support a variety of Lions Club activities, mostly devoted to vision. These include vision screening for children as well as adults, glucose screening to help detect diabetes, a major cause of blindness, free eye examinations and glasses for indigent residents of the county and financial support to the Lions ET Eye Bank, and the Lions Volunteer Blind Industries. In addition to these activities, funds are also donated to local service organizations such as Iva's Place, Good Samaritan Center, Smoky Mountain Service Dogs, Remote Are Medical, Juvenile Diabetes Association and the American Diabetes Association.

The menu for the meal includes a choice of chili or soup, antipasto salad, garlic bread, ice cream and assorted beverages. The cost is \$10/person in advance or \$12/person at the door. In addition to providing a great meal, this is also a wonderful opportunity to socialize with friends and neighbors over the course of the meal.

Staging this event requires a good deal of efforts by not only club members but spouses of members as well as friends and neighbors. It requires about 71 individuals to prepare and serve the food, set up and take down the tables, bus the tables after diners are finished with their meals and cleaning up the hall after the event is over.

Tickets are currently available from any club member, Sloan's Village Hardware, United Bank and the Village Salon. For more information, please feel free to contact either Lion Marcia Higby at 865-458-9356 or Lion Larry Stickler, the event manger, at 865-458-6582.

For more information about the club <http://tellicovillage.tnlions.org/>.

Shown in the photo taken during last year's event is part of the crowds that attended and enjoyed the great meal.

Coast Guard Auxiliary Sponsoring Classes

The U.S. Coast Guard Auxiliary of Tellico Village is sponsoring the following two classes:

- Feb 23 - "Paddle Sports of America" an interest for kayakers and canoers, held 1-5 p.m. at the Tellico Yacht Club, cost \$20pp or \$30 per couple.
- March 8 - "Marlinspike" learn how to tie & repair boating lines & knots, held 1-4 p.m. at the Tellico Yacht Club, cost \$25 pp or \$35 per couple

Contact Mike Colacone at 352-804-8257 or Mc195@aol.com for class registration.

Registration is now open for Tellico Village University

Consider our upcoming courses and register now as classes are filling. American History: Titans of the Gilded Age is now full. A waiting list will be kept if we have cancelations.

There are a few seats open for Social Media For Seniors: Facebook on March 8. This course is \$10. Get in on a convenient way to keep in touch with family and friends. Our instructor usually charges \$15 for this 2-hour course, but she is providing TVU registrants with a reduced tuition.

A two-part session on Travel Photography on March 8 and 15 is open. There is no charge for this course.

A discussion/lecture on *Macbeth* on March 11 and 18 is open. There is no charge for this course.

You must register for each course.

Go to the TVU website at www.tvuniversity.org and read the complete course descriptions using the CLASSES IN TV tab. Click on the link below to get to the site. Register for a course by submitting your name, e-mail, phone and the title of the course you are interested in. A confirmation will be sent. TELLICO VILLAGE UNIVERSITY is committed to bringing lifelong learning that is diverse,

convenient and affordable to our neighbors. TVU is brought to you by STAYinTV and your friendly neighborhood volunteers.

March 1 Election Early Voting Locations/Dates/Hours

Please bring your Federal or State of Tennessee issued Photo ID.

Vonore— Vonore Community Center, 616 Church St.

- Tuesday, Feb. 16: 9 a.m.-5 p.m.
- Wednesday, Feb. 17: 9 a.m.-5 p.m.
- Thursday, Feb. 18: 9 a.m.-5 p.m.

Tellico Village - Chota Rec. Center, 145 Awohili Dr., Loudon, Tennessee 37774

- Tuesday, Feb. 16: 10 a.m.-6 p.m.
- Wednesday, Feb. 17: 10 a.m.-6 p.m.
- Thursday, Feb. 18: 10 a.m.-6 p.m.
- Friday, Feb. 19: 10 a.m.-6 p.m.

Loudon County Election Commission, 100 River Road # 108, Loudon, TN 37774

Roane State Community College, 100 West Broadway, Lenoir City, TN 37771

- Wednesday, Feb. 10: 10 a.m.-6 p.m.
- Thursday, Feb. 11: 10 a.m.-6 p.m.