

THE TELLICO VILLAGE MARKETING COMMUNICATIONS DEPARTMENT WHAT WE DO AND WHO WE ARE

Tellico Village Marketing Communications: Responsibilities

The functions of the Tellico Village Marketing Communications Department are wide ranging. Situated in the Welcome Center at 202 Chota Road in the center of Tellico Village, the department oversees all the internal and external communications for the community.

The department operates the Welcome Center which is often a prospective residents first introduction to Tellico Village. The Welcome Center acts as an information resource for Villagers as well as a meeting location for various community organizations.

The marketing communications department manages a variety of internal communications activities. It publishes the Tell-E-Gram, the weekly internal newsletter which contains news about Tellico Village Property Owners Associations (TVPOA) Board actions, community events and happenings. The group also manages the community app, the TVPOA section of tellicovillage.org and the TVPOA website tellicovillagepoa.org. Management of the Communications Advisory Committee falls under the department as well as numerous TVPOA departmental websites.



Since the re-launch of the Tellico Village brand in 2013, the Village has had an expanding external presence. The national marketing communications program

including tellicovillage.org, preferred builder and Realtor programs and all the social media elements (Facebook, Twitter, etc.) are handled by the department as well as the POA lot sales program. The original marketing function was expanded in 2017 to include public relations and community affairs. The Village Marketing Team is part of the department.

Welcome Center

Located in Village Square, the nominal center of Tellico Village, the Welcome Center was acquired by the TVPOA in the late spring of 2015. The former bank building was renovated and opened to welcome Village visitors and residents the last week of September of that year. The facility is managed daily by the professional marketing communications department staff and the staff is often augmented by volunteers.

The Welcome Center quickly has become a focal point for a wide-array of activities. Primarily, the building serves as an information center for active adults thinking of relocating to the community. In 2018, the center welcomed 8,168 people. The bulk of the visitors – 4,689 people – were potential TV residents. The



remainder were Villagers looking for event and activity information or attending meetings.

More than 50 clubs have information available at the Welcome Center plus there are area brochures, trail maps and event calendars. The facility also serves as a drop off point for various clubs collecting items from the community.

National Marketing Program

Tellico Village re-launched the community's brand via a comprehensive marketing communications program. The Ad Hoc Marketing Team consisting of Beth Kuberka, marketing communications director and Village volunteers Joe Bogardus, Tom Lee and Fred Toettcher who manage the externally directed program. The all-inclusive communications campaign includes digital activities driving prospects to tellicovillage.org; trade show participation, print advertising, billboards, social media and public relations.



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Tellico Village Life

The Tellico Village Property Owners Association (POA) serves the residents of our beautiful 5,000-acre property on the banks of Tellico Lake. We want every aspect of living in Tellico Village to be easy and relaxing for you – so we manage this website as a service to our property owners. Here you will find everything you need to get the most out of your community. Everything from scheduling golf and recreation, to our newsletters and board meeting information is available on this site. You can even pay your POA bill here.

The Tellico Village Property Owners Association (POA) represents you – Tellico Village Property Owners – and is responsible for governmental functions within Tellico Village. The POA maintains Tellico Village roads, amenities, water and sewer systems, and operates all Tellico Village facilities. We are a nonprofit organization funded by a monthly assessment and user fees paid by the residents.

Marketing/Communications Director: Beth Kuberka



As the department head, Beth oversees all aspects of the internal and external communications programs. She supervises the Welcome Center staff and is the chair of the Communications Advisory Committee plus the Ad Hoc Tellico Village Marketing Team. She interacts and directs the preferred builder and Realtor programs. Beth is also the primary contact for the TVPOA lot sales program. A TVPOA employee since September, 2013, she is a graduate of the University of Tennessee in communications.

Program Coordinator: Lisa McCray

Lisa handles all aspects of the Village's social media programs. She uses her technological background to administer and support the Golf Department and Food Service Department websites. She is the web master for Tellico Village University and provides administrative support to this organization and



handles similar responsibilities for STAYinTV. A great deal of her time is spent with Tellico Village Broadcasting managing the station's website, acting as an

interviewer, photographer and videographer. Lisa has been a TVPOA employee since July, 2016.

Marketing Communications Coordinator: Amanda Parks

The written word is Amanda's specialty. She is the writer and editor of the weekly TVPOA newsletter – *Tell-E-Gram* and edits the TVPOA quarterly Board newsletter. She creates content for tellicovillage.org and tellicovillagepoa.org. Amanda manages *Tell-Events* and the user lists of the *Tell-E-Gram* and TVPOA website. She edits all department correspondence. Amanda joined the organization in February, 2019.



Marketing Assistant: Summer Macon



If you have inquired about booking a Tellico Village Discovery Package, you have spoken to Summer. She handles all the Discovery Program requests and bookings. In 2018, Summer received 711 requests. Each request requires more than six separate communications via e-mail or phones to book a final package. She completed 582 packages in 2018. Summer has been with the TVPOA since, March, 2014.

Welcome Center Receptionists

Marilyn Galbreath has worked part-time as the Welcome Center receptionist and provides data-entry support for the marketing database since December, 2017.

Sharon Jones (seen with her grand-daughters, Maddie and Leigh,) has worked weekends at the Welcome Center since April, 2017.

Kristi Jones is a senior at nearby Sequoyah High School and has been working part-time at the center since September, 2018.



Volunteers

Volunteerism is in the community's DNA, and not surprisingly, Village volunteers have played a big part in the Welcome Center's success.

Carole Sweeney has volunteered at the reception desk since the center opened in the fall of 2015. She works on Saturdays and Sundays and helps out during the week when needed.

Carolyn Neely has volunteered once or twice a month since 2016.

The Welcome Center is the starting point for the numerous Villager lead tours of the community. More than 60 residents have signed up to show the community to potential residents and provide insights on what is it like to be Tellico Villager. The Villagers offer land as well as lake tours.