

## **CAC Minutes, TVPOA Communication Advisory Committee, Wednesday, April 5, 2022/12:00 PM**

**Members Present:** George Curran, Kevin Kritch, Rick Blough, Annette Schmidt, Bill Alt, Steve Trudnak, Beth Kuberka, Lyndsey Macon, Lisa McCray, Jennifer Webb

**Members Absent:** Pat Ezell, Linda Garza

**Visitors:** Bill Busch {PSAC}, Phil Brenner {LRPAC}, Holly Seguire {RAC}, Mike Lynch

### **CAC April Meeting Minutes**

**Committee Chair George Curran called the meeting to order at 12:00 PM and asked for approval of March 3rd Minutes from former CAC members, Steve Trudnak made a motion to approve, Annette Schmidt seconded the nomination and the motion passed.**

- **TVN Report: Kevin Kritch**
  - 1,455 total subscribers on TVN YouTube Channel, up 37 subscribers from February.
  - 4,536 total views in March
  - Top 4 Videos
    - Neighborhood Watch- 754 views
    - TVPOA Board Meeting- 490 views
    - TBART 2023 Safe Boating Season-490 views
    - TVPOA Town Hall Meeting- 370 views
- **Communications/PR Report: Beth Kuberka**
  - Starting on Entrance Gardens
  - Working on signage for individual gardens
  - Sending RFPs for 2024 Food Service Contracts
  - Sending RFPs for Architect for Tanasi
  - Information on the 48-Hour Rule is upcoming.
  - Communications Survey Update
    - Committee is continuing to meet and formulate questions for the survey.
- **Marketing Report: Lyndsey Macon**
  - March Total Welcome Center Traffic: # people 671(2023) vs 896 (2022) vs 637 (2021)
  - February Total Marketing Visitors: # people 234 (2023) vs 372 (2022) vs 267 (2021)
  - POA Lots Sold YTD: 22(2023) vs 58(2022) vs 60(2021)
  - New Leads: 443 (2023) vs 503 (2022) vs 358 (2021)
  - Total Discovery Requests: 129(2023) vs 107 (2022) vs 108 (2021)
  - Total Discovery Completed: 50 (2023) vs 67 (2022) vs 54 (2021)
- **Social Media/Lifestyle Report: Lisa McCray**
  - Facebook: 11,284 Followers
  - Tellico Village Learn Spring Classes are wrapping up for the Spring Semester. We are already planning for Fall Semester with an interest survey.
  - Farmer's Market picking up as spring arrives, expect more vendors than ever before.
- **Tell-E-Gram Report: Jennifer Webb**
  - Total Subscribers: 6,075 up 43 from February
  - March Tell-E-Gram: 59.88% opens.
  - March Tell-E-Flash: 69.5 % opens.

- 13 total communications were sent out in March.
- 42 people attended the April 4<sup>th</sup> Welcome Orientation Meeting.
- **2023 CAC Goals: Beth Kuberka**

1. Enhance the CAC cross-functional relationship among all advisory committees within the Village. CAC members will attend their assigned liaison committee or find an alternate. Work with the committee on producing a minimum of one article on projects each committee is working on. Articles to appear in the Tell-E-Gram by December 31, 2023.

2. Determine whether the POA website is set up in a user-friendly manner.

- a. CAC members are to review the website in-depth by May 5<sup>th</sup>.
- b. Determine 3 tasks; each member is to ask 3 people to participate to locate 3 items on the POA Website.
- c. Review task B at the June 2<sup>nd</sup> CAC Meeting.
- d. Make all agreed-upon changes by the July 7<sup>th</sup> CAC meeting.

3. Continue to build trust in the community among the following groups: Member to Board, Member to Staff, and Board to Staff. To accomplish this, we need to increase communication between these groups.

- a. Come up with a set of questions for POA Board Members.
- b. Come up with a set of questions for POA Staff.
- c. Write a series of articles and TVN interviews to accomplish this goal.  
“Getting to Know the Board” produce at least 4 articles/Interviews by December 31, 2023.

Annette Schmidt made a motion to adopt the 2023 CAC Goals, and Steve Trudnak seconded the motion. The motion passed unanimously.

- **POA Website Discussion**
  - \*See Goal 2 a-d

### **Committee Liaison Reports**

- **HOA- Linda Garza**
  - April Social is April 11<sup>th</sup>.
  - April HOA Newsletter distributed to 3,177 HOA members.
    - Open rate of 77.8%
  - Proposed an updated Transportation Policy
  - Looking for an HOA Website Administrator
  - Membership Picnic is scheduled for June 26<sup>th</sup> at the Yacht Club.
- **RAC- Bill Alt/Holly Seguire**
  - No March RAC Meeting
  - Discussion of Senior Olympics
- **GAC-George Curran**
  - Golf Rounds were 2646 better than budget.

- Guest rounds are down to allow more Tee times for members, but since guest rates are sold at a higher rate golf revenue is -\$20K. This should be corrected when more predictable/favorable weather arrives.
- Casey Flenniken will be restarting “Golf Talk” with TVN.
- Aeration of Greens is now complete on all three courses.
- **PSAC-Steve Trudnak/Bill Busch**
  - Presentation from Beth Kuberka about the proposed TOC Expansion at the Wellness Center
  - Spring Cleaning at POA Facilities and Grounds
  - Recent Storms and Downed Trees- Cleanup Underway
- **FAC- Beth Kuberka/Mike Herrinton**
  - Cash balance of \$18.1 m with \$17.1 m in cash reserves.
  - POA revenue increased 7.8% over Budget due to an increase in POA Assessment Fees.
  - POA net surplus \$626K better than Budget
- **ACC-Ralph Arata**
  - ACC Permit Review
- **MAC-Pat Ezell**
  - Dock Status Report
  - 803 boat slips, all are leased. 160 people are on the waiting list.
  - 71 personal watercraft (PWC) slips, all are leased. 10 people are on the waiting list.
  - 64 kayak slips, all are leased. 66 people are on the waiting list.
- **LRPAC-Phil Brenner**
  - Master Land Use Plan Presentation is in the works.
  - Next LRPAC Meeting is April 27<sup>th</sup>.
- **Governmental Affairs-Jennifer Webb**
  - Discussion of the upcoming Elected Official Updates.
- **BOD-Rick Blough**
  - Approved Food Service Contract with AWE Hospitality through the end of 2023.
  - HB 1116- Dead for the year
  - Tanasi Modular Building is now onsite.
  - Kahite kitchen equipment was ordered but will not be here until the end of the year.

The meeting adjourned at 1:15 p.m. George Curran asked for a motion to adjourn. Annette Schmidt made the motion; Bill Alt seconded the motion. All approved.

Next CAC Meeting is scheduled for May 5, 2023.