

TVPOA Communications Advisory Committee
Friday, April 1 , 2022 | 9 a.m.

Members Present: Beth Kuberka, Lyndsey Macon, Lisa McCray, John Barrett, Annette Schmidt, Steve Trudnak, Ralph Arata, Kevin Kritch via Zoom, George Curran, Rick Blough, Linda Garza

Visitors: Bill Busch (PSAC), Phil Brenner (LRPAC), Jeff McMillian (FAC),

Minutes

Committee Chair Annette called the meeting to order at 9:00 a.m. and asked for a motion to approve the minutes from the March 4th meeting. The minutes were approved.

TVN Report: Kevin Kritch

- 788 total subscribers
- 16 active videos
- Reviving Tellico Community Foundation series
- Veteran Next Door coming soon
- 10 videos planned for LRPAC Survey

Marketing Report: Lyndsey Macon

- Total Welcome Center traffic 893 (2022) vs 715 (2021) vs 381 (2020)
- Marketing related 372 (2022) vs 471 (2021) vs 241 (2020)
- Poa lots sold 93 (2022) vs 31 (2021) vs 27 (2020)
- Leads 506 (2022) vs 725 (2021) vs 472 (2020)
- Discovery requests 107 (2022) vs 108 (2021) vs 38 (2020)
- Completed visits 67 (2022) vs 54 (2021) vs 23 (2020)
- Completed Visits Breakdown DT 29, Day 33, Walk-in 5

Communications/PR Report: Beth Kuberka

- Updating marketing website
- 35th year anniversary of TV – “35 ways” campaigns
- Gala in the Fall
- Women Entrepreneurs
- Staff Highlights
- Q1 Ended- Articles due

Social Media and Lifestyle Report: Lisa McCray

- Facebook: 10,934 followers

Tell-E-Gram Report: Lisa McCray

- 6,074 subscribers
- Latest Tell-E-Gram: 71.5% opened
- Latest Tell-E-Flash: 63.7% opened

Update from Linda Garza- Welcome Orientation Project (POA,HOA, NV)

- Looking to rollout in June

Committee Liaisons

- HOA
 - April Social
 - HOA Golf full
- RAC
 - New Stationary Cycles
- GAC
 - Spring Aeration Complete
 - Rounds above average
- PSAC
 - Critical Path Chart
 - HVAC evaluated
 - Leaf Pickup
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- FAC
 - Reserve study is a 2022 goal
- ACC
 - Bluebook revisions
 - Lots are getting harder to build on
 - Mandatory attendance for contractors at ACC meetings
 - Fine for clear cutting before permitting
 - Redbook changes upcoming this year
- MAC
 - 2022 budget includes new cooper docks and upgrades
 - Bouy article
 - Unused boats campaign
 - New rules for fire extinguishers
- LRPAC
 - Presentions continue for survey results
 - Findings, assist POA w 10 yr budget plans, master land use plan, update long range strategic plan
- Governmental Affairs- updating mission of committee
- BOD-Rick Blough-
 - Preparing for audit
 - CEO Search- updates. Search firm hired

Other/New Business

This meeting was adjourned at 10:50 a.m. The next meeting will be Friday, May 6 at 9 a.m.