

TVPOA Communications Advisory Committee
Friday, December 4, 2020 | 9 a.m.
Zoom Meeting

Members Present: Beth Kuberka, Amanda Parks, Lisa McCray, John Barrett, Annette Schmidt

Members Via Zoom: George Curran, Carla Johnson, Kevin Kritch

Members Absent: Ralph Arata

Minutes

Committee Chair Annette called the meeting to order at 9:02 a.m. and asked for a motion to approve the minutes from the November 6th meeting. The minutes were approved.

TVB Report: Kevin Kritch

- November accomplishments
 - Oversaw several live streaming events
 - First time HOA monthly orientation meeting
 - Art of Seeing focusing on Village artist
 - Continued Tellico Village Humor
 - Teamed up with Players to produce a promotional video for their upcoming show at Toqua Pavilion
 - Continuing Handmade series
 - Mini horse farm rescue video package
- Project for Village construction for 2021
- First Baptist Church Christmas concert will be aired
- Shooting an in-studio concert with flutist and pianist
- Soliciting images and video of home Christmas decorations

Communications and Marketing Report: Beth Kuberka

- Welcome Center remodel in progress with estimated completion by mid-December
- 3rd quarter newsletter delivered digitally to 905 subscribers with a 69.8% open rate (hard copy is at the printer)
- Updating the marketing magazine
- Updating everything for 2021
- Live streaming continues to improve
- 930 HelpDesk tickets solved since August
- Discovery requests: 49 v. 45
- Completed tours: 43 v. 45
- Welcome Center general traffic: 330 v. 467
- POA lot sales YTD: 140 closed v. 74
- Leads: 273 v. 306

Social Media and Lifestyle Report: Lisa McCray

- Facebook: 9,951 followers
- Created Instagram account; working on building it up before promotion
- StayinTV creating a new program for buddy checks
- TVU plans to resume for 2021 fall semester
- Farmer's Market wrapped up in November

Tell-E-Gram Report: Amanda Parks

- 4,536 subscribers
- 55 new subscribers
- Latest Tell-E-Gram: 51% opened
- Latest Tell-E-Flash: 51.9% opened

Board Communication Goals

- Communication Plan, Marketing Plans (Recreation, Golf, Food Service), and Public Relations plan were presented to the Board

Committee Liaisons

- HOA
 - HOA Board Elections and Bylaw changes have been accepted
 - State of the Village will be tentatively scheduled for January 21, 2021
- RAC
 - Rick Thompson interim chair
 - Discussed walking trail in honor of RAC's late Chair, Jim Lilley
 - Pickleball capacities
 - Re-allocated positions in the Recreation Department
 - Considering a steel roof for the Wellness Center
 - 2% increase in 2021 recreation fees
- GAC
 - Golf rounds are up
 - Trackman Tuesdays
 - Approaching 100,000 rounds YTD
- ACC
 - First December meeting had 7 houses up for review; 6 passed
 - 4,437 permits approved YTD
 - Two additions to the Blue Book being considered
 - Requiring drainage inspection by an engineering firm for an additional fee
- FAC
 - \$1.8M favorable net income
 - 2021 Budget completed

- LRPAC
 - Developing LRPAC process and template
 - Working with Golf to develop process and pilot plan

- BOD
 - 2021 Budget approved
 - New boat slips/launch & pier in the budget
 - Ending the year in a strong financial position
 - Board Election completed with a low number of votes at 34% of property owners (2,102 votes)
 - Incumbents Rick Blough and Pat White were re-elected

Other/New Business

- The committee interviewed Linda Garza as a potential new member to CAC for the next term.

This meeting was adjourned at 11:09 a.m. The next meeting will be Friday, January 8th at 9 a.m.