

TVPOA Communications Advisory Committee
Friday January 7, 2022 | 9 a.m.
Zoom Meeting

Members Present: Beth Kuberka, Lisa McCray, Amanda Parks, Linda Garza, George Curran, Kevin Kritch, Steve Trudnak, Rick Blough, John Barrett

Members Absent: Annette Schmidt, Ralph Arata

Minutes

Beth called the meeting to order at 9:01 a.m. and asked for nominations for Chair and Vice Chair. Annette and George were elected Chair and Vice Chair, respectively.

Vice Chair George began liaison assignments:

HOA: Linda

RAC: John

GAC: George

PSAC: Steve

ACC: Ralph

MAC: George

LRPAC: Annette

Governmental Affairs: Beth

BOD: Rick

George asked for a motion to approve the December 3rd minutes. Minutes were approved.

TVN Report: Kevin Kritch

- Video/images of Christmas décor throughout Village
- How-to video on adding TVN app to Roku
- Working with WaTER on series
- HOA orientation upcoming
- End of year recap for YouTube metrics:
 - Total views in 2021: more than 31,000; 119% increase over 2020
 - Subscribers: 690; 59% increase over 2020
- Top video of the year: Z Fish House Restaurant Impossible, followed by POA Board meetings, building boom documentary, Tellico Village Humor, LRPAC survey video
- Created an inclement weather closure banner crawl for live stream content

Communications and Marketing Report: Beth Kuberka

- Lisa promoted to Communications Manager, to focus on internal communications
- Lyndsey Macon hired as Marketing Manager; to begin Monday
- PR release following Tennessee being announced by UHaul as the 3rd top state in growth migration
- Discovery requests: 43 v. 50
- Completed tours: 31 v. 29

- Welcome Center traffic: 546 v. 398
- POA lots closed: 297 v. 153 (403 under contract)
- Leads: 271 v. 247

Social Media and Lifestyle Report: Lisa McCray

- Facebook: 41% increase in followers
- Farmer's market continues through winter
- Would like to resume community events this year

Tell-E-Gram Report: Amanda Parks

- 5,378 subscribers
- Tell-E-Gram most recent open rate 64%
- Tell-E-Flash opening rate averaging 60%

2022 Goals

- New POA website content/functionality
- New welcome packet for new residents
- Digital Newsletter 100% digital? Communications survey?
- PR campaign: Village of Kindness; to be tied in with the 35th anniversary
 - 35 ways to show kindness, etc.
- Welcome orientations

Committee Liaisons

- HOA
 - Upcoming open Village meeting and orientation
- GAC
 - Rounds continue to outpace projections
 - Over 100,000 rounds for 2021; final number TBA
 - Working to reduce expenses
 - Courses to be re-rated
 - Working on business plan for a potential golf training facility
- PSAC
 - New member, Ken Heiserman
 - Conducting in-depth study for Kahite roundabout
 - Funding requests: excavators, water meter replacement in Kahite
 - Bids on HVAC contactor for 2023
 - Departmental re-structure; new hire
- LRPAC
 - 2,335 responses to survey
 - Will present to the Board in February
- Board
 - Special meeting to approve all new members for advisory committees and develop new objectives for upcoming year

Other/New Business

- TN Smart Yard articles forthcoming
- Yacht Club re-model: Kitchen re-model in February (will be shut down from February 14 to March 1); bar re-model in March or April pending equipment delivery

New Follow up Items

- CAC goals

This meeting was adjourned at 9:58 a.m. The next meeting is scheduled for Friday, February 4th at 9 a.m.