

**TVPOA Communications Advisory Committee**  
**Friday, March 4, 2022 | 9 a.m.**

**Members Present:** Beth Kuberka, Amanda Parks, 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 January meeting. The minutes were approved.

**TVB Report: Kevin Kritch**

- 765 total subscribers
- BOD Meeting- #1 viewed video
- YouTube- 3700 views
- Reviving POA update
- Open Village meeting March 31
- Covering Our Place ribbon cutting March 11
- Working on new brochure
- Creating instructional videos for Tellico Life

**Communications and Marketing Report: Beth Kuberka**

- Total wc traffic 596 v 493
- Mk related 162 v 314
- Poa lots sold 36 v 19
- Leads 350 v 319
- Disc requests 61 v 39
- Completed visits 17 v 14
- Updating marketing website
- Journalist coming to visit in March for PR
- Upcoming PR story on growth in Tellico Village on WBIR
- 35<sup>th</sup> year anniversary of TV – “35 ways” campaigns
- Updated media kit online
- YC shut down feb 14-march1 for kitchen renovation
- Tanasi & Toqua staying open til 8 during closure

**Social Media and Lifestyle Report: Lisa McCray**

- Facebook: 10,667 followers
- Boomer Magazine Article- 1.8k views
- TN Active Adult Article- 1.5k views

**Tell-E-Gram Report: Amanda Parks**

- 5,457 subscribers

- Latest Tell-E-Gram: 59.1% opened
- Latest Tell-E-Flash: 67.8% opened

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

- Working on creating “one” welcome letter to be shared by all
- Looking to roll it out in June 2022

### **Committee Liaisons**

- HOA
  - The Voice- open rate 73.9%
  - HOA Golf filling up quickly
- RAC
  - New Spin Cycles
- GAC
  - Spring Aeration
  - Golf Subsidy
- PSAC
  - Water/sewer study complete
  - Water/sewer projects at top of list for 2022
- 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
  - 189 people on waiting list for boat slips
  - Unused boats campaign
  - New rules for fire extinguishers
- LRPAC
  - Presenting survey in workshop at conclusion of March Meeting
- Governmental Affairs- updating mission of committee
- BOD-Rick Blough-
  - Preparing for audit
  - CEO Search- updates. May contract a search firm if needed

### **Other/New Business**

This meeting was adjourned at 10:28 a.m. The next meeting will be Friday, April 1st at 9 a.m.

