

CAC Minutes, TVPOA Communication Advisory Committee, Friday, February 7, 2025/9:00 AM

Members Present: George Curran, Bill Alt, Ralph Arata, Steve Trudnak, Betsy Wilkowsky, Denis Olsen, Beth Kuberka, Lisa Farmer, Jennifer Webb, Kevin Kritch, and Joel Reed

Members Absent: Pat Ezell

Visitors: Bill Busch {PSAC}, Holly Seguire {PRAC}, Phil Brenner {LRPAC}, Gary Norgren {GAC}, Don Macleod {FAC}, Kay Condon {HOA}, Scott Macrae {POA Project Manager}, Otto Stutz (LRPAC), Greg Ready (HiAC), Teresa Reed {HOA}, Brian Wethington

CAC February Meeting Minutes

Committee Chair George Curran called the meeting to order at 9:00 AM and asked for the approval of the January 3rd Minutes from CAC members. Betsy Wilkowsky made a motion to approve, Denis Olsen seconded the motion, and the motion passed.

- **TVN Report: Kevin Kritch**
 - 2,667 total subscribers on TVN YouTube Channel, up 65 subscribers from December.
 - 7,054 total views in January
 - Top 5 Videos
 - POA Town Hall 1.9.25= 1,775 views
 - POA Board Meeting = 1,525 views
 - Hand Made: Intarsia (2023) = 721 views
 - Ladies of Tellico: Robin Francisco= 537 views
 - Frost Flowers= 310 views
- **Marketing Report: Beth Kuberka**
 - January Total Welcome Center Traffic: people 475 (2025) vs. 559 (2024)
 - January Total Marketing Visits: 84 (2025) vs. 86 (2024)
 - POA Lots Sold YTD: 0 (2025), 1 (2024)
 - New Leads: 259 (2025) vs. 617 (2024)
 - Total Discovery Requests 66 (2025) vs. 79 (2024)
 - Total Discovery Visits Completed: 22 (2025) vs. 22 (2024)
- **Communications Report: Beth Kuberka**
 - The 2024 Year-End Newsletter was sent out on January 28th
 - Beware of false information on social media
- **Social Media/Lifestyle Report: Lisa Farmer**
 - 105,494 views in January, up 91 from December
 - Total Facebook followers- 12,258
 - Top Content- Articles about Casey Flenniken, Wells McClure, and Diane Sowards retirement
- **Tell-E-Gram Report: Jennifer Webb**
 - Total Subscribers: 6,557, up 38 from December
 - 14 total communications were sent out in January.
 - January Tell-E-Grams: 65.3% opens
 - January Tell-Events: 64.3%
 - January Tell-E-Flash: 78.8% opens

- 2024 POA Year-End POA Newsletter: 74.95% opens

Committee Liaison Reports

- **HOA- Denis Olsen/Kay Condon**
 - The HOA sent a survey to members of the HOA concerning the proposed Reserve Funding Bill; 74.5% were in favor, and 25.5% opposed the bill.
 - Current membership is 2,800 members.
- **PRAC- Bill Alt/Holly Seguire**
 - Lindsey Allison, Recreation Coordinator, last day will be February 15; she will be missed.
 - Free Fridays will continue through February.
 - A Wellness Health Fair is being planned for March 12; it will be held at Chota Rec Center and is open to the public.
- **GAC-George Curran/Gary Norgren**
 - 114,056 rounds of golf were played in 2024; the budgeted rounds were 100,000.
 - Joe Britton is the new Assistant Golf Pro at Tanasi
 - Work has started on a new starter shack at Kahite.
- **PSAC-Steve Trudnak/Bill Busch**
 - Public Works is taking over lighting maintenance in Tellico Village; the lights will be LED.
 - Water Meter Replacement Program is in process
 - A possible pumping station replacement is being presented to the Board.
- **FAC- Beth Kuberka/Don MacLeod**
 - Reviewed the December 2024 finances at the January meeting.
- **ACC-Ralph Arata**
 - January 2025 ACC Permit Reviews
 - Approved Permits- 4
 - Rejected Permits- 0
- **MAC-Pat Ezell**
 - TVA approved the wave attenuator, and the Board voted to fund it during the January Board meeting.
 - Dock Status Waitlist
 - PWC-36
 - Boat Slips-139
- **LRPAC-Phil Brenner/Otto Stutz**
 - LRPAC will report to the Board at the February 19 meeting; the presentation will include a housing update.
 - In 2025, LRPAC will conduct a Parks & Rec Utilization Capacity Study
- **FSAC-Betsy Wilkowsky**
 - Burger Special will now be from 11:00 a.m. to 4:00 p.m. on Saturdays.
 - Revenue continues to be strong in all restaurants.
 - The POA Board will review a new restaurant usage policy.
- **HiAC- Greg Ready**
 - The first open meeting will be Tuesday, February 11, at 9:00 a.m. in the POA Conference Room.

- **IT- Kevin Kritch**
 - The first open meeting will be Thursday, February 20, at 10:00 a.m. in the POA Conference Room.
- **BOD-Joel Reed**
 - Members of the Board met with LUB and TRDA to discuss wastewater options
 - The Board will be preparing for the upcoming Town Hall Meeting on 2.13.25.
- Audience discussion/questions concerning the communication of the \$80 TAP fee and suggestions to improve communications in the Village.

George Curran asked for a motion to adjourn. Bill Alt made the motion; Betsy Wilkowsky seconded the motion. All approved. The CAC meeting adjourned at 10:30 a.m.

The next CAC Meeting is scheduled for Friday, March 7, 2025.