

CAC Minutes, TVPOA Communication Advisory Committee, Friday, August 4, 2023/9:00 AM

Members Present: George Curran, Linda Garza, Rick Blough, Annette Schmidt, Pat Ezell, Bill Alt, Steve Trudnak, Lyndsey Macon, Lisa Farmer, Jennifer Webb

Members Absent: Beth Kuberka

Visitors: Phil Brenner {LRPAC}, Jim Tierney {PSAC}, Michael Herrinton {FAC}

CAC May Meeting Minutes

Committee Chair George Curran called the meeting to order at 9:00 AM and asked for approval of July 12th Minutes from CAC members, Steve Trudnak made a motion to approve, Annette Schmidt seconded the motion and the motion passed.

- **TVN Report: Kevin Kritch**
 - 1,673 total subscribers on TVN YouTube Channel, up 40 subscribers from June.
 - 5,529 total views in July
 - Top 5 Videos May 2023
 - POA Town Hall 6.29.23
 - TVPOA Board Meeting 7.19.23
 - POA Board Update
 - POA Town Hall 7.31.23
 - Golf Talk Ep. 4
- **Communications Report**
 - The Q2 Newsletter is in the works.
- **Marketing Report: Lyndsey Macon**
 - July Total Welcome Center Traffic: # people 732(2023) vs 772 (2022) vs 779 (2021)
 - July Total Marketing Visitors: # people 382 (2023) vs 302 (2022) vs 380 (2021)
 - POA Lots Sold YTD: (2023) vs 136 (2022) vs 186(2021)
 - New Leads: 701(2023) vs. 453 (2022) vs. 581 (2021)
 - Total Discovery Requests: 196 (2023) vs 151 (2022) vs 125 (2021)
 - Total Discovery Completed: 77 (2023) vs 66 (2022) vs 72 (2021)
- **Social Media/Lifestyle Report: Lisa Farmer**
 - Still locked out of Facebook
- **Tell-E-Gram Report: Jennifer Webb**
 - Total Subscribers: 6,219 up 53 from June
 - July Tell-E-Gram: 63.54% opens.
 - July Tell-E-Flash: 70.8 % opens.
 - 7 total communications were sent out in July.
- **Follow Up on Staff and Board Interviews (Annette & Linda)**
 - Annette met and interviewed the new Wellness Center Manager, Trey Whittemore. She submitted an article that will be published in the Tell-E-Gram.
 - Linda interviewed outgoing Board Member, Pat White. She submitted an article that will be published in the Q2 Newsletter and Tell-E-Gram.

- **Communications Survey**
 - The Communications Survey closed on July 31st.
 - 719 Residents completed the Communications Survey.
 - The results of the Communications Survey will be shared soon.

Committee Liaison Reports

- **HOA- Linda Garza**
 - The August HOA Social is scheduled for Friday, August 18th.
 - 2024 Nominating Committee includes Mark Pantley, Ken Litke, Lavonne Mitchell, and Joe Bogardus.
 - July HOA Newsletter distributed to 3,425 (+60) HOA members.
 - Open rate of 75.5%
 - Next Open Village Meeting is August 18th at Kahite- “State of Monroe County” at 7:00 p.m.
 - The POA Candidate Forum will be on Thursday, October 12th.
- **PRAC- Bill Alt/Holly Seguine**
 - No July PRAC Meeting
- **GAC-George Curran**
 - The Tennessee Golf Association held their Men’s Match Play Tournament at Kahite. It was a big success and garnered positive publicity.
 - Guest rounds are up.
 - Junior Golf Camp was a big success this year.
- **PSAC-Steve Trudnak**
 - No PSAC meeting since the last CAC Meeting.
- **FAC- Beth Kuberka/Mike Herrinton**
 - The budget process will begin soon.
 - The Reserve Study is being updated.
 - Discussion of the new Systems project, likely delayed until mid-2024.
- **ACC-Ralph Arata/Steve Trudnak**
 - July 20th ACC Meeting
 - 3 old permits were approved after review.
 - 1 permit denied without prejudice.
 - 10 new permits were requested.
 - 3 permits were rejected without prejudice.
- **MAC-Pat Ezell**
 - Expect O-Dock to be complete in mid-August.
 - Insurance Premiums are elevated.
 - Discussion of a recent increase in boat accidents
- **LRPAC-Phil Brenner**
 - Goals “In-Progress”
 - Develop a strategic long-range facilities plan & utilization forecast.
 - Develop a process for incorporating the Long-Range Strategic Plan into the 10-year financial plan.

- **Governmental Affairs-Jennifer Webb**

- No Comments

- **BOD-Rick Blough**

- The July Town Hall focus was Blue Book Amendments
 - The Board will vote on the changes at the August 16 Board Meeting.
- Covered Storage Space Proposal for boats, campers, and RVs.
 - The Board has tasked Mitzi Lane and Beth Kuberka with developing a business plan.
- Tanasi Restoration Update

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

The next CAC Meeting is scheduled for September 1, 2023.