

TVPOA Communications Advisory Committee
Friday, November 6, 2020 | 9 a.m.
Zoom Meeting

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

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

Minutes

Committee Chair Annette called the meeting to order at 9:01 a.m. and asked for a motion to approve the minutes from the October 2nd meeting. The minutes were approved.

TVB Report: Kevin Kritch

- Busy October with live streaming for Board election and budget meetings
- Working on a new episode of Handmade series
- Upcoming release focusing on photography
- Upcoming Tellico Players skit
- Golf swing instructional video under consideration
- HOA monthly meeting: over 500 views
- Speaking at HOA meeting about TVB for education and recruitment purposes
- Top videos: October POA Candidate Forum, October POA Update, Tellico Village Humor
- Continue posting on NextDoor, Facebook, Tell-E-Gram to drive viewership
- Studio re-design project on hold until budget is approved

Communications and Marketing Report: Beth Kuberka

- Discovery requests: 47 v. 75 last year
- Completed tours: 64 v. 101 last year
- Welcome Center traffic: 1,083 v. 1,133
- POA lot sales YTD: 117 closed with 99 pending
- Leads: 426 v. 483
- HelpSpot: solved 725 tickets since August launch
- Business directory was delivered
- 3rd quarter newsletter is in works
- Updating Marketing magazine for re-print
- 1 open seat on CAC for 2021
- 1260 votes in Board Election so far

Social Media and Lifestyle Report: Lisa McCray

- Facebook:
 - Up 57% in page likes
 - Highest viewing post was photo from Wellness Center roof

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

- Reviewing Communication Plan, Marketing Plans (Recreation, Golf, Food Service), and Public Relations plan
- Requested an increase in PR budget by \$24k to accommodate new plans

Committee Liaisons

- HOA
 - Completed Election updates
 - Sponsored POA Candidates Forum
 - Marsha stepping down from HOA/Tellico Life
- RAC
 - No October meeting
- GAC
 - Golf rounds are up and very busy
 - Golf merchandise revenue is \$26k over budget
- ACC
 - Lot of activity in Kahite
 - The Grove is beginning home construction
- FAC
 - \$1.8m net income favorable
 - Budget reviews
- LRPAC
 - Working to locate original land use plans
 - Preparing proposal for balanced scorecard to bring to the Board in 2021
- AEC
 - Individual drafts completed for ACC and Board review
- MAC
 - Determining rates for budget planning
- BOD
 - Winding down budget season
 - Budget scheduled for approval at the November 18th BOD meeting

- Board election

Other/New Business

This meeting was adjourned at 10:17a.m. The next meeting will be Friday, December 4th at 9 a.m.