

CAC Minutes, TVPOA Communication Advisory Committee, Friday, December 2, 2022/9:00 AM

Members Present: Annette Schmidt, Kevin Kritch, Rick Blough, Linda Garza, John Barrett, Steve Trudnak, Beth Kuberka, Lyndsey Macon, Lisa McCray, Jennifer Webb

Visitors: Bill Alt {RAC}, Bill Busch {PSAC}, Phil Brenner {LRPAC}, Jeff McMillan {FAC}, Pat Ezell, Don Hart

CAC December Meeting Minutes

Committee Chair Annette Schmidt called the meeting to order at 9:00 AM and asked for a motion to approve minutes from the October 7th Meeting, Steve Trudnak made the motion to approve, George Curran seconded the motion and the motion passed.

- **TVN Report: Kevin Kritch**
 - 1,189 total subscribers on TVN YouTube Channel
 - 5,437 total views in November
 - Top Video-Tellico Dam 2,144 views
 - “Ladies of Tellico” segment in the works
 - Working on Holiday Greetings from Advisory Committees
- **Communications/PR Report: Beth Kuberka**
 - Working to finalize Q3 Newsletter
 - Company-wide Manager Meeting coming up/Communications Policies and Procedures will be discussed
 - E Southern Golf Writer was here in November, looking forward to reading the article.
 - Tellico Life Calendar to add more events
 - Live Tanasi Update coming in January.
- **Marketing Report: Lyndsey Macon**
 - November Total Welcome Center Traffic: # people 641(2022) vs 676 (2021) vs 330 (2020)
 - November Total Marketing Visitors: # people 228 (2022) vs 298 (2021) vs 224 (2020)
 - POA Lots Sold YTD: 151 (2022) vs 267 (2021) vs 140 (2020)
 - November New Leads: 278 (2022) vs 280 (2021) vs 273 (2020)
 - November Total Discovery Requests: 77 (2022) vs 61 (2021) vs 49 (2020)
 - November Completed Visits: 59 total, Discovery Tours (23), Day Tours (32), Walk-Ins (4)
- **Social Media/Lifestyle Report: Lisa McCray**
 - Facebook: 11,405 Followers
 - Farmers Market will remain open year-around
- **Tell-E-Gram Report: Jennifer Webb**
 - Total Subscribers: 5,867
 - November Tell-E-Gram: 59.88% opens
 - November Tell-E-Flash: 68.05% opens
 - 13 total communications were sent out in the month of November
- **Best Practice of CAC Liaison Update on ACC**
 - View TVN Video on ACC
- **Video Taping of CAC Holiday Greeting**

Committee Liaison Reports

- **HOA- Linda Garza**
 - December Newsletter recently published
 - Open Village Meeting 1/19/2023 Chet Pillsbury will be speaking
 - Working on a full-page ad for *The Connection*
 - New HOA Board Members have been selected
 - November Social focused on the appreciation of volunteers within Tellico Village
- **RAC- John Barrett/Bill Alt**
 - The focus in 2023 will be on Parks and Trails
 - Pickleball Courts #5-8 will be resurfaced
 - New Sprinkler System to be installed at Chota Recreation
 - Guided Trail Hikes have returned on Fridays
 - Dec. 12-23 Chota gymnasium ceiling will be repaired
- **GAC-George Curran**
 - Rounds and revenue continue to exceed budget
 - GAC is expecting to see a 5% increase for 2023
 - Working hard on Tanasi rebuild
 - Cart Barn being installed
 - Golf is cutting Capital Expenditures in 2023 to a bare minimum
- **PSAC-Steve Trudnak/Bill Busch**
 - Kahite Docks Completed
 - Welcome New Utilities Manager Kevin Hamil
 - Working with LUB on Sewer Improvements
 - Sewer Storage Tank and New Lift Station Construction
- **FAC-Jeff McMillan**
 - The Main Focus has been the 2023 Budget
 - Working to fund the Reserve Fund
- **ACC-Ralph Arata**
 - Permit Reviews
 - Blue Book is evolving
- **MAC-George Curran**
 - Dock Revenue finished strong in 2022
 - MAC anticipates a 3% increase in dock fees for 2023
 - All slots in the new Kahite Dock have been leased
 - Thank you to Public Works Personnel for their hard work and cooperation this year
- **LRPAC-Phil Brenner**
 - Master Land Use Plan being reviewed
 - Updating Long Range Plan
 - Working on a deep dive into the Reserve Study
 - Focusing on 2023 Goals

- **BOD-Rick Blough**

- Past few months have been spent on the 2023 Budget
- Increase in assessments to 9.1%
- Tanasi Rebuild discussions are still in the works with our insurance company
- Republic Trash Services will continue into the first few weeks of February

The meeting adjourned at 11:20 a.m. Annette Schmidt asked for a motion to adjourn. Ralph Arata happily made the motion; Steve Trudnak seconded the motion. All approved.

Next CAC Meeting is scheduled for January 6, 2023.