

CAC Minutes, TVPOA Communication Advisory Committee, Friday, February 2, 2024/9:00 AM

Members Present: George Curran, Annette Schmidt, Bill Alt, Pat Ezell, Ralph Arata, Steve Trudnak, Betsy Wilkowsky, Ed Grollemond, Beth Kuberka, Jennifer Webb, Kevin Kritch

Visitors: Phil Brenner {LRPAC}, Bill Busch {ACC}, Holly Seguire {PRAC}, Doug Sloan {FAC}, Kay Condon {HOA}, Mike Braddock {BOD}

CAC February Meeting Minutes

Committee Chair George Curran called the meeting to order at 9:00 AM and asked for approval of January 5th Minutes from CAC members, Steve Trudnak made a motion to approve, Bill seconded the motion and the motion passed.

- **TVN Report: Kevin Kritch**
 - 2,085 total subscribers on TVN YouTube Channel, up 69 subscribers from December.
 - 4,467 total views in January
 - Top 5 Videos
 - POA Town Hall 1.25.24
 - POA Board Update Q4
 - Hand Made; Intarsia
 - POA Town Hall 12.21.23
 - Tellico Dam: Riverside to Lakeside Village
- **Communications Report: Beth Kuberka**
 - The POA Website is updated with 2024 information; will be adding new restaurant menus soon.
- **Marketing Report: Beth Kuberka**
 - December Total Welcome Center Traffic: # people 559
 - POA Lots Sold YTD: 1
 - New Leads: 617
 - Total Discovery Visits Completed: 22
- **Social Media/Lifestyle Report: Lisa Farmer**
 - 11,793 Facebook followers,
 - Engagement is up 14% this year.
- **Tell-E-Gram Report: Jennifer Webb**
 - Total Subscribers: 6,480 up 52 from December
 - 22 total communications were sent out in January.
 - January Tell-E-Gram: 63.2% opens
 - January Tell-E-Flash: 72.4 % opens
 - Q4 Newsletter: 74.3% opens
- **Discussion of possible 2024 Goals- Beth Kuberka**
 - Research AI for usage on the POA Website
 - Find a new app for smart devices/phones
 - Reignite the “Building Bridges Campaign”
 - Cross-functional, educational articles/videos with Advisory Committees

Committee Liaison Reports

- **HOA- Kay Condon**
 - Issue with people bringing outside alcohol to social functions at the Yacht Club.
 - KC Babb is moving, and Linda Garza will be the new Tellico Life Webmaster.
- **PRAC- Bill Alt/Holly Seguire**
 - Response to the 2024 Wellness Challenge has been very positive.
 - Free Fitness Fridays continue in February at the Wellness Center.
 - Rec Wrap is set to begin again with TVN.
 - In 2024 Parks and Rec hope to increase communication efforts.
- **GAC-George Curran**
 - Total golf rounds in 2023 were 116,676.
 - Rounds in January were greatly affected by the weather.
 - The 2023 subsidy for golf was substantially lower than budgeted.
- **PSAC-Steve Trudnak**
 - Matt Benoit presented a great report at the January PSAC Meeting covering the history of our water and sewer status.
- **FAC- Beth Kuberka/Doug Sloan**
 - FAC met with Morgan Stanley to discuss ways to maximize returns.
- **ACC-Ralph Arata**
 - The number of miscellaneous permits is up due to people not following the Blue Book restrictions.
 - A meeting is scheduled for February 15th with ACC members, TVN, and Communications Staff to discuss the upcoming educational segment on ACC restrictions.
- **MAC-Pat Ezell**
 - There were at least 25 relinquished boat slips at the beginning of 2024.
 - Special thanks to T-Bart for their assistance during the recent snowstorm.
- **LRPAC-Phil Brenner**
 - The Housing Forecast Model shows the expected built-out year to be 2028.
 - The Utilization and Capacity Study will be presented at the February BOD meeting.
 - Working on 2024 Goals.
- **FSAC-Betsy Wilkowski**
 - The first Open FSAC Meeting will be held on February 27th (fourth Thursday) at 1:00.
- **Governmental Affairs-Jennifer Webb**
 - Early voting for the Presidential Primary will begin Wednesday, February 14.
 - Primary Election Day is Tuesday, March 5th.
- **BOD-Ed Grollemond**
 - BOD approved the Wastewater Storage Tank Design
 - BOD approved moving forward with the proposed Reserve Fund Fee Legislation.
 - BOD hopes to get the costs down on the Tanasi rebuild to get started soon.

The meeting adjourned at 11:04 a.m. George Curran asked for a motion to adjourn. Pat Ezell made the motion; Bill Alt seconded the motion. All approved.

The next CAC Meeting is scheduled for March 1, 2024.