

## **CAC Minutes, TVPOA Communication Advisory Committee, Friday, January 5, 2024/9:00 AM**

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

**Visitors:** Phil Brenner {LRPAC}, Bill Busch {ACC}, Holly Seguire {PRAC}, Mike Herrinton {FAC}, Mark Tudor {GAC}, Kay Condon {HOA}

### **CAC January Meeting Minutes**

**Committee Chair George Curran called the meeting to order at 9:00 AM and asked for approval of December 1st Minutes from CAC members, Steve Trudnak made a motion to approve, Pat Ezell seconded the motion and the motion passed.**

- George Curran welcomed new CAC member Betsy Wilkowsky and POA Board Liaison Ed Grollemond to the CAC.
- Beth Kuberka asked for nominations for the 2024 CAC Chair. Bill Alt nominated George Curran and Pat Ezell seconded the nomination, all approved. George Curran nominated Bill Alt for Vice Chair and Pat Ezell seconded the nomination, all approved. George thanked Linda Garza for her three years of service and dedication to the CAC.
- **TVN Report: Kevin Kritch**
  - 2,024 total subscribers on TVN YouTube Channel, up 84 subscribers from November.
  - 7,661 total views in December
  - 2023 Recap
    - Views: 69,108 (51% more than 2022)
    - Watch Time (hours): 17.1K (107% more than 2022)
    - Subscribers: +794 (49% more than in 2022)
- **Communications Report: Beth Kuberka**
  - Wrapping up Q4, hope to publish the year-end Newsletter by the end of January.
  - Working to update the POA Website with updated 2024 information.
- **Marketing Report: Beth Kuberka**
  - December Total Welcome Center Traffic: # people 552
  - POA Lots Sold YTD: 66
  - New Leads: 374
  - Total Discovery Visits Completed: 27
- **Social Media/Lifestyle Report: Lisa Farmer**
  - 11,733 Facebook followers, engagement is up significantly this year.
  - Working to update social media platforms for 2024.
- **Tell-E-Gram Report: Jennifer Webb**
  - Total Subscribers: 6,433 up 26 from November
  - 6 total communications were sent out in December.
  - December Tell-E-Gram: 62.95% opens.
  - December Tell-E-Flash: 66.5 % opens.
- **Assignments of Committee Liaisons/roles and responsibilities**
  - All CAC members will remain with their respective committees.
  - Betsy Wilkowsky will be the FSAC liaison and Annette Schmidt will be the HOA liaison.

- **Discussion of 2024 Goals**-Beth Kuberka discussed possible CAC goals for the new year.
- **Water Authority Communication Plan Update**- Lengthy discussion of the pros and cons of the recent water authority campaign.

### **Committee Liaison Reports**

- **HOA-**
  - No HOA Report for January
  - Annette Schmidt will take over as the HOA Liaison.
- **PRAC- Bill Alt/Holly Seguire**
  - Response to the 2024 Wellness Challenge has been very positive.
  - Free Fitness Fridays are being offered in January at the Wellness Center.
  - Simon and his team had a productive follow-up meeting with tennis players.
  - New trail maps are available.
- **GAC-George Curran**
  - No GAC Meeting in December
- **PSAC-Steve Trudnak**
  - Jacobs Master Wastewater Pumping Station and Storage Tank Design Completion will be a funding request at the January PSAC meeting.
- **FAC- Beth Kuberka/Mike Herrinton**
  - The cash balance is in a good position.
  - Working with Morgan Stanley to maximize returns.
- **ACC-Ralph Arata**
  - The number of miscellaneous permits is up.
  - Working with ACC to create a TVN segment addressing recurring issues that come up in ACC meetings. Thank you to Annette for her assistance with this project.
- **MAC-Pat Ezell**
  - Boat slip lease agreements are due on January 15<sup>th</sup>.
- **LRPAC-Phil Brenner**
  - January 25 is the first LRPAC Meeting of 2024
  - The LRPAC will provide the POA Board with an update in the February Board Meeting.
  - Will share results of the recent facilities utilization report.
- **FSAC**
  - Food Service Staff are involved in a two-week training program, all restaurants will reopen on Friday, January 12<sup>th</sup>.
  - Betsy Wilkowsky will be the FSAC Liaison.
- **Governmental Affairs-Jennifer Webb**
  - Upcoming Candidate Forum at Kahite on Jan. 10th
- **BOD-Ed Grollemond**
  - The Water Authority Campaign will slow down.

The meeting adjourned at 10:49 a.m. George Curran asked for a motion to adjourn. Steve Trudnak made the motion; Ralph Arata seconded the motion. All approved.

The next CAC Meeting is scheduled for February 2, 2024.