

## **CAC Minutes, TVPOA Communication Advisory Committee, Friday, January 6, 2022/9:00 AM**

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

**Visitors:** Bill Busch {PSAC}, Phil Brenner {LRPAC}, Don Hart

### **CAC January Meeting Minutes**

**Committee Chair Annette Schmidt called the meeting to order at 9:00 AM and asked for approval of December 2<sup>nd</sup> Minutes from former CAC members, George Curran made a motion to approve, and Steve Trudnak seconded the nomination and the motion passed. Annette turned the meeting over to Beth Kuberka. Rick Blough reviewed the purpose of the CAC, the code of ethics policy, conflict of interest, and the CAC Charter. All committee members signed the code of ethics. Beth asked for nominations and /or volunteers for the Chair of the CAC. Annette Schmidt nominated George Curran; Steve Trudnak seconded the nomination. Linda Garza volunteered, and Bill Alt seconded. Beth called for a vote, the vote was 3 for George and 3 for Linda. The vote ended in a tie and Linda stepped aside, George was then elected Chair by a unanimous vote. George nominated Linda for Vice Chair and Bill Alt seconded the nomination. Beth called for a vote and Linda was elected vice chair unanimously. Beth then turned the meeting over to George.**

- **TVN Report: Kevin Kritch**
  - 1,223 total subscribers on TVN YouTube Channel up 534 subscribers from 2021.
  - 5,437 total views in November
  - 45,833 total views in 2022, this is a 48% increase over 2021.
  - Viewers watched over eight thousand hours of video on TVN in 2022
  - *Tanasi, Disaster to Determination* was the most-watched video of 2022.
  - Working with Communications Manager Lisa McCray on a new monthly segment entitled "Tell-Events."
- **Communications/PR Report: Beth Kuberka**
  - 4<sup>th</sup> Quarter Newsletter is in the works, hope to have it published by February 10<sup>th</sup>.
  - Knoxville News Station, WVLT will be interviewing Beth for a segment on the recent growth in Tellico Village.
  - Working on updating Tellico Village app
  - Upcoming January Trade Shows in New Jersey and Chicago
  - Updating TVPOA Websites with 2023 information
- **Marketing Report: Lyndsey Macon**
  - December Total Welcome Center Traffic: # people 455(2022) vs 499 (2021) vs 398 (2020)
  - December Total Marketing Visitors: # people 90 (2022) vs 150 (2021) vs 248 (2020)
  - POA Lots Sold YTD: 161 (2022) vs 303 (2021) vs 153 (2020)
  - December New Leads: 268 (2022) vs 280 (2021) vs 149 (2020)
  - November Total Discovery Requests: 65 (2022) vs 53 (2021) vs 50 (2020)

- **Social Media/Lifestyle Report: Lisa McCray**
  - Facebook: 11,167 Followers
  - Tellico Village Learn will be kicking off classes for the Spring Semester soon.
  - Working with TVN on a new monthly video series entitled “Tell Events.”
- **Tell-E-Gram Report: Jennifer Webb**
  - Total Subscribers: 5,949
  - December Tell-E-Gram: 61.35% opens.
  - December Tell-E-Flash: 71.24% opens.
  - 3<sup>rd</sup> Quarter Newsletter: 76.1% opens.
  - 15 total communications were sent out in the month of December.
- **Assignments of Committee Liaisons: George Curran**
- **Update on Communications Survey: Beth Kuberka**

### Committee Liaison Reports

- **HOA- Linda Garza**
  - Removed COVID statement from flyers and HOA Website
  - Open Village Meeting 1/19/2023 Chet Pillsbury will be speaking.
  - January Newsletter was sent to 3535 people with 2804 opens.
- **RAC- Bill Alt**
  - Pickleplex Update
  - Guided Trail Hikes have returned on Fridays at 10:30, leaving from the Wellness Center
  - A combined 88 classes per week are now offered between Chota Rec, Kahite, and the Wellness Center.
- **GAC-George Curran**
  - Due to the poor golf weather, November rounds were less than budget but remained well above yearly projections.
  - The golf financial report is better than budget but is muddied by the Tanasi Disaster Expenses and Insurance Payments
  - Planning for the New Tanasi Clubhouse is ongoing.
  - Cart Barn is now fully operational.
- **PSAC-Steve Trudnak/Bill Busch**
  - HVAC Building Maintenance Contract approved by the Board.
  - Brush and Leaf Removal Update
  - Chota Road Project on schedule
  - Paving Project Update
- **FAC-**
  - No Report
- **ACC-**
  - Discuss making changes to Red Book
- **MAC-George Curran**
  - No December MAC Meeting

- **LRPAC-Phil Brenner**
  - Election of new officers for 2023
  - Working on a deep dive into the Reserve Study
  - Open Meetings in Jan, April, July & October 2023
- **BOD-Rick Blough**
  - Republic Trash Contract Discussion
  - Tanasi Insurance negotiations continue.
  - Working on new Tanasi Design and site plan
  - In the Executive Session Meeting the TVPOA Board seated the three new members and approved advisory committees.

The meeting adjourned at 11:05 a.m. George Curran asked for a motion to adjourn. Annette Schmidt made the motion; Linda Garza seconded the motion. All approved.

Next CAC Meeting is scheduled for February 3, 2023.