

## **CAC Minutes, TVPOA Communication Advisory Committee, Friday, July 8, 2022/ 9:00AM**

**Members Present:** Annette Schmidt, Kevin Kritch, George Curran, Rick Blough, Linda Garza, John Barrett, Ralph Arata, Steve Trudnak, Lyndsey Macon, Lisa McCray, Jennifer Webb

**Visitors:** Phil Brenner {LRPAC}, Bill Alt {RAC}, Jeff McMillan {FAC}, Bill Busch {PSAC}

### **Minutes**

**Committee Chair Annette Schmidt called the meeting to order at 9:00 AM, asked for a motion to approve minutes from the June 3<sup>rd</sup> meeting, motion passed**

- **TVN Report: Kevin Kritch**
  - 966 total subscribers
  - Subscriber count is up
  - Views are up
  - Wine 101 Project is in the works
  
- **Communications/PR Report: Lisa McCray for Beth Kuberka**
  - Published seven articles-242 media hits
  - Hosted a travel writer- golf writer will be on site July 17th-21st
  - 35th Anniversary Update
  - 35<sup>th</sup> Anniversary Gala Tickets on sale now
  - 35<sup>th</sup> Anniversary Ice-Cream Social to come
  - 2<sup>nd</sup> Quarter Newsletter is in the works
  - Development-Board approved work on RFP for three parcels from the Land Acquisition
  
- **Marketing Report: Lyndsey Macon**
  - Total Welcome Center Traffic # people: 929 (2022) vs 1142 (2021) vs 728 (2020)
  - Total Marketing Visitors # people: 334 (2022) vs 442 (2021) vs 318 (2020)
  - POA Lots Sold: 17 (2022) vs 52 (2021) vs 6 (2020)
  - New Leads: 430 (2022) vs 530 (2021) vs 532 (2020)
  - Total Discovery Requests: 99 (2022) vs 118 (2021) vs 81 (2020)
  - Completed Visits: 44 (2022) vs 88 (2021) vs 52 (2020)
  - Tellico Village Marketing is celebrating 10 years of successful Marketing in 2022
  
- **Social Media/Lifestyle Report: Lisa McCray**
  - Facebook: 11,104 followers
  - Farmers Market moved location to parking lot behind Welcome Center
  - Vendors report tripled sales since moving
  - Farmers Market received a perfect score (100%) from State inspector
  
- **Tell-E-Gram Report: Jennifer Webb**
  - Total Subscribers: 5,614
  - Latest Tell-E-Gram: 58.2% opens
  - Latest Tell-E-Flash: 69.8% opens

- **Follow Up on June Welcome Orientation Meeting: Lisa McCray/Jennifer Webb**
  - Review Survey Results from Post-Event Survey
  - Next Welcome Orientation Meeting August 2, 2022

#### **Committee Liaisons**

- **HOA-Linda Garza**
  - 2023 HOA Board Selection
  - Membership Campaign October 2023
  - 2023 Budget Process
- **RAC-Bill Alt**
  - Camp Tellico is Underway
  - Indoor Cycling is up and running/classes available now
  - No July Meeting
  - Extended hours at Wellness Center in September and October
- **GAC**
  - Courses are all in excellent condition
  - Rounds are exceeding budget
  - Rounds above average
  - Kahite Bunker Project is in progress
- **PSAC-Bill Busch**
  - New Chair
  - Pickleplex expected completion date in September/October
  - Water System Upgrades/Improvements
  - Road, Building and Sewer report were all good
- **FAC-Jeff McMillan**
  - Clean Report on recent audit
  - Budget is very strong due to some maintenance projects that are not complete yet
- **ACC-Ralph Arata**
  - Blue Book Education is needed. Ralph will present to the ACC at their July 21 meeting, as the CAC Liaison to discuss how CAC could work with ACC to better educate Village residents on Blue Book contents, including adherence and enforcement components. Identified as a Liaison best practice between POA Advisory Committees.
- **MAC**
  - Opening on Marinas Advisory Committee
  - Dock maintenance is ongoing
  - 181 people on waiting list for boat slips
  - Credit Card readings have been corrected
- **LRPAC-Phil Brenner**
  - Upcoming Focus Groups to gather info and opinions on green space, parks, and trails
  - July 28 quarterly public meeting
- **Governmental Affairs**
  - Discussion of recent Candidate Forums
- **BOD-Rick Blough**
  - Land Use Plan
  - CEO Search-vetted over 100 candidates
  - Odd/Even Irrigation Plan is now in effect

Meeting Adjourned at 11:00 a.m.

Next CAC Meeting is scheduled for August 5, 2022.

**MINUTES APPROVED on August 5, 2022**