

CAC Minutes, TVPOA Communication Advisory Committee, Friday, June 2, 2023/9:00 AM

Members Present: Linda Garza, Kevin Kritch, Rick Blough, Annette Schmidt, Pat Ezell, Bill Alt, Ralph Arata, Steve Trudnak, Beth Kuberka, Lyndsey Macon, Lisa Farmer, Jennifer Webb

Members Absent: George Curran

Visitors: Phil Brenner {LRPAC}, Holly Seguire {RAC}, Bill Busch {PSAC}, Pat White {POA Board}

CAC May Meeting Minutes

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

- **TVN Report: Kevin Kritch**
 - 1,583 total subscribers on TVN YouTube Channel, up 49 subscribers from March.
 - 6,044 total views in May
 - Top 5 Videos May 2023
 - TVPOA Board Meeting 5.17.23 = 1,651
 - Pedestrian Safety PSA- 528 views
 - Birds of Tellico Episode 1 -472 views
 - HOA State of the Lake- 399 views
 - Golf Talk Episode 2- 377 views
 - TVN Branded Summer Movie Night is in the planning stages.
- **Communications/PR Report: Beth Kuberka**
 - New Articles are being published about motorcycling and water sports in Tellico Village.
- **Marketing Report: Lyndsey Macon**
 - May Total Welcome Center Traffic: # people 711(2023) vs 898 (2022) vs 782 (2021)
 - May Total Marketing Visitors: # people 312 (2023) vs 334 (2022) vs 348 (2021)
 - POA Lots Sold YTD: 27 (2023) vs 106 (2022) vs 100 (2021)
 - New Leads: 489 (2023) vs 444 (2022) vs 747 (2021)
 - Total Discovery Requests: 125 (2023) vs 122 (2022) vs 103 (2021)
 - Total Discovery Completed: 68 (2023) vs 69 (2022) vs 75 (2021)
- **Social Media/Lifestyle Report: Lisa Farmer**
 - Facebook: 11,000 Followers
 - Tellico Village Learn has a few summer classes planned.
 - The Farmer's Market is in full swing.
- **Tell-E-Gram Report: Jennifer Webb**
 - Total Subscribers: 6,110 down 15 from April due to unsubscribing/archiving inactive users.
 - May Tell-E-Gram: 61.2% opens.
 - May Tell-E-Flash: 63.8 % opens.
 - 9 total communications were sent out in May.

- **Review 3 Assigned Tasks from the POA Website**
 - CAC Members discussed their findings from the POA Website Assignments.
 - Beth Kuberka thanked the CAC Committee for their efforts on the POA Website Improvements.
- **Communications Survey**
 - CAC Members discussed their experiences taking the Communications Survey Test.
 - Beth Kuberka made note of the suggestions and will take them back to the sub-committee.

Committee Liaison Reports

- **HOA- Linda Garza**
 - No HOA July Social due to picnic scheduled for 6/26/2023.
 - June Social will be June 13th.
 - May HOA Newsletter distributed to 3,309 HOA members.
 - Open rate of 74.5%
 - Next Open Village Meeting is August 18th at Kahite- “State of Monroe County” at 7:00 p.m.
- **RAC- Bill Alt/Holly Seguire**
 - Recreation Membership for April 2023
 - Household Memberships – 1250
 - Individual Memberships - 655
 - Initial work has begun to identify projects for the 2024 Parks and Recreation Budget.
- **GAC-George Curran**
 - The temporary pro shop is now open.
 - New Golf Cart Policy-only 2 carts will be allowed for each golf group.
 - Unaccompanied guests will be able to book tee times up to five days in advance for Twilight times.
- **PSAC-Steve Trudnak**
 - No PSAC Meeting since the May CAC Meeting
- **FAC- Beth Kuberka/Mike Herrinton**
 - The April Financials were not available at the May FAC Meeting due to a technological delay in finalizing April’s information.
 - Reserve Investments- Discussed proposal from Investment Advisor to invest in a Real Estate Trust Fund. The FAC decided not to proceed with the investment.
 - The Reserve Study is in the process of being updated for recent asset purchases and disposals.
- **ACC-Ralph Arata/Steve Trudnak**
 - May 2023-12 home permits were issued.
 - Ongoing problems with homeowners not obtaining permits before building landscape structures.
 - There is a need for some type of communication concerning permits and permit approval.

- **MAC-Pat Ezell**
 - O-Dock is on schedule for construction in June.
 - The Wait List for a boat slip remains long, and the demand for slips is strong.
 - A MAC workgroup has developed a new framework for the responsibilities of dock captains and POA Staff in managing slip lessees.
- **LRPAC-Phil Brenner**
 - New LRPAC Video on TVN
 - Working with Tellico Village Volunteer Fire Department on planning.
 - LRPAC is in the process of updating its Charter.
 - Master Land Use Plan was presented at the April BOD Meeting.
- **Governmental Affairs-Jennifer Webb**
 - Loudon County Legislative Update
 - Wednesday, June 7th, 2023, 4:00 p.m.-6:00 p.m. at Yacht Club
- **BOD-Rick Blough**
 - POA Board ratified the electronic vote for Paradym Studios to be the architect for the Tanasi Clubhouse rebuild.
 - Loudon County Mayor, Buddy Bradshaw, has agreed to provide recycling containers. More information on the location and what products will be recycled is forthcoming.
 - "O" Dock will be installed by the end of June.
 - Reviewed the 2024 Budget Calendar

The meeting adjourned at 10:56 a.m. Linda Garza asked for a motion to adjourn. Annette Schmidt made the motion; Steve Trudnak and Bill Alt seconded the motion. All approved.

Next CAC Meeting is scheduled for July 7, 2023.