

CAC Minutes, TVPOA Communication Advisory Committee, Friday, March 3, 2022/9:00 AM

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

Visitors: Bill Busch {PSAC}, Phil Brenner {LRPAC}, Don Hart, Holly Seguire {RAC}, Mike Harrington {FAC}, Pat White {BOD}

CAC March Meeting Minutes

Committee Chair George Curran called the meeting to order at 9:00 AM and asked for approval of January 6th Minutes from former CAC members, Steve Trudnak made a motion to approve, Bill Alt seconded the nomination and the motion passed.

- **TVN Report: Kevin Kritch**
 - 1,418 total subscribers on TVN YouTube Channel, up 124 subscribers from January.
 - 7,079 total views in February, up 2,782 views from January.
 - Monthly segment “Tell-Events” was introduced in February.
 - Working on a How-To video for TVN’s YouTube Channel
 - A new informational T-BART video is being released in the coming days.
 - Top Video in February; *Tanasi Fire: Road to Recovery*- 2,558 views
- **Communications/PR Report: Beth Kuberka**
 - Utilizing Performance Max Marketing Platform
 - Working on G4 Analytical Platform
 - Articles for *Retirement Diaries*
 - *Ideal Living* is in the process of interviewing Tellico Village property owners.
 - An article on Tellico Village Library has been published.
- **Marketing Report: Lyndsey Macon**
 - February Total Welcome Center Traffic: # people 599(2023) vs 564 (2022) vs 438 (2021)
 - February Total Marketing Visitors: # people 168 (2023) vs 176 (2022) vs 136 (2021)
 - POA Lots Sold YTD: 16(2023) vs 19(2022) vs 25(2021)
 - New Leads: 520 (2023) vs 520 (2022) vs 728 (2021)
 - Total Discovery Requests: 80(2023) vs 67 (2022) vs 39 (2021)
 - Total Discovery Completed: 36 (2023) vs 30 (2022) vs 24 (2021)
- **Social Media/Lifestyle Report: Lisa McCray**
 - Facebook: 11,226 Followers
 - Tellico Village Learn Spring Classes are underway, with 5 new classes this Spring.
 - Farmer’s Market picking up as spring arrives.
- **Tell-E-Gram Report: Jennifer Webb**
 - Total Subscribers: 6,032 up 47 from January
 - February Tell-E-Gram: 59.80% opens.
 - February Tell-E-Flash: 67.50 % opens.
 - 2022 Year-End Newsletter: 71.7% opens.
 - 10 total communications were sent out in February.

- **Liaison Report Format: George Curran**
 - Continue using the format of liaisons sending info to Jennifer to be published before CAC Meetings.
- **2023 CAC Goals: Beth Kuberka**
 - Suggested goals were presented and discussed.
 - CAC will have a special workshop concerning CAC Goals on Wednesday, March 22

Committee Liaison Reports

- **HOA- Linda Garza**
 - HOA memberships for 2023 have reached 3,175.
 - March Social is March 14th.
 - February 23rd Neighborhood Watch Meeting was well attended.
 - Discussion of TV Bylaws to provide new enforcement rules for residents that rent their home as a business.
- **RAC- Bill Alt/Holly Seguire**
 - Household memberships for January- 1328
 - Individual memberships for January- 702
 - The capacity/usage data is being reviewed by the RAC, staff, and LRPAC to make decisions regarding recreation programs in Tellico Village.
 - Updates are in the works for the Village Trail System.
- **GAC-George Curran**
 - January Member Rounds-3,833, Guest Rounds- 237
 - The Links of Kahite will be hosting the 2023 Men's Match Play Championship in July.
 - January weather was not conducive for golf.
 - Monthly "Tellico Village Golf Talk" Winter Series will include the Golf Management Team.
- **PSAC-Save Trudnak/Bill Busch**
 - New Water Meters
 - Discussion of the process/forms for purchasing to be approved by the Board.
 - Chota Road Project on schedule
 - Paving Project Update
- **FAC- Beth Kuberka/Mike Harrington**
 - Reserve Article in the works
 - Discussion of Investment Policy
- **ACC-Ralph Arata**
 - Blue Book Revision Discussion
- **MAC-George Curran**
 - Present Kahite dock has substantially satisfied Kahite's Boat Slip Waiting List
 - Review of the day and nighttime dock electricity use is ongoing and may require modification of the lease agreement next year.
 - Serious concerns emerge regarding the future compatibility of the existing Tanasi Clubhouse Dock with the proposed larger new clubhouse facility.

- **LRPAC-Phil Brenner**
 - Update of the Long-Range Strategic Plan
 - Working with Beth on the Tellico Village Master Land Use Plan
 - Facilities Utilization Forecast
- **Governmental Affairs**
 - Discussion of Governmental Affairs Archives and Naming System
 - Possible new traffic light in Monroe County and Niles Ferry Road and Hwy. 411.
 - Town Hall Meeting Reminder
- **BOD-Rick Blough**
 - Negotiations with Trash Vendors are ongoing, with issues concerning non-compete clauses.
 - Board will approve a one-year contract with Republic Trash.
 - Short-Term Rental Discussion
 - 2023 Election Calendar has been approved.

The meeting adjourned at 11:10 a.m. George Curran asked for a motion to adjourn. Pat Ezell made the motion; Steve Trudnak seconded the motion. All approved.

Next CAC Meeting is scheduled for April 7, 2023.