

CAC Minutes, TVPOA Communication Advisory Committee, Friday, October 6, 2023/9:00 AM

Members Present: George Curran, Annette Schmidt, Pat Ezell, Ralph Arata, Steve Trudnak, Rick Blough, Lyndsey Macon, Lisa Farmer, Jennifer Webb

Members Absent: Bill Alt, Linda Garza, Beth Kuberka

Visitors: Phil Brenner {LRPAC}, Bill Busch {ACC}, Holly Seguire {PRAC}, Don Hart

CAC May Meeting Minutes

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

- **TVN Report: Kevin Kritch**
 - 1,810 total subscribers on TVN YouTube Channel, up 80 subscribers from August.
 - 6,268 total views in September
 - Top 5 Videos September 2023
 - TVPOA Board Meeting 9.20.23
 - LRPAC: Land Use Planning
 - POA Town Hall 9.29.23
 - Wish I Would Have Known
 - POA Town Hall 8.31.23
- **Marketing Report: Lyndsey Macon**
 - September Total Welcome Center Traffic: # people 830(2023) vs. 773 (2022) vs. 742 (2021)
 - September Total Marketing Visitors: # people 350 (2023) vs. 316 (2022) vs. 362 (2021)
 - POA Lots Sold YTD: (2023) vs. 141 (2022) vs. 207 (2021)
 - New Leads: 558 (2023) vs. 476 (2022) vs. 474 (2021)
 - Total Discovery Requests: 162 (2023) vs. 105 (2022) vs. 97 (2021)
 - Total Discovery Completed: 93 (2023) vs. 85 (2022) vs. 82 (2021)
- **Social Media/Lifestyle Report: Lisa Farmer**
 - Tellico Village Facebook Subscribers: 11,611 up 93 followers in September.
 - Tellico Village Learn Fall Semester classes are coming to a close.
- **Tell-E-Gram Report: Jennifer Webb**
 - Total Subscribers: 6,300 up 50 from August
 - 6 total communications were sent out in September.
 - September Tell-E-Gram: 62.34% opens.
 - September Tell-E-Flash: 72.7 % opens.

Committee Liaison Reports

- **HOA- Linda Garza**
 - The October HOA Social is scheduled for Tuesday, October 10th.
 - The HOA's A & E Charter was approved.
 - The Next Open Village Meeting is October 12th POA Candidate Forum at the Community Church from 4:00 p.m. to 6:00 p.m.
 - The HOA Rebranding Initiative has been put on hold; the future of this initiative will depend on the support of the 2024 HOA Board of Directors.
- **PRAC- Bill Alt/Holly Seguire**
 - Household Memberships: August 2023-1,442
 - Individual Memberships: August 2023-715
 - Total New Memberships in August were 48.
 - The 2024 Calendar Year Budget will focus on Repairing, Replacing, and Maintaining our current facilities.
- **GAC-George Curran**
 - Member and Guest Rounds for August are on par with 2022 and are considerably ahead of budget.
 - Course superintendents report the courses are in good shape and ready for fall treatments.
 - The Tennessee Match Play Tournament held at Kahite was a huge success.
- **PSAC-Save Trudnak**
 - Leaf Removal will begin in November.
 - No funding requests this month
 - Started work on water/sewer maintenance pole barns.
- **FAC- Beth Kuberka/Mike Herrinton**
 - The 2024 Budget is in process.
- **ACC-Ralph Arata**
 - October 5th ACC Meeting
 - 9 new building permits were requested.
 - 1 permit was denied without prejudice.
 - 3 miscellaneous permits were rejected. (signage on the back of the house facing golf course, shed, shed,)
- **MAC-Pat Ezell**
 - There is new dock signage at each dock.
 - O-Dock is now open and has passed all inspections.
 - 217 people are on the dock waitlist (including PWCs)
- **LRPAC-Phil Brenner**
 - The next LRPAC Meeting will be held Thursday, October 26th at 9:00 a.m.
 - Three of the four LRPAC Goals have been met this year.
 - The LRPAC is in the process of meeting with advisory committees.
- **Governmental Affairs-Jennifer Webb**
 - No GVAC meeting in September

- **BOD-Rick Blough**

- The BOD certified 5 applicants for the 2024 Board of Directors Election.
- The BOD approved new blue book changes.
- The BOD voted to bring food service operations in-house beginning January 2024.
 - The BOD voted to establish a new Food Service Advisory Committee
 - The BOD voted to approve the new Food Service Advisory Committee Charter.

The meeting adjourned at 10:06 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 November 3, 2023.