

CAC Minutes, TVPOA Communication Advisory Committee, Friday, October 4, 2024/9:00 AM

Members Present: George Curran, Ralph Arata, Steve Trudnak, Betsy Wilkowsky, Ed Grollemond, Beth Kuberka, Jennifer Webb, Lisa Farmer, Kevin Kritch

Members Absent: Bill Alt, Pat Ezell, Annette Schmidt

Visitors: Doug Sloan {FAC}, Mark Tudor {GAC}, Bill Busch {PSAC}, Linda Garza {HOA}, Holly Seguire {PRAC}, Scott Macrae, Denis Olsen

CAC September Meeting Minutes

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

- **TVN Report: Kevin Kritch**
 - 2,503 total subscribers on TVN YouTube Channel, up 43 subscribers from August.
 - 5,226 total views in September
 - Top 5 Videos
 - POA Board Meeting 9.18.24 (930 views)
 - POA Town Hall 9.26.24 (756 views)
 - Hand Made: Intarsia (2023) (732 views)
 - POA Town Hall 8.29.24 (542 views)
 - POA Board Update Q3 (407 views)
- **Marketing Report: Beth Kuberka**
 - September Total Welcome Center Traffic: # people 610 (2024) vs. 830 (2023)
 - September Total Marketing Visits: 222 (2024) vs. 350 (2023)
 - POA Lots Sold YTD: 8 (2024), 46 (2023)
 - New Leads: 546 (2024) vs. 557 (2023)
 - Total Discovery Requests 165 (2024) vs. 162 (2023)
 - Total Discovery Visits Completed: 41 (2024) vs. 93 (2023)
- **Social Media/Lifestyle Report: Lisa Farmer**
 - 12,068 Facebook followers, engagement is up 40%
- **Tell-E-Gram Report: Jennifer Webb**
 - Total Subscribers: 6,998, up 68 from August.
 - 10 total communications were sent out in September.
 - September Tell-E-Grams: 59.4% opens.
 - September Tell-E-Flash: 68.5% opens.
 - The *Election Gram* will be sent out on Friday, October 25th.
- **CAC Workshop Recap: Beth Kuberka**
 - Communication/Marketing Survey from an independent third party is in the works.
 - Working on how to highlight the positives of living in Tellico Village.
 - Exploring the possibility of splitting the Tell-E-Gram into two different emails (Tell-E-Gram and Tell-Events) to shorten the length of the Gram.

Committee Liaison Reports

- **HOA- Annette Schmidt/Kay Condon**
 - No HOA report
- **PRAC- Bill Alt/Holly Seguire**
 - PRAC is focusing on communications efforts
 - A new greenspace calendar has been created to highlight the wealth of greenspace in Tellico Village.
 - Community Fest is Sunday, October 27, from 4:00-7:00 pm.
- **GAC-George Curran**
 - August Member Rounds: 11,490
 - YTD Member Rounds: 67,641
 - How will the Tanasi Rebuild affect day-to-day golf operations at Tanasi?
- **PSAC-Steve Trudnak/Bill Busch**
 - No PSAC report
- **FAC- Beth Kuberka/Doug Sloan**
 - Operating Cash \$3.8M
 - Reserve Cash \$23.4M
 - During budget season, cost reduction will be the most significant focus.
- **ACC-Ralph Arata**
 - September 2024 ACC Permit Reviews
 - Approved Permits- 14
 - Rejected Permits- 1
- **MAC-Pat Ezell**
 - The Wave Attenuator Project is awaiting approval from TVA.
 - Dock Waitlist- PWC, 34 and Boat Slips, 146
- **LRPAC-Phil Brenner**
 - LRPAC will meet on Thursday, October 24.
- **FSAC-Betsy Wilkowsky**
 - The new loyalty program is fully operational and has registered 2000 people.
 - POA subsidy is \$204K lower TYD than last year.
- **Governmental Affairs-Jennifer Webb/Steve Packwood**
 - Governmental Affairs will not meet from October – December.
- **BOD-Ed Grollemond**
 - Hoping to approve a contract with the builder for Tanasi Rebuild very soon.
 - There is a need for more water/sewer education

George Curran asked for a motion to adjourn. Steve Trudnak made the motion; Ralph Arata seconded the motion. All approved. The CAC meeting adjourned at 10:27 a.m.

The next CAC Meeting is scheduled for Friday, November 1, 2024.