

## **CAC Minutes, TVPOA Communication Advisory Committee, Friday, October 7, 2022/9:00 AM**

**Members Present:** Annette Schmidt, Kevin Kritch, Rick Blough, Linda Garza, John Barrett, Steve Trudnak, Beth Kuberka, Lyndsey Macon, Lisa McCray, Jennifer Webb

**Visitors:** Chet Pillsbury {TVPOA, CEO}, Roger Forsyth {LRPAC}, Bill Alt {RAC}, Joe Ripaud

### **CAC October Meeting Minutes**

**Committee Chair Annette Schmidt called the meeting to order at 9:00 AM and asked for a motion to approve minutes from the September 2nd meeting, Steve Trudnak made the motion to approve, Linda Garza seconded the motion and the motion passed.**

- **TVN Report: Kevin Kritch**
  - 1,090 total subscribers on TVN YouTube Channel
  - 6,487 total views in September
  - Set a record number of views for the month of September
  - Tanasi Fire Coverage was very well received
  - Upcoming Budget Meetings will be live streamed
  - Board of Directors Candidate Forum will be live streamed
  
- **Communications/PR Report: Beth Kuberka**
  - Ribbon Cutting for Pickleplex scheduled for October 20th
  - Election Gram will go out in October
  - Tanasi Fire Updates will continue
  - Quarter 3 Newsletter is in the works
  - Village Square will have two grand openings in the month of October
  - Upcoming article for Next Avenue entitled “What Women Want” will be out soon.
  
- **Marketing Report: Lyndsey Macon**
  - September Total Welcome Center Traffic # people: 773 (2022) vs 742 (2021) vs 857 (2020)
  - September Total Marketing Visitors # people: 316 (2022) vs 362 (2021) vs 656 (2020)
  - POA Lots Sold YTD: 139 (2022) vs 144 (2021) vs 101 (2020)
  - September New Leads: 476 (2022) vs 474 (2021) vs 527 (2020)
  - September Total Discovery Requests: 146 (2022) vs 105 (2021) vs 86 (2020)
  - September Completed Visits: 85 (2022) Discovery Tours (24), Day Tours (52), Walk-Ins (9)
  
- **Social Media/Lifestyle Report: Lisa McCray**
  - Facebook: 11,045 followers
  - Facebook Likes (Engagement): 10,532
  - Farmers Market still up and running and will remain open year-around
  
- **Tell-E-Gram Report: Jennifer Webb**
  - Total Subscribers: 5,809
  - September Tell-E-Gram: 60.7% opens
  - September Tell-E-Flash: 69.68% opens
  - 61 people attended October Welcome Orientation Meeting

- **Final Discussion of ACC Bluebook Communications Statement**
  - Statements will go out in The Connection, Tell-E-Gram, TVPOA Website, social media, and upcoming HOA Meetings.
- **Tellico Life Update-Beth Kuberka**
  - Upcoming training to be provided by Tellico Life Admin

### **Committee Liaison Reports**

- **HOA-Linda Garza**
  - October Newsletter went out to 3,494 email addresses
  - Policy and Guidelines are in the process of being updated.
  - HOA has a slate for 2023 Board Members
  - HOA will host a BOD Candidate Forum on October 20 at 4:00 p.m.
  - Working on training New Webmaster
- **RAC-John Barrett/Bill Alt**
  - Memberships are down slightly
  - Outdoor Pools are closed for the season
  - Pickleplex wiring and lighting completed
  - Ribbon Cutting for Pickleplex is scheduled for October 20<sup>th</sup>
  - Early Voting will be at Chota Rec on October 26<sup>th</sup> and October 27<sup>th</sup>.
  - Welcome Joe Hentrich new Wellness Center Manager
- **GAC- Lyndsey Macon**
  - Courses are incredibly busy
  - Golf staff is working hard
  - Working on the upcoming budget
  - Successful tournament at Kahite
- **PSAC-Steve Trudnak**
  - Upcoming Kahite Water and Sewer Study
  - Bidding Policy is under review
  - Trust discussion
- **FAC-Beth Kuberka**
  - Changed dates of Budget Meetings to October
  - A new CFO has been hired. Mickey White will start on October 11
- **ACC-**
  - Restructuring ACC meetings
  - Blue Book statement discussion
- **MAC-George Curran**
  - MAC sent a name to the POA Board for approval for the vacated spot on the committee.
  - MAC has applicants to replace the members leaving the committee and will be interviewing soon.
  - New Kahite Dock is installed
  - Divers will be moving the N Dock and No Wake Sign in the Tanasi outer harbor to make room for new dock space.
  - 2023 budget is the focus of the MAC Committee.
- **LRPAC-Roger Forsyth**
  - Looking at 10-year plans
  - Updating Strategic Plan

- **Governmental Affairs**
  - No open meeting
  
- **BOD-Rick Blough**
  - Water rate increase
  - Considering new rate structure for water usage
  - Certification of new BOD Candidates
  - Chota Road repair coming in late October

Meeting Adjourned at 11:20 a.m. Annette Schmidt asked for a motion to adjourn. Linda Garza made the motion; Steve Trudnak seconded the motion. All approved.

Next CAC Meeting is scheduled for November 4, 2022.