

CAC Minutes, TVPOA Communication Advisory Committee, Friday, September 2, 2022/ 9:00AM

Members Present: Annette Schmidt, Kevin Kritch, George Curran, Rick Blough, Linda Garza (via Zoom), John Barrett, Ralph Arata, Steve Trudnak, Beth Kuberka, Lyndsey Macon, Lisa McCray, Jennifer Webb

Visitors: Phil Brenner {LRPAC}, Jeff McMillan {FAC}, Terri Back

CAC September Meeting Minutes

Committee Chair Annette Schmidt called the meeting to order at 9:00 AM, asked for a motion to approve minutes from the August 5th meeting, John Barrett made the motion to approve, Steve Trudnak seconded the motion and the motion passed.

- **TVN Report: Kevin Kritch**
 - Over 1,000 total subscribers on TVN YouTube Channel
 - 2,962 total views in August
 - Opportunity for YouTube Partner Program
 - Tanasi Fire Video is complete and up and running
 - New Signage for station
 - In September plan to cover budget meetings and BOD Meeting

- **Communications/PR Report: Beth Kuberka**
 - Published seven articles-242 media hits
 - CEO Announcement picked up by some publications
 - 35th Anniversary Gatsby Gala a big success
 - Republic Trash Update
 - 2nd Quarter Newsletter sent out digitally on August 22, 2022
 - Tanasi Fire Coverage

- **Marketing Report: Lyndsey Macon**
 - August Total Welcome Center Traffic # people: 759 (2022) vs 753 (2021) vs 808 (2020)
 - August Total Marketing Visitors # people: 306 (2022) vs 442 (2021) vs 504 (2020)
 - August POA Lots Sold: 0 (2022) vs 11 (2021) vs 24 (2020)
 - August New Leads: 491 (2022) vs 542 (2021) vs 586 (2020)
 - August Total Discovery Requests: 146 (2022) vs 105 (2021) vs 86 (2020)
 - August Completed Visits: 70 (2022) Discovery Tours (24), Day Tours (38), Walk-Ins (8)

- **Social Media/Lifestyle Report: Lisa McCray**
 - Facebook: 10,971 followers
 - Farmers Market still up and running and will remain open year-around
 - Tellico Village Learn is reorganizing for Spring 2023

- **Tell-E-Gram Report: Jennifer Webb**
 - Total Subscribers: 5,747
 - August Tell-E-Gram: 59.62% opens
 - August Tell-E-Flash: 71.68% opens
 - 2nd Quarter Newsletter: 73% opens
 - Review Survey Results from August Welcome Orientation Meeting

- **Crisis Communication-Beth Kuberka**
 - Discussion of Tanasi Fire Communication
- **Discussion of Physical Copies of 2nd Quarter Newsletter-Beth Kuberka**
 - CAC Committee recommends suspending the printing of physical copies of Newsletters in the future.

Committee Liaison Reports

- **HOA-Linda Garza**
 - September Newsletter went out to 3,431 email addresses, 2,550 opened it for an open rate of 74.3%
 - Next HOA Meeting will be 9-12-2022 at 9:30 a.m. at Yacht Club
 - Next HOA Monthly Social will be Tuesday, September 13, Celebrating the 60's and 70's.
 - Nominating Committee is making progress, but still looking for volunteers in key leadership roles.
 - October is annual membership drive
- **RAC-John Barrett/Lyndsey Macon**
 - New Branding for Tellico Village Parks and Recreation
 - Pickleplex roof is complete
 - Ribbon Cutting for Pickleplex is scheduled for October 20th (more details to follow)
 - Extended hours at Wellness Center in September and October
- **GAC- George Curran**
 - Courses are all in excellent condition
 - Rounds are exceeding budget
 - Rounds above average
 - Kahite Bunker Project is in progress
- **PSAC-Steve Trudnak**
 - Looking at GIS/Software Options
 - Chota Road Repaving Discussion
 - Handicapped Doors are in the process of being installed on all POA buildings.
 - Odd/Even Irrigation Days appear to be helping, there is a better balance of water usage now.
- **FAC-Jeff McMillan**
 - Budget Meetings coming up at the end of September
 - Reserve Study is now complete
- **ACC-Ralph Arata**
 - Permits are slowing down
 - Working with ACC and CAC to stress the importance of following Blue Book Restrictions
- **MAC-George Curran**
 - Working on 2023 Budget
 - Working on Long Range Budget
- **LRPAC-Phil Brenner**
 - Follow up Report on greenspace/parks/trails Focus Groups coming soon
 - Updating Strategic Plan
- **Governmental Affairs**
 - Discussion of upcoming November Election

- **BOD-Rick Blough**

- Welcome New Tellico Village CEO- Chet Pillsbury
- Interviews starting for new CFO
- Winston Blazer will still be working on a consultation basis

Meeting Adjourned at 11:50 a.m.

Next CAC Meeting is scheduled for October 7, 2022.