

*TellicoLife*  
Board Meeting  
April 17, 2020



# 2020 Board Members

- HOA: Ken Litke, President (Platinum Sponsor)
- POA: Beth Kuberka, Marketing (Platinum Sponsor)
- TVCUC: Ken Van Swearingen, President (Platinum)
- New Villagers: Mike Blackwell, President (Platinum)
- Marsha Herzog: TellicoLife Lead (non voting)



# Our Vision

... to become the one on-line place to go  
for all activities/events  
in Tellico Village

[www.tellicolife.org](http://www.tellicolife.org)



# AGENDA

1. TELLICOLIFE BOARD AND GOVERNANCE RESPONSIBILITIES
2. FINANCIALS
3. SITE ACTIVITY
4. VOLUNTEERS AND RESPONSIBILITIES
5. PRIVACY POLICY
6. EDUCATION

# TellicoLife Governance

TellicoLife is organized as an ad-hoc committee under the HOA Charter. The ad-hoc committee is approved annually by the board of the HOA.

TellicoLife is operated by the Platinum Organizations (founding organizations) using a Memorandum of Understanding (MOU) signed by the Platinum Organizations. ***The MOU is updated annually, or as needed by the TellicoLife Board.***

TellicoLife is governed by 4 groups: the TellicoLife Board, the TellicoLife Steering Team and the Finance Team and the TellicoLife Admin Team. The purpose and responsibilities of each team is summarized below:

Effective Jan 2019, minutes from all team meetings are posted to the TellicoLife > About Us > Governance

## The TellicoLife Board

- The Board is formed by the Presidents (and designates) from each Platinum organization.
- A Memorandum of Understanding from the Platinum organizations is renewed annually, and is the basis for this governance structure.
- Responsibilities are:
  - Policy Decisions
  - Financial Decisions
  - Operational Guidance
  - Annual Goals & Objectives
- Quarterly meetings are called by the TellicoLife Business lead(s)

Source: [TellicoLife Governance Menu Item](#)

[Print MOU](#)

- Amend?
- Vote to renew

# TellicoLife Financials (as of 04-17-2020)

| Summary                  | 2019<br>Payments | 2020<br>Forecast | 2020<br>Payments |
|--------------------------|------------------|------------------|------------------|
| Actual/Forecast Income   | \$ 7,167         | \$ 8,420         | \$ 8,105         |
| Actual/Forecast Expenses | \$ 7,135         | \$ 7,691         | \$ 7,691         |
| Over/(Under)             | \$ 32            | \$ 729           | \$ 414           |

**Expenses:**  
Software License + \$200 Marketing Expenses

**Board Vote:**  
Recommend hold overage in TLIFE ledger within HOA.  
  
Objective to build 1 year reserve

[Click here](#) to view current financial summary by participating organization

- Open invoices: \$315 – Lions Club, Vintage Vehicles, TOPs
- New for 2020: POA, Lions Club, TVTC (Tennis), Woodworkers
- Cancellations / Changes from 2019: Stay (Reduced to Bronze)
  - Dropped participation: Singers, Little T Squares, Solos, Polish Heritage Club, Jazz Club

# Club & Organization - Participation Levels

Proposed Changes in RED  
Board Vote

**Platinum**  
**Unlimited Partner**

- Unlimited access to all TellicoLife features
- Club control of back-end functions
- Ability to use Credit Cards
- Custom attributes in Database
- TellicoLife board membership

**\$600/year**  
**Limit 6**

**Gold**  
**Limited Partner**

- ~~Annual Membership drive~~
- Up to 48 calendar events / year
- ~~On-line event registration~~
- ~~Pay by cash or check~~
- ~~TellicoLife provides administrative svcs~~

**\$300/year**

**Silver**  
**Calendar**

- Up to 24 calendar events / year (~~no online registration~~)
- Group e-mail to members + interested parties

**\$120 / year**

**Bronze**  
**Circle**

- Club marketing page
- Circles for communications, document sharing, pictures, etc.

**\$60 / year**

Available to Gold, Silver, Bronze: E-Lists, Circles. Simple forms (Contact us, e-mail event registration) available for \$15 / form with approval of responsible TLife Admin

# 2019 TellicoLife Site Traffic

[Click here](#) to view full 2019 report

- Page views were over 425,000 2019, which is an average of over 35,000 page views per month. This is an increase of 21% over 2018.
- Sessions were up 37% over 2018. The combination of these two statistics indicate people are getting on the site and finding what they want quicker than in 2018.
- Safari browser is used to access TellicoLife 49% of the time. This is because Apple iPhones and iPads are the top two devices used.
- Desktop views are 48% of the total, with Mobile devices (phones and tablets) represent 52% of the sessions. Mobile usage is up 108% vs 2018, indicating that our pages



# 2020 TellicoLife Volunteers

| <b>Volunteer Role</b> | <b>HOA</b> | <b>NV</b> | <b>POA</b> | <b>Tlife</b> | <b>TVCUC</b> | <b>Grand Total</b> |
|-----------------------|------------|-----------|------------|--------------|--------------|--------------------|
| <b>Admin</b>          | 6          | 8         | 2          | 6            | 7            | 29                 |
| <b>Search</b>         | 88         | 39        |            |              | 9            | 136                |
| <b>Grand Total</b>    | <b>94</b>  | <b>47</b> | <b>2</b>   | <b>6</b>     | <b>16</b>    | <b>165</b>         |

[Click here](#) to view volunteer responsibilities

[Click here](#) to view the 165 volunteers noted above

## Suggested Actions:

- Review roles and advise MAH of corrections
- Ensure all Search and Admins have read and signed acknowledgement of privacy and responsibilities
- Ensure all ADMINS attend Monthly Tlife Admin meeting
- Include recruiting for 2021

# Privacy Policy

- Each Platinum club owns their membership list. That list cannot be used by any other club/organization for any purpose
- TellicoLife can only broadcast emails to across organization memberships with permission of the board
- [Click here](#) to view current privacy policy
- Discuss proposed changes (Ken)
  - Use Tlife registrant list during membership drive(s)
  - Should we compare e-lists?
  - If 80% of villagers have submitted an on-line census, why do we expect such a small utilization of internet for communications?

# Education on Functionality

- Discuss:
- PPT summarizing key functionality of TL to use in educating new Platinum Presidents (e.g, can see what % opened any email and who specifically didn't open, surveys, elists, etc.
- What reports can be run by Admin and supplied to clubs? Make a listing with samples?

# NEXT STEPS...

- (NOTE AT CLOSE OF MEETING)