



*Tellico Life Board Meeting
October 4, 2021*

Present:
John Arguelles
KC Babb
Bruce Dillingham
Marsha Herzog
Pete Kilmartin
Beth Kuberka
Ken Litke
Larry McJunkin
Ginger Tierney

Agenda

- Action Items from Previous Meetings
- Financials
- TellicoLife Calendar and Content Guidelines
- TellicoLife Staffing Announcements
- Feedback from Club Outreach
- TellicoLife Club Renewal Letter
- TellicoLife Sustainability Planning – Pooled Resources
- TellicoLife Organizational Structure – 2022
- TellicoLife Sustainability Planning – 2022
- Wrap up

Action Items from 3/1/2021 Meeting

- Develop 'Tellico Life 101' video(s) for our users ** Pending **
- Send out email to ALL TellicoLife members in November with reminder to join any/all platinum and gold clubs that are open for membership. ** Discuss today **

New Action Items 4-5-21

- **Subscription Levels**

- KC to put together communications/marketing about new levels for NextDoor and Facebook. *** Still need to do NextDoor and Facebook

Action Items 4-5-21 (cont'd)

- Pooled Resources
 - KC to talk with NV admins to see their take on longer time commitments *** In progress
 - KC to request time on HOA and NV meeting schedule to talk about Tellico Life and recruit ***Pending
 - Platinum clubs to increase push on recruiting
- Privacy Policy Form
 - KC to create online form in TellicoLife which will be submitted each year. ***Complete. All admins and those with club search will need to submit the form by 1/15/22 or access will be removed. This will be communicated around 12/1.

Had a good meeting with event admins on Thursday 9/30 to work on consistent use of the Event Gen product and talk about the processes

Action Items 8-2-21

- Recruiting *** Need update during meeting today
 - Ken will put together a short list of clubs to contact and discuss Tlife with. Do they know they can join for as little as \$30?
 - Each board member will call 3 or so of those on the list.

Action Items 8-2-21 (cont'd)

Organizational structure – Discussion

- Ken to talk to HOA/Harry about handling money/treasurer function for Tlife
- KC to put together position descriptions for new board roles *** IN PROGRESS***
 - Marketing/publicity
 - Club retention / recruiting
 - Ops / Admin Lead
 - Secretary
- Other committee roles to be defined later

Pooled resources

- KC to set up small group meetings to discuss processes Sending out emails/bulletins, Events, Updating articles

Harry Axt declined to take on any additional work. So we will continue as we have in the past, won't add anything new.

Action Items – 9-6-21

- John to send KC an updated NV Matrix of R&R ***done***
- Ken to talk to HOA/Harry about handling money/treasurer function for Tlife
- KC to distribute Tellico Life rack cards:
 - Christie Bruns – HOA Orientation ***done***
 - Toqua, Tanasi, Kahite? *** Tanasi done ***
 - How to get some at NV?
- Ken will resend the list of clubs to contact and discuss Tlife with. Do they know they can join for as little as \$30? *** Discuss today ***
 - Each board member will call 3 or so of those on the list.
 - Ken will contact COPS. COPS should upgrade their processes, the drop box is not sufficiently secure.
 - Larry will talk to Our Place (Cynthia Rogers).
 - Marsha will take Motorcycle club and Tbart.
- KC to move forward with pooled resources development
- Marsha will take the lead on developing a strategic direction for approaching the POA about taking ownership of TellicoLife.
- The board is requested to provide feedback on the job descriptions that were included in the packet. *** resending with packet ***
- The board is requested to help recruit potential volunteers for the Tlife board positions.
***no update from board ***

Rack Cards

- No brochures at Toqua
- Permission for Tanasi and Kahite should be requested from Beth
- Kahite has a black table by the mural. Request also
- POA 101 – Drop off to Beth
- KC will send a note to Beth requesting permission for Tanasi & Kahite and will drop off rack cards for POA 101

Job Descriptions

- Board is requested to review the job descriptions
- HOA pulled out doing surveys from Event Admin job – NV may want to consider. HOA will use a simpler tool
- Why changing tool? Trying to make the Event admin responsibilities common between HOA and NV. Using a different tool will streamline the process.

Recruiting

- NV Newsletter had good ad for HOA in last issue
- Should we send out something to everyone on TellicoLife? We could add to the biweekly newsletter. Emphasize time needed, work from home. Add banner – Help Wanted!

Financials

TellicoLife Financial Worksheet - 2021

	2020	2021	2021
Organization	FINAL	Forecast	Payments
Actual/Forecast Income	\$ 8,560	\$ 9,665	\$ 9,665

- Full Worksheet included in meeting packet
- All subscriptions paid
- Prospects:
 - Quilt Guild
 - Our Place
 - Library upgrade to gold
- Current Subscriptions:
 - Platinum – 6 (at max)
 - Gold – 3 (no limit)
 - Silver – 19 (no limit)
 - Bronze – 12 (no limit)
 - Blue - 1

INCOME		
Subscription Income	\$ 8,560.00	\$ 9,665.00
EXPENSES		
MemberClicks January Invoice	\$ 7,491.00	\$ 8,505.00
8/28 Invoice for over 10,00 Profiles (Pro Rated)	\$ 753.55	
Good Will Credit (Applied to 2020 Invoice)	\$ (377.50)	
Zoom - 1 year		\$ 163.39
Vistaprint - Rack Cards		\$ 190.20
GoDaddy Webhosting related expenses	\$ 376.08	\$ 131.27
Total Expenses	\$ 8,243.13	\$ 8,989.86
NET INCOME / (EXPENSE)	\$ 316.87	\$ 675.14

TellicoLife Calendar and Content Guidelines

Calendar Entries

- Traditionally, an event calendar entry contains a 1-2 page PDF flyer containing information about the event.
 - One club posted a 14 page newsletter as a flyer, it has been removed. It is still linked to from their Tlife page.
 - This is an inappropriate use of the TellicoLife event calendar. A newsletter should be posted on a club's external website and their website should be linked to from their TellicoLife page.
 - We will update TellicoLife with a clearer definition of what should be in a flyer and how to create one.

Content Guidelines

- Does the CCT newsletter (included in packet) conform to our content guidelines?
- Should we amend the content guidelines to also prohibit overtly political or controversial content?

This should not be a big issue, but wanted board to be aware.

We need to clarify on TellicoLife what a flyer is and what it should contain. Also include suggestions about how to create flyer pdfs.

Newsletter – doesn't strictly violate our content guidelines. It does contain some information that is controversial.. It also contains advertising events by clubs that are not part of TellicoLife. Clubs should not be promoting other club events on the Tlife calendar unless they are co-sponsors.

POA Board should be non-partisan. It is troubling to see it being made into a political matter, as with the endorsement of 2 candidates.

Is it ok that the newsletter is hosted on TellicoLife or should it be hosted somewhere else? Or they should send the newsletter to their members.

It has been suggested in the past that clubs host their newsletters on external source, such as a website or dropbox. Tlife does not want to edit or manage the content of clubs' newsletters.

We need to make sure that new clubs are aware of the content guidelines.

KC will send a note to CCT explaining about the calendar and recommending they move the newsletter to an external source where they can update it themselves. TellicoLife webpages are only meant to be updated a couple of times a year.

TellicoLife Staffing Announcements

- Ginger Tierney will join the TellicoLife Board as our Secretary. She will start officially with the January board meeting.
- Linda Briede will be the Event Admin lead. Initially she will work on documenting common processes for Event Club admins. This is the first step towards setting up a pool.
- Roberta Kasper has resigned from the GSBB admin team and Tellico Life.

Feedback from Club Outreach

Action Item from August Meeting:

- Ken will put together a short list of clubs to contact and discuss Tlife with. Do they know they can join for as little as \$30?
- Each board member will call 3 or so of those on the list.

Who did we contact?

What did we learn?

Larry talked to 4 clubs:

- Our Place – has approval to join as Blue
- Guitar Club – interested and will present to their board
- Ford Motor Retiree Club – may be interested and will contact their board
- Men's Rainbow Linksters – still trying to contact

KC met with Library about upgrading. Board meeting next week.

Ken in discussion with COPS. Technology could help the community request and update a house watch. Larry and Ken will work offline on how to approach them.

TellicoLife Club Renewal Letter

Send out email to ALL TellicoLife members in November with reminder to join any/all platinum and gold clubs that are open for membership.

- Who wants to be included?
 - NV
 - HOA
 - TVCUC
 - RR
 - Others?
- Each club to provide short invitation & link to their TellicoLife page. Please send to KC by 10/22.
- What else should we include in the email?
- Schedule
 - Draft to be ready end of October
 - Board approval at November meeting
 - Send with What's Happening on 11/14 or separately?

Still want to send? Yes

Send to Platinum only

KC to create a template for the email and send to board.

Schedule is good

TellicoLife Sustainability Planning – Pooled Resources

Goal: Reduce the number of people with access to Tlife backend.

- Event admins
 - Pool event admins for NV, NV Golf, HOA and HOA Golf, TVCUC (if needed)
 - Event Admin Lead will coordinate across all clubs
 - HOA and NV still need to recruit volunteers
 - Work to make processes consistent (waitlists, post-event surveys)
- Content Updates
 - GSBB admins will update content for NV. NV must request changes by sending email to clubs@tellicolife.org
 - Should we add HOA? Other Platinum clubs?

How do we move forward without disrupting current activities. Need HOA recruits and cover the direction as part of their training.

Working to get the processes lined up and then will work to change the workflow.

TellicoLife Organizational Structure - 2022

New Board – *Job Descriptions Included in packet

- * Marketing/publicity
- * Club retention / recruiting
- * Secretary
- * Platinum Club Representation
- Ops / Admin Lead
- Tellico Life Business Lead

Committees / Teams

- New - * Event admin lead & * event admins (need 5?)
- New - Communications admins (send newsletters & emails)
- Tlife Admins
 - Current – 2 GSBB admins
 - Current – 2 Database admins
 - Current – 2 ASA's

Other Admins

- Membership VP's
- Treasurers

TellicoLife Sustainability Planning - 2022

Planning for 2022

- Board turnover
 - Board training will be held in early December
- TellicoLife Admins
 - Need to recruit:
 - Club Admins for events
 - TLife Admins for club info management
 - Need to schedule training for November

Wrap Up

- Questions?
- Issues?
- Action items?

KC, Ginger, Kristy will compose letter to GSBB clubs. This will go out soon. Invoices will be sent in December.

Action Items – 10-4-2021

- KC to send Beth a note about placing rack cards at Tanasi and Kahite and will drop some off for POA 101
- Recruiting and job descriptions
 - Board is requested to review job descriptions and provide feedback.
 - KC to post job descriptions on TellicoLife
 - KC to send 'Help Wanted' in next What's Happening
 - KC to create Banner for Help wanted
- Calendar Entry contents
 - KC will send a note to CCT explaining about the calendar and recommending they move the newsletter to an external source where they can update it themselves.
- Club Recruiting
 - More clubs still need to be contacted by the board
 - Larry and Ken will work offline on COPS
- Membership renewal email
 - KC to create template/draft of email and send to board for input
 - Board to provide feedback by 10/22
 - Draft email will be presented to board at November meeting.