



*Tellico Life Board Meeting  
November 1, 2021*

---

Present:

KC Babb  
Bruce Dillingham  
Marsha Herzog  
Beth Kuberka  
Ken Litke  
Larry McJunkin  
Ginger Tierney

Absent:

John Arguelles  
Pete Kilmartin

## Agenda

---

- Action Items from Previous Meetings
- Financials
- Feedback from Club Outreach
- TellicoLife Club Renewal Letter
- TellicoLife 2022 Planning
- TellicoLife Sustainability Planning – Pooled Resources
- 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. \*\* Finalize 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 – 9-6-21

---

- 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 \*\*\*

Marsha will start the strategic direction activity this month. Ken will be happy to help

Job descriptions are posted on TellicoLife

No new volunteers

## 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 \*\* Done
- Recruiting and job descriptions
  - Board is requested to review job descriptions and provide feedback.
  - KC to post job descriptions on TellicoLife \*\* Done
  - KC to send 'Help Wanted' in next What's Happening \*\* Done
  - 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. \*\* Done
- 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.

KC still needs to create help wanted banner

KC Sent a note to CCT explaining our position. No direct response received.

# 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
- New/Changes
  - Our Place added as Blue
  - Library upgraded to Gold
- Current Subscriptions:
  - Platinum – 6 (at max)
  - Gold – 4 (no limit)
  - Silver – 18 (no limit)
  - Bronze – 12 (no limit)
  - Blue - 2

INCOME		
Subscription Income	\$ 8,560.00	\$ 9,665.00
<b>EXPENSES</b>		
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
<b>Total Expenses</b>	<b>\$ 8,243.13</b>	<b>\$ 8,989.86</b>
<b>NET INCOME / (EXPENSE)</b>	<b>\$ 316.87</b>	<b>\$ 675.14</b>

Since it is 4<sup>th</sup> quarter, we didn't charge Our Place or Library for this year.  
Village Quilters will go ahead and be a Blue club

Ken asked if the Rec department might use Tlife for special activities, not routine classes. Originally, they were asked to limit what they posted, but should revisit for events. Beth will have Amanda reach out to the Rec Department for possible event additions.

## 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?

Motorcycle club will take to board. In the past didn't want to replace their website. Current approach is what Tlife could add.

We need to be careful to not suggest they replace what they have.

No conversation with TBart yet.

Clubs don't seem to get the ROI. (Ford, Rainbow and Guitar). They have all the members they need. How do people find out about them?

Need a better way to market Tlife. Reach out when we see clubs advertising an event and suggest benefits to being on Tlife. Sometimes it becomes more appealing when a club loses their admin....

Email can be a benefit. If not everyone in the club is on TellicoLife we have a way to import their member list to add them.

Tbart reaction was 'we get too many people' already.

Close out this action item, but continue to try to recruit more clubs.

When NV reduced the number of tables, we got some new clubs. Maybe NV would share info on what clubs are requesting tables.



## TellicoLife Club Renewal Letter

---

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

- Schedule
  - Board approval at November meeting
  - Send with What's Happening on 11/14 or separately

Good to go. KC will transfer it to TellicoLife and send out on 11/14

Idea: Send out a list of all clubs to new NV and ask what they are interested in, then let the clubs know to contact them. This would be a lot of work if it had to be done manually.

Have an annual interest letter. Should we spotlight different clubs in the biweekly email? Cycle through the list. Make sure we have heard from them.

Platinum club invoices continue to current contacts except HOA to Mark Pantely and NV to Gary Wheelock

## TellicoLife 2022 Planning

---

### Planning for 2022

- Board turnover
  - Board training will be held in early December – what is needed?
- TellicoLife Admins – Spreadsheet attached
  - Need updated list of admins by December 1
  - Need to recruit:
    - Club Admins for events
    - TLife Admins for club info management
  - First Admin Training December 6, 1:00
- Club Search Access - Spreadsheet attached
  - Need updates by December 31
    - Adds, deletes and changes
- [Online Privacy Form](#) is ready
  - Can be found under Help>>Help for Clubs and Organizations

Board will be invited to Admin training on December 6

At the December 6 board meeting we will set the schedule for 2022.

Board is asked to update spreadsheets and send to KC so access can be updated

So, the board is asked to provide the information. Once it is received, the access will be updated and then the Privacy form request will be made.

What should the communication channel be to all of the admins? Currently there is no designated lead for each club. Whose responsibility is this?

Is this on a 'as needed' basis? Should there be smaller groups of interest? Need to figure out better training. The documentation is pretty complete, but need to be able to learn from documentation. We don't have a structure at the current time.

## TellicoLife Sustainability Planning – Pooled Resources

---

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

Are we ready to move forward?

- 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 still needs to recruit volunteers
  - Work to make processes consistent (waitlists, post-event surveys)
- Content Updates
  - GSBB admins can update content for NV. NV must request changes by sending email to [clubs@tellicolife.org](mailto:clubs@tellicolife.org). Will NV make own changes in 2022 with new webmaster?
  - Should we add HOA? Other Platinum clubs?

Need to get HOA admins identified and then move forward after that.

If TVCUC starts doing events, they might want to join the pool

The advantage of the pool is that the clubs can back each other up if they get slammed. Also, we'd like to keep NV admins on after they graduate. The theory is we would need fewer admins.

Tlife would possibly be better served with all functions being centralized.

## Wrap Up

---

- Questions?
- Issues?
- Action items?

## Action Items – 11-1-2021

---

- Marsha will take the lead on developing a strategic direction for approaching the POA about taking ownership of TellicoLife. This will start this month.
- KC needs to place rack cards at Kahite
- Recruiting and job descriptions
  - KC to create Banner for Help wanted
- Membership renewal email
  - KC to send out renewal email on 11/14
- Ask NV if they would share info on what clubs are asking for space and how often they are at the NV meetings.
- Look into 'spotlighting' different clubs in our biweekly email. Target those that have responded.
- KC to invite Board to Admin training on December 6.

## Action Items – 11-1-2021 (cont'd)

---

- Board is asked to update and return the admin and search access spreadsheets as follows:
  - TellicoLife Admins – Spreadsheet attached
    - Need updated list of admins by December 1
    - First Admin Training December 6, 1:00
  - Club Search Access - Spreadsheet attached
    - Need updates by December 31
      - Adds, deletes and changes
- KC to look at figuring out how to work with the subgroups, like membership or communications, to answer questions and do more detailed training.
- Follow up with NV to find out if they will update their TellicoLife content themselves in 2022 or if they want our team to do it.