



Tellico Life Board Meeting
May 3, 2021

Present:

John Arguelles
KC Babb
Bruce Dillingham
Beth Kuberka
Ken Litke
Larry McJunkin

Absent:

Marsha Herzog
Pete Kilmartin

Agenda

- Action Items from Previous Meetings
- Financials
- Extend TellicoLife Reach Project – Publicity & Marketing
- TellicoLife Sustainability Planning – Pooled resources
- TellicoLife Sustainability Planning
- TellicoLife Design Changes
- MemberClicks Tracking Pixels
- Wrap up

Action Items from 3/1/2021 Meeting

- Establish outreach to the clubs – ‘Getting the most out of Tellico Life’ ** Pending **
 - Send communication about ‘Content Guidelines’
- 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. ** Pending **

The outreach to the clubs will be rolled into the publicity about the new subscription levels.

The other 2 items are still pending.

New Action Items 4-5-21

- MOU
 - KC to add text about voting and quorum, modify language about selecting options - *** Done
 - Beth will set the MOU up, once approved, to be signed digitally *** In progress
- Design Changes
 - KC to send out link to MemberClicks templates to see if there is one we would prefer *** Discuss today
 - Larry to contact David Lehman to consider redesign of logo *** Discuss today
 - KC to work with admins on collecting list of modifications to request from MemberClicks. *** Not started
 - What is login session timeout? *** Answer: 1 hour
 - KC to look at home page tables to see if they can be modified to displays better on phones (table to wide) *** Display modified to only show 3 wide instead of 4. Seems to be better.

New Action Items 4-5-21

• Subscription Levels

- New levels approved. Change 'Basic' to 'Introductory *** Done, Tlife website updated with new level information (tellicolife.org/club-org-subscription-info)
- KC to put together communications/marketing about new levels for NextDoor and Facebook. Contact Bronze clubs, then more widespread *** In progress. Discuss today
- KC to talk to Adrian about Event listing *** Done. Tellico Life Event List provides this capability ([Event List](#))
- Beth to put together initial list of club survey questions *** In progress?
- Once questions are developed, board will split up a list of who to contact and ask questions *** Pending

Event list ok, functionally. It would be nice to be able to add the banners, but it will work.

Beth sent KC the initial questions. KC to distribute.

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

- **Pooled Resources**
 - KC to continue to discuss with admin team *** In progress, started a set of charts to cover all aspects of this idea of pooled resources and what would be required.
 - 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. ***Pending

Financials

TellicoLife Financial Worksheet - 2021

Note: TellicoLife is the system of record. This summary is provided for budgeting/forecasting.

Organization	2020	2021	2021
	FINAL	Forecast	Payments
Actual/Forecast Income	\$ 8,560	\$ 9,530	\$ 8,930

- Full Worksheet included in meeting packet
- 2 Gold Clubs still unpaid. Reminder contacts in progress
- Current Subscriptions:
 - Platinum – 6 (at max)
 - Gold – 2 (no limit)
 - Silver – 20 (no limit)
 - Bronze – 11 (no limit)

Net Income/Expenses	2020	2021 FCST
INCOME		
Subscription Income	\$ 8,560.00	\$ 9,530.00
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)	
GoDaddy Webhosting related expenses	\$ 376.08	\$ 131.27
Total Expenses	\$ 8,243.13	\$ 8,636.27
NET INCOME / (EXPENSE)	\$ 316.87	\$ 893.73
	ACCUE FOR TLIFE	

Why aren't GoDaddy expenses same year-year? A: in 2020 some of the URLs were renewed for 2 years.

One potential new subscriber is COPs. They asked for a complementary subscription, but we told them we don't do that. We do link to them from the Emergency contact and Neighborhood Watch pages. They are thinking about it.

Extend Tellifolife Reach Project – Publicity & Marketing

How should we be marketing and publicizing TellicoLife?

- **New Subscription Levels**
 - Announcement about new levels in the Connection
 - Draft PDF included in meeting materials
 - Include announcement of new levels in club newsletters
 - Send communication to existing subscribers
 - Announcement of new levels on Next Door
- **General TellicoLife Publicity**
 - Rack card about TellicoLife for Welcome Center
 - Include in HOA Orientation
 - Include in Tellico Village Directory (leverage HOA ad)
- **Need to find a Marketing/Publicity person**

Press release needs to include a call to action. KC will send Press Release draft to board for suggestions. Why are we doing this?

Should we have a new logo?

Will send communication to existing clubs and post on Next Door.

Is there anything on the bulletin boards?

Should we go ahead and create a rack card? Yes. Talk about Tlife. Ashley Chambers does welcome packets. Should we list all of the platinum clubs on the backside.

Ken tells everyone to sign up for Tell-e-gram and TellicoLife. Then people will get all the info. Should we do a push? Use the overall TellicoLife list. Will anyone be upset if they get a general mailing? Can they opt out? Do we need an additional email or just link from Tell-e-Gram. Send out every other week on Sundays. Title “What’s going on?”. Add the banners at the front of the email. Use ‘What’s Happening’.

At the HOA Orientation, Ken always mentions TellicoLife, so nothing additional is needed.

TellicoLife would like to be added to the HOA add in the Village Directory. POA pays for

something, but HOA isn't currently paid. Ken would like potentially have a whole page. Tlife can be added to the HOA ad. Ken wants more info about the page in the Village Directory. 5/7 is the deadline for the next issue.

TellicoLife Sustainability Planning – Pooled Resources

Objective:

TellicoLife new requests as well as maintenance and support will be moved to a shared services resource pooling model.

- TellicoLife website administrators will work across clubs and website versus current specialized model where resources are focused to a club or specialized website area.

- The request process will be formalized to include
 1. How requests come into the team (e.g. Calendar events, email communications, forms etc.)
 2. How these requests are prioritized and assigned to team members
 3. How requests will be tracked for status and completion

- Website support will be formalized to include
 1. How requests are made for general website content maintenance
 2. How maintenance requests are prioritized, assigned and tracked.
 3. How website issues come into the team (e.g. Login, website errors, etc.) and get assigned for review/fix
 4. Management of sign ups for HOA, NV and TellicoLife (profile reviews for accuracy)
 5. Tracking of statistics and KPI's to understand volume of workload, elevate management practices and better understand skills needed to maintain TellicoLife.

Does the board think this is a good idea and something we should pursue?

There is work to be done to define the processes and get this set up.

There is a general issue with getting volunteers.

At some point this needs to become an amenity. In order to do so, we need to get these processes in place. In the future, we might need to have a more formal structure.

Do we have the analytics about how many people are using it? What is the usability? KC will get metrics.

Work will proceed.

TellicoLife Sustainability Planning

Planning for 2022

- Board turnover
 - What training will be required for new 2022 board members?
 - Who will be back from 2021 board?
- TellicoLife Lead Role
 - Should Business & Technical lead roles be split into two co-leads?
 - HOA VP Technology job description attached
- TellicoLife Admins
 - Need to recruit:
 - Club Admins for events
 - TLife Admins for club info management

Not all the board members will return in 2022. Ken and John will not be returning to Tellico Life board.

We should do an overview for 2022 members.

Current Tlife lead role has 3 parts: VP Technology, Business Lead & Operations

Do we need a more structured Board, with subcommittees and include them in the meetings. Should we work on creating a more structured board? Marketing, Publicity, Finance, Operational. Need to consider. Start thinking about it with an eye towards 2022. Need continuity. At least Marketing, Business and Technical.

Larry is trying to put together a marketing team for TVCUC, but they may be able to help TellicoLife. Need job descriptions.

Need to do recruiting for new admins. HOA starts in May. Need to start thinking about how to do it.

TellicoLife Design Changes

Does the TellicoLife website design need to be updated?

- New layout/design will cost \$750 or more to have a redesign done
 - MemberClicks Portfolio: memberclicks.com/portfolio
 - Of the 9 templates, 3 have slideshows:
 - Edgewood
 - Vinings (this is our current one)
 - Buckhead
 - New design would need to include:
 - Remove sidebars on secondary pages
 - Move Quick Links to footer
 - New Logo?
 - Need general requirements in order to engage someone to design the logo.
 - Do we have a preference for a color scheme?
 - Do we have a preference for size? Do we want it to fill the header or sit at the side?
 - Are we going to change the layout of the website and if so what will it look like?
 - Is there a particular 'feel' we want to convey?
 - David Leaman quote \$350

Discuss Logo

Need direction/requirements for a designer

Do we need a new layout? Edgewood might work. Could eliminate sidebars on secondary pages. Do we need to do it?

Larry got additional quotes. Cheapest one was \$685. Highest was \$2000. Do we want some piece of the original logo?

We would want lakes, mountains. Colors are ok. Needs to convey the event aspect.

Leave logo, say 'What's Happening' as an interim solution. Replace 'Place to be' with 'What's Happening!'

Leave layout alone for now.

MemberClicks Tracking Pixels

Emails sent by the Memberclicks email service on behalf of TellicoLife includes a tracking pixel

- MemberClicks (and systems like it) track open rates by embedding a tiny invisible image in the bottom of your HTML email. The open tracker image (sometimes called a web beacon) is unique to each message you send. When a member opens your email and views the images within it, that invisible image is downloaded from our server and recorded as an open in your message report.
- What do we think we need to do about this, if anything.

Larry wants to raise awareness of the fact that these tracking pixels are in each TellicoLife email that is sent out.

We should add info to our privacy policy.

We should ask MemberClicks what they do with it. Marsha has already submitted the request for clarity to MC. Larry will provide some language and KC will update the TellicoLife Privacy Policy.

MemberClicks Tracking Pixels (cont'd)

Message Report		Click-Through URLs	
HOA Voice Social Invite - May 11, 2021		Total Unique Clicks:	726
From Name:	HOA of Tellico Village	http://www.hoatellivillage.com/	8
Reply-to Email:	hoatv.webmaster@gmail.com	https://tvlife.memberclicks.net/hoa-membership-2021	7
Status:	Complete	https://tvlife.memberclicks.net/index.php?option=com_mcform&view=...	45
Created:	04/30/2021 8:22 AM	https://tvlife.memberclicks.net/index.php?option=com_mcform&view=...	43
Send Complete:	04/30/2021 8:44 AM	https://tvlife.memberclicks.net/index.php%3Foption=com_events&ta...	9
Recipient Details		https://tvlife.memberclicks.net/index.php%3Foption=com_events&ta...	10
Total Recipients:	3428	https://tvlife.memberclicks.net/index.php%3Foption=com_events&ta...	49
Attempted Recipients:	3428	https://tvlife.memberclicks.net/index.php%3Foption=com_events&ta...	32
Sent:	3296	https://tvlife.memberclicks.net/index.php%3Foption=com_events&ta...	9
Globally Opted Out:	83	https://tvlife.memberclicks.net/index.php%3Foption=com_events&ta...	74
Opted Out of Contact Center:	49	https://tvlife.memberclicks.net/index.php%3Foption=com_events&ta...	10
No Email Address:	0	https://tvlife.memberclicks.net/index.php%3Foption=com_events&ta...	55
Send Failed:	0	https://tvlife.memberclicks.net/index.php%3Foption=com_events&ta...	97
Opens:	1922	https://tvlife.memberclicks.net/index.php%3Foption=com_events&ta...	22
Bounced:	0	https://tvlife.memberclicks.net/index.php%3Foption=com_events&ta...	8
Unsubscribed:	2	https://tvlife.memberclicks.net/index.php%3Foption=com_events&ta...	4
		https://tvlife.memberclicks.net/index.php%3Foption=com_events&ta...	17
		https://tvlife.memberclicks.net/index.php%3Foption=com_events&ta...	20
		https://tvlife.memberclicks.net/index.php%3Foption=com_events&ta...	2

Wrap Up

- Questions?
- Issues?
- Action items?

Action Items 5-3-2021

- Beth to check on MOU signing and when complete, send pdf to KC, who will post it on TellicoLife
- KC to distribute Survey questions to be added to. May need two sets: One for current users and one for potential.
- KC to send draft press release to the board
- KC to draft a rack card
- KC to work on setting up regular push email to all Tlife
- KC to get metrics on Tlife usage
- Work will proceed on 'Pooled Resources'
- KC to edit Tlife logo to have "What's Happening!" as the tag line
- KC to add info about Tracking Pixels to privacy page and also check with MemberClicks on what they do with it.