



*Tellico Life Board Meeting  
March 7, 2022*

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Present/Absent:

Suzanne Axt - Present  
KC Babb - Present  
Bruce Dillingham - Present  
Lori Dramm - Absent  
Marsha Keiser - Present  
Beth Kuberka - Absent  
Ken Litke - Present  
Larry McJunkin – Absent – with KC as Proxy  
Ginger Tierney - Present  
Gary Wheelock - Present

Tellico Life Board Meeting March 7, 2022 Minutes  
Meeting started at 9:00am and ended at 10:00am  
These minutes are respectfully submitted by Ginger M. Tierney, Secretary.

## Agenda

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- Action Items
- Financials
- Board Changes
- Publicity
- Goals for 2022
- Goals for 2022 – Opt out Email
- TellicoLife Succession Planning
- Wrap up

## Action Items

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- KC & Suzanne to work on the video. TVN asked to wait until March.
- Ginger needs the list of NV clubs requesting space list, for cross checking with the Clubs in Tellicolife. Kristy is best person for cross checking. \*\* Done \*\*
- Ken has volunteered to help Marsha with strategy work
- KC to contact Harry re: Tlife accounting \*\* Done
- Change [subscription documentation](#) for Blue and Bronze level to reflect 4 calendar entries for Blue and 6 for Bronze. \*\* Done
- Lori Damm to speak with Pickelball about what it takes to be Platinum. \*\*Done
- Finalize MOU: KC will finalize the document and send it to Beth. Beth will create a DocuSign and send it to the Board Members. \*\* Done, and posted on TellicoLife.

- Strategy is in progress – more discussion later in meeting.
- Accounting review shows we are in good shape, everything is in sync.

## Action Items (cont'd)

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- KC to send wording to TVCUC and VP of Communications letting people know that if they Unsubscribe from one club, they are Unsubscribing from all clubs. \*\* Done
- KC to rework the memo asking members if they accidentally Unsubscribed from all the email lists on Tellicolife.org. She will send the draft to the Board for review. \*\* Included in today's packet
- TVCUC will send out an email to the club asking for Admin Help \*\* Done, got 2 responses
- KC: Help Information for Registration and Event Registration to be more prominently displayed on Home Page. Put it where the Category Links are now and make it a color change. May need Introductory information to the User Help section \*\* Done
- KC: Get results of Event Management Survey and review results with an eye towards Process improvement review. \*\* Started review of raw data.

- Wording about Unsubscribe appears to be added to all communications
- Of the TVCUC we got two responses both of whom dropped out. We have one admin in training from HOA. KC will discuss with the whole admin group how to simplify training at the 1PM meeting today. KC feels we may be OK with just the one new person on HOA because Linda Briede and Kristy Ross are both willing to work on HOA.
- RE: Help Information for Registration and Event Registration: KC showed the changes to the home page. Several members said that it looks good.
- Gary Wheelock explained how the technically challenged have issues with knowing the difference of signing up versus online signup for events. NV Socials will continue to be via signup because we need to split the Social into two events. KC mentioned that there is a letter which gets generated when someone signs up for New Villager's. KC will send that letter to Gary for review. Changing the letter could help clear up confusion.
- Event Mgmt Survey – Went to 80 plus people, got 35 responses. Raw data discussion later in meeting.

# Financials

## TellicoLife Financial Worksheet - 2022

Organization	2021	2022	2022
	FINAL	Forecast	Payments
Actual/Forecast Income	\$ 9,665	\$ 9,890	\$ 9,890

- Full Worksheet included in meeting packet
- All invoices have been paid
- Current Subscriptions (43):
  - Platinum – 6 (at max)
  - Gold – 3 (no limit)
  - Silver – 16 (no limit)
  - Bronze – 14 (no limit)
  - Blue – 4
- New Clubs:
  - Republican Strong Federated Women – Silver
  - WATeR – in progress to be Silver

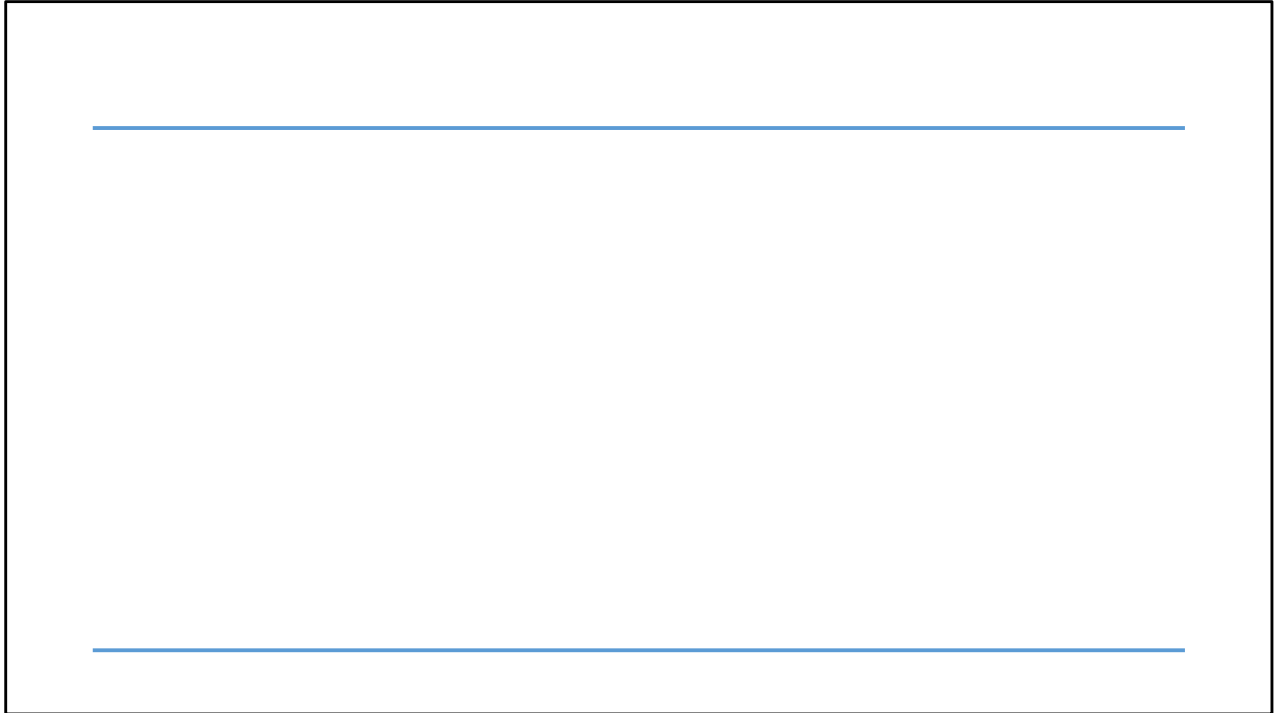
Net Income/Expenses	2020	2021	2022 Forecast
<b>INCOME</b>			
Subscription Income	\$ 8,560.00	\$ 9,665.00	\$ 9,890.00
<b>EXPENSES</b>			
MemberClicks January Invoice	\$ 7,491.00	\$ 8,505.00	\$ 8,930.25
8/28 Invoice for over 10,00 Profiles (Pro Rated)	\$ 753.55		
Good Will Credit (Applied to 2020 Invoice)	\$ (377.50)		
Zoom - 1 year		\$ 163.39	\$ 163.39
Vistaprint - Rack Cards		\$ 190.20	
GoDaddy Webhosting related expenses	\$ 376.08	\$ 131.27	\$ 131.27
<b>Total Expenses</b>	<b>\$ 8,243.13</b>	<b>\$ 8,989.86</b>	<b>\$ 9,224.91</b>
<b>NET INCOME / (EXPENSE)</b>	<b>\$ 316.87</b>	<b>\$ 675.14</b>	<b>\$ 665.09</b>

All Clubs have paid for 2022.

Ginger Presented the GSBB update below:

- WATeR – Emailed that they would like to join at the Silver level. Ginger Created a strawman for them to edit for a web page. Once I receive their web page information, I will send the invoice. Contact: Jeff Rausch
- Pickleball - Lori Dramm spoke to Gordon about Platinum. Answer: He said it's something they might like to consider in the future and it could be a good way for them to collect dues. They do not need it for the tournament, as they've tapped into specific tournament software.
- Tellico Village singers – Jan Sampson, VP of the Tellico Village Singers wanted to add some events to the TellicoLife calendar. Ginger sent her an email with our subscription offerings, and talked with her via phone. She will speak to the president. They are currently exploring avenues for advertising but currently the two events they have at the Community Church are nearly sold out.
- Conservative Club: Would like to start again at SILVER. Lori Dramm will take the invoice. Ginger to ask her to review the web page for changes and if they still need their circle. Rick Dramm is the moderator of the circle.

See more GSBB updates on next page:



GSBB Updates Continued:

**Clubs and Organizations Listing:**

The following clubs were added to the “Events and Organizations” List from the list provided by the New Villagers meeting:

- Shooting Sports
- TV Singers Community Choir
- Wicked Good New Englanders
- Women’s Club

**Documentation:**

Finalized the document updating the Annual Invoice Processes.

**Normal Event Processing**

We have had a lot of activity.

***Board Discussion:***

Kristy Ross updated the Clubs and Organization page with the list above.

Ginger to Take off Mark Kovar off Neighborhood Watch from the Clubs and Organization list.

Gary Wheellock concerned that we might be putting items that are not really active on that list

Suzanne – concerned about taking clubs off the Clubs and Organizations List

Ken feels that the Clubs and Organization List should be checked annually for accuracy.

KC agrees that the last review of this list was one year ago.

## Publicity

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Rack card distribution update

TellicoLife video update

Suzanne updated the board about Publicity.

Rack cards at the Welcome Center, the Library, Tanasi, Chota welcome centers. Refills once per month.

Discussion of rack card holders and their use, and that they walk off. Good idea to put contact info on the rack card holder. Ken has extras and will give to Suzanne.

Suzanne started talking with TV Network last week.

TellicoLife Video: Areas of focus for videos are in Help for Tellico Users: Address Changes, Tlife -Login Help, Editing your profile, Events – Did I register, and Email questions.

Ken: warned us about keeping the video simple.

## Board Changes

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Lori Damm will represent TTF on the TellicoLife Board



## Goals for 2022

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- Increase number of residents who are members
- Reduce number of residents who opt out of TLife communications
- Increase number of clubs/organizations
- Reduce number of Club admins and consolidate roles
- Increase involvement with POA

KC started by discussing Event Survey: 35 Responses. 45% from new villagers

KC showed breakouts of class of member responses: NV, HOA, Both, Other

Showed Processes Needing improvement chart. Areas of concern: Wait List, Sign up Management and Communications

KC still needs to go through the comments and further research to digest the full impact of the survey

Gary agrees that communications was an issue in New Villagers. He feels it is better now.

This survey is a starting point to ask questions as to how to improve processes.

Gary feels strongly that this survey hits on the source of the most issues: communication and training. Also, with Covid, some processes broke down. We are moving to rebuild these functions.

KC stated that there was a meeting with Marcia and the Treasurers of HOA and New Villagers to discuss the reconciliation processes and help answer questions.

Thought: As each new board is formed, we might need to have an overview of Tellico Life to review the processes and concepts.

The Goal that was highlighted for today's discussion is "Residents who opt out of Tlife communications". This is discuss on the next slide.

## Goals for 2022 – Opt Out Email

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- Reduce number of residents who opt out of TLife communications
- Draft email included in package

KC showed the draft of the email to those who Opted out of Emails, to make sure that they meant to Opt Out of all emails, or if it was a mistake.

Ken's concern is that the email is very wordy. Thoughts of putting radio buttons or links for individual functions.

KC requested that everyone review the email document and get back to her with comments.

## TellicoLife Succession Planning

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### Goal: Ensure TellicoLife Long Term Viability

- Tellico Life Leadership
  - How do we recruit and train future HOA VP Technology - TellicoLife Business Lead?
  - How do we recruit and train future TellicoLife ASA's (Authorized Service Administrators)? (Technical Leads)

Now one currently in line to one day take over these roles.

Ken Litke: Would like to see the POA take over this function with professional support for TellicoLife.org as an amenity.

Marcia: Drafted a proposal deck, which has not yet been released to the entire board.

Concerns discussed: Staffing, Memberclicks, Requirements for new tool.

Ken: Believes this is a true benefit to the community.

Bruce: Concerned about having all volunteers, and discussed reasons that POA would be hesitant to embrace this as an amenity.

KC: Believes we need to have a strategy for going forward

Ken and Marcia: Ken and Marcia agreed to get together. Marcia's draft (mentioned earlier as not yet ready for release) could be used as a starting point. Then they can have further discussions with Beth to understand how we could progress.

KC and Marcia: Agree we still need succession planning of volunteers even if POA would take over the admin in the future. We will still need volunteers for Events and VP of Technology link with the POA board. We would need to look closely at what functions would be staff and what functions would be volunteer, for example the ASA position is a very tough one for volunteers as it needs people with a more technical background.

## Wrap Up

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- Questions?
- Issues?
- Action items?

- None

## Action Items

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- Ginger to Take off Mark Kovar off Neighborhood Watch from the Clubs and Organization list.
- Ken & Marsha working on long term strategy and succession planning
  - Continue working on Powerpoint Deck
  - Will meet to with specific intention towards succession planning
  - Will meet with Beth to discuss ways to move forward
- Suzanne continues to work on “How To Videos” with TVN
- Ken to give extra rack card holders to Suzanne
- ALL: Asked to review the Draft of the email requesting members if they unintentionally “unsubscribed” and return comments to KC.
- KC: Results of Event Management Survey for Process Improvement. Raw data in... will do a deeper dive into the comments.