



*Tellico Life Board Meeting
April 4, 2022*

Present/Absent:

SuZanne Axt - Present
KC Babb - Present
Bruce Dillingham - Present
Lori Dramm - Present
Marsha Keiser - Present
Beth Kuberka - Present
Ken Litke - Present
Larry McJunkin - Present
Ginger Tierney - Present
Gary Wheelock – Present

Meeting Started at 9:00am
Meeting Ended at 10:18am

Respectfully submitted by Ginger M. Tierney, Secretary

Agenda

- Action Items
- Financials
- GSBB Clubs Update
- Publicity
- Goals for 2022 – Opt out Email
- TellicoLife Strategy
- TellicoLife Succession Planning
- Wrap up

Action Items

- 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 ** Done
 - ALL: Asked to review the Draft of the email requesting members if they unintentionally “unsubscribed” and return comments to KC. ** Done
 - KC: Results of Event Management Survey for Process Improvement. Raw data in... will do a deeper dive into the comments.
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- Item #1 Done
 - Other items discussed later in the meeting.

Financials

TellicoLife Financial Worksheet - 2022

Organization	2021 FINAL	2022 Forecast	2022 Payments
Actual/Forecast Income	\$ 9,665	\$ 10,070	\$ 10,070

- Full Worksheet included in meeting packet
- All invoices have been paid
- Current Subscriptions (46):
 - Platinum – 6 (at max)
 - Gold – 3 (no limit)
 - Silver – 19 (no limit)
 - Bronze – 14 (no limit)
 - Blue – 4

Net Income/Expenses	2020	2021	2022 Forecast	Comments
INCOME				
Subscription Income	\$ 8,560.00	\$ 9,665.00	\$ 10,070.00	
EXPENSES				
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	\$ 192.96	2022 2 yr renewal
Total Expenses	\$ 8,243.13	\$ 8,989.86	\$ 9,286.60	
NET INCOME / (EXPENSE)	\$ 316.87	\$ 675.14	\$ 783.40	
				ACCUE FOR LIFE

Added two more clubs so forecast is increased to \$10,070.

GoDaddy URL expenses renewed for two years, so next year that expense will be minimal next year.

All invoices sent and paid for all clubs. We are up to 46 current subscriptions.

GSBB Clubs Update

- WATeR, Watershed Assoc. of the Tellico Reservoir –Contact: Jeff Rausch. TLife Guidelines were sent. Subscription paid. Web Page up and running and 1 event posted.
- Conservative Club: Completely revamped web site up and linked to homepage. 3 events posted to Calendar. Subscription paid.
- Firearm Club:
 - 3/12/22 GMT had an indepth discussion with Patrick O'Malley (unclepat442@live.com) about bringing this club on board and at what level. We further discussed the structure needed for a web page. Ginger tasked them with looking at other web pages and see if there is a club that we can use as a base. Ginger suggested they go with a Silver subscription based on the number of events they hold. GMT sent them the TLife guidelines. Have not heard from them since.

Normal Event Processing

The first of March was extremely busy. The last two weeks have been quieter.

- Lori Dramm will check with Patrick O'Malley to see if they've made any decision.
- Discussion from Gary Wheelock about co-sponsorship events and event registration. Result of discussion: Event registration is restricted solely to members of the club holding the event. Even with events co-sponsored by New Villagers and HOA, each club holds their own registration.
- Ken Litke concern that a picture on the Conservative Club web page. Felt it was too political and put to the group. Agreement was made.
- GMT to remove the picture in question

Publicity

TellicoLife video update

Suzanne presented how the video update was going

- Showed rack cards branded as TellicoLife and note to ask folks to contact us if empty.
- New Villagers are revamping the logo. They need more time redo logo.
- Suzanne will wait until the New Villagers have a new logo to reprint rack cards.
- KC to check with Gary at end of April regarding progress with the logo.
- Ken suggested that we put a QR code on the rack cards. Agreement reached.
- TODO: Suzanne/KC to put QR code and new logo on the rack cards, for the next printing.
- Videos in process: Login Help, Editing your Profile and How to register for an event
- Suzanne shared the pilot video she's been working on to demonstrate "Member Login Signup", if you are having trouble.
- Discussion about how adding another video regarding initial member join process. Need to tell people the concept of household and adding the members of the household when people originally sign up. Suzanne needs to keep the video to 3 minutes. She will get with Marcia about how to script the proposed video. GMT will send Suzanne the pdf she created on how to sign up.

All agreed the first video looks great.

Goals for 2022 – Opt Out Email

- Reduce number of residents who opt out of TLife communications
- Survey Sent on 3/27 to 306 TLife members, 92 responded
- Results:
 - Bad email address: 5
 - Moved: 55
 - Wanted to Opt Out: 3
 - Opt Out was a mistake: 29
 - No Response: 214

The 29 which were a mistake, KC resubscribed them.

KC: Will look at those folks who have 0 engagement with TellicoLife and will remove them.

Gary discussed issues with bounced emails and phone numbers in errors. Last year, KC asked the NV membership team to double check the bounced emails and phone numbers, and see if those could be updated.

Marcia said that it was the normal process to show the name, phone number and address on the confirmation emails for all events. Are we still doing that?

To do: Check that we are confirming names and phone numbers on Event confirmation.

TellicoLife Strategy

Charts included in separate file

Marsha presented the Powerpoint deck of the information that she, Ken and Beth discussed. There was discussion on the next steps to prepare to approach the POA board regarding making TellicoLife an amenity for the village. This is an initial draft and not ready for publication.

Vision is ONE PLACE for all events and activities offered by the clubs and organizations in and around Tellico Village.

To Do: Need to quantify time that all current volunteers spend on TellicoLife.

To Do: All board members to review the deck and send comments to Marcia by the end of this week.

To Do: Marcia will update the deck with what she heard today and comments received then send out new deck by the end of next week.

TellicoLife Succession Planning

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)

Has not changed from last month.
No further discussion.

Wrap Up

- Questions?
- Issues?
- Action items?

- No further issues.

Action Items

- Lori Dramm to ask Patrick O'Malley if Firearms made a decision to be part of TellicoLife
- Ginger to remove picture from Conservative
- KC to check with Gary at end of April regarding progress with the NV new logo .
- Suzanne/KC to put QR code and new logo on the rack cards for the next printing
- Suzanne to finalize Login Help Video
- Ginger to send Suzanne the PDF of "How to Join TellicoLife"
- Suzanne and Marcia to script out "How to Join TellicoLife" for a new video
- KC to look at the Opt Out profiles with no engagement on Tellicolife and remove the profiles
- Admins: Check that HOA and NV Event confirmations display the member's name and phone number
- KC and Platinum clubs to collect info on the number of hours spent in administration of Tellicolife by all volunteers.
- All board members to review the deck and send comments to Marcia by the end of this week.
- Marcia will update the deck with what she heard today and comments received, then send out new deck by the end of next week.