



*Tellico Life Board Meeting
May 2, 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 10:00am

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

Agenda was rearranged do to people having to end at 10am.
Strategy was presented first.
No items needed to be voted on.

Action Items

- Lori Dramm to ask Patrick O'Malley if Firearms made a decision to be part of TellicoLife ***done ***
- Ginger to remove picture from Conservative ***done
- KC to check with Gary at end of April regarding progress with the NV new logo . *** NV Board Meeting 4/28
- Suzanne/KC to put QR code and new logo on the rack cards for the next printing. *** re-ordered existing rack cards. Will include new NV logo with next order. Created QR code.
- Suzanne to finalize Login Help Video *** Update in publicity
- Ginger to send Suzanne the PDF of "How to Join TellicoLife" ***done
- Suzanne and Marsha 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 *** not yet
- 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. *** survey done. Results shared today
- All board members to review the deck and send comments to Marsha by the end of this week. *** ??
- Marsha will update the deck with what she heard today and comments received, then send out new deck by the end of next week. *** To be covered today

All action items are complete.

Financials

TellicoLife Financial Worksheet - 2022

Organization	2021 FINAL	2022 Forecast	2022 Payments
Actual/Forecast Income	\$ 9,665	\$ 10,150	\$ 10,070

- Full Worksheet included in meeting packet
- All but one invoice has been paid
- Current Subscriptions (47):
 - Platinum – 6 (at max)
 - Gold – 3 (no limit)
 - Silver – 20 (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	\$ 10,150.00	
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	\$ 149.40	2022 Rack cards + banner
GoDaddy Webhosting related expenses	\$ 376.08	\$ 131.27	\$ 192.96	2022 2 yr renewal
Total Expenses	\$ 8,243.13	\$ 8,989.86	\$ 9,436.00	
NET INCOME / (EXPENSE)	\$ 316.87	\$ 675.14	\$ 714.00	

Additional information: Firearms check was received.

GSBB Clubs Update

Firearms Training and Event Group:

Invoice #32840 for Silver Subscription was sent for May through December. On 4/19/22 was told the check would be dropped off at the library that day. Have not received word that we have the check. Also received word that logo would be coming within a week of 4/19/22 but do not have that yet either.

Bluebird Society:

Sent Subscription information and guidelines to prepare for possible on-boarding. Talked with Kristan Farrington on 4/26. She will talk with the President and Treasurer. She thinks they will go BLUE.

Normal Event Processing

Normal

Update: Firearms check has been received.

Publicity

- TellicoLife video update
 - Next Tuesday, Suzanne will do the voice over for the remainder of the group. Then they will all be uploaded together.
- Suzanne decided to go into the Help section of TLife and used the information there, therefore no "official" script needed.
- We will participate in Tellico Village Community Day on 5/13
 - Ordered rack cards to have on hand
 - Ordered a TellicoLife banner for table

Suzanne had to drop off the call but has more videos are in the works.

More rack cards were ordered.

New Villagers logo is was completed just last week.

TO DO: New Villagers logo needs to be put on rack cards, web pages and events.

TO DO: Gary to get the logo to KC.

TLife QR Code

Please test this QR Code



Several people tested the QR Code and said that it worked for them.
TO DO: QR code to go on the rack card.

Goals for 2022 – Opt Out Email

- Removed 55 who moved from TellicoLife

TellicoLife Strategy

Charts included in separate file

The Board reviewed the strategy and is preparing to discuss with the POA Board.

KC to provide Google Analytics for success of TellicoLife

KC to update the Volunteer page.

Marsha will update the Strategy slides based on the conversation.

Also discussed the volunteer hours put in by volunteers. Based on data collected, it seems that maybe the number of volunteers could be collapsed.

TellicoLife Succession Planning

Goal: Ensure TellicoLife Long Term Viability

- Two possible candidates for HOA AVP of Technology.
 - Need to define the way the responsibilities will be split up
- 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)

No further discussion.

Wrap Up

- Questions?
- Issues?
- Action items?

No questions or issues were presented.

Action Items

- The new New Villagers logo to be put on rack cards, web pages and events.
- Gary to get the logo to KC.
- KC: QR code to go on the rack card.
- KC to provide Google Analytics about success of TellicoLife for Long-Term Strategy
- KC to provide updated information the Volunteer page of Long-Term Strategy
- Marsha will update the Strategy slides based on the conversation.