Tellico Life Board Meeting
December 5, 2022

Present/Absent:
KC Babb – Present
Bob Bilodeau – Present
Bruce Dillingham - Present
Marsha Keiser - Absent
Beth Kuberka - Present
Ken Litke - Present
Larry McJunkin – Present
John Massel - Absent
Ginger Tierney – Present
Bob Wolf - Present

Meeting Started at 9:02 am
Meeting Ended at 10:15 am

Agenda

- Action Items
- Financials
- GSBB Clubs Update
- Publicity
- TellicoLife Strategy and Focus for 2023
- TellicoLife Calendar Expansion Proposal
- Planning for 2023
- Wrap up

New Action Items

- KC needs to talk to Ginger about the form action item ** Done. Info passed to Larry
- Goal: Evaluate Treasurers' responsibilities in TellicoLife. Is time well spent and what do they really need to do.
- Larry will take the lead on requirements gathering. Ken will be on the team. Larry will reach out to the clubs.
    - Need to really define what we are looking for before we recruit people.
- Let KC know if you have things that should be added to the newsletter.
- Look at the TVCUC website to link to new videos. ** Done
- KC to create the Login Video. Include info that you don't need to login unless you are going to sign up for an event or join a club. ** Done
- Reach out to NV & HOA Membership VP's to address bounced email addresses
- KC & Beth need to have a follow-up meeting to talk about how to bring more clubs on to Tlife. ** Done – on the agenda for today.
    - Simple calendar entries could link to club or organization's website…for example some of the events listed in the Tell-e-gram which are not currently on Tlife would be prime candidates.
- Larry is adding 'help wanted' for TellicoLife lead and admins to monthly newsletter. Could add TellicoLife to the list. NV & HOA requested to consider as well.
    - NV used a survey to identify specific skills and volunteer possibilities. We should leverage the NV to help with recruiting.
    - KC to work with NV to find time to present and also have a table at the socials

Larry will put "Help Wanted" in next issue of TVUC newsletter.

Financials

TellicoLife Financial Worksheet - 2022

Organization	2021 FINAL	2022 Forecast	2022 Payments
Actual/Forecast Income	$ 9,545	$ 10,208	$ 10,208

- All invoices have been paid
- Current Subscriptions (51):
  - Platinum – 6 (at max)
  - Gold – 3 (no limit)
  - Silver – 20 (no limit)
  - Bronze – 16 (no limit)
  - Blue – 6 (no limit)

Net Income/Expenses	2020	2021	2022	2023 Forecast
INCOME				
Subscription Income	$ 8,560.00	$ 9,665.00	$ 10,207.50	$ 10,445.00
EXPENSES				
MemberClicks January Invoice	$ 7,491.00	$ 8,505.00	$ 8,930.25	$ 9,376.76
8/28 Invoice for over 10,00 Profiles (Pro Rated)	$ 753.55			
Good Will Credit (Aplied to 2020 Invoice)	$ (377.50)			
Zoom - 1 year		$ 163.39	$ 163.39	$ 163.39
Vistaprint - Rack Cards		$ 190.20	$ 149.40	$ -
GoDaddy Webhosting related expenses	$ 376.08	$ 131.27	$ 192.96	$ 31.00
Total Expenses	$ 8,243.13	$ 8,989.86	$ 9,436.00	$ 9,571.15
NET INCOME / (EXPENSE)	$ 316.87	$ 675.14	$ 771.50	$ 873.85

Total accrual projected through 2023: $2,637

Slowly building the reserve.

GSBB Clubs Update

Financial Year Processing:
- Invoices will be sent next week

Event and Web Page Change Processing
- Event processing is running about normal.

E-Lists:
- TV-Hikers reported that they sent out an email to the Elist and it did not go. KC put in a request to have the E-List fixed. There is an ongoing problem with the TV-Hikers elist. We will be sending out another email this week and will see if it is fixed yet.

Publicity

- **TellicoLife video update**
  - Scripts rewritten for 'How to Join', 'How to Login' and 'How to Update Profile'
  - Videos recorded and uploaded to YouTube:

  Join TellicoLife

  How to Login to TellicoLife

  Edit your TellicoLife Profile

  Playlist: TellicoLife How-To Videos Playlist

Issue with Tellico-Life as Personify changed the screen and removed the edit button. New screen doesn't match the videos. KC opened a ticket with Personify to fix the edit button.

TellicoLife Strategy and Focus for 2023

- Strategy
  - TellicoLife features to be included in requirements for new POA system(s). Beth Kuberka is leading this effort.
- Tactical Focus for 2023
  - Make Calendar available to more clubs
- Gather updated requirements in order to meet with Personify and evaluate other vendors
  - Larry McJunkin has the lead
- Goals for 2023

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Larry has just started to look at requirements. Needs the Platinum club representatives to look at the requirements before finalizing the requirements.

We will also be looking at other vendors, but most other vendors only handle 1 club; not multiple clubs. We need meet with Personify.

We should be prepared to pay more.

Larry will go ahead with these plans for initial meeting and on-line collaboration.

TellicoLife Calendar Expansion Proposal

Goal: Expand calendar access to more clubs and organizations

Proposal: Redefine the levels of participation

- Add four 'free' calendar entries to clubs and orgs listed in Tlife '[Village Organization Directory](#)'.
- Blue – logo on home page and four calendar entries. $30/year
- Silver – collapse Silver and Bronze. Logo, TellicoLife page and 24 calendar entries. $60/year
- Gold – unlimited calendar entires and pages. $300/year
- Platinum – unchanged features
  - Propose upgrading New Villagers to sponsor level at $1800/year

For notes on the Discussion, Decisions and Votes - see the page after the Financials called "Tellicolife Expansion Proposal "TO Dos".

TellicoLife Calendar Expansion Proposal - Financials

Club Level	2022 Level Subscriptions # of Clubs	Rate	Total	Future - Scenario 1 # of Clubs	Rate	Total	Future - Scenario 2 # of Clubs	Rate	Total
Platinum sponsor	2	$ 1,800	$ 3,600	2	$ 1,800	$ 3,600	3	$ 1,800	$ 5,400
Platinum	4	$ 600	$ 2,400	4	$ 600	$ 2,400	3	$ 600	$ 1,800
Gold	3	$ 300	$ 900	3	$ 300	$ 900	3	$ 300	$ 900
Silver	20	$ 120	$ 2,400	36	$ 60	$ 2,160	36	$ 60	$ 2,160
Bronze	16	$ 60	$ 960	0	$ 60	$ -	0	$ 60	$ -
Blue	6	$ 30	$ 180	6	$ 30	$ 180	6	$ 30	$ 180
Total Income			$ 10,440			$ 9,240			$ 10,440
Expenses			$ 9,572			$ 9,572			$ 9,572
Net			$ 868			$ (332)			$ 868

This chart assumes that no clubs would decide to move to the free model and that no new clubs would be added.

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TO DO: KC will redo the chart based on not collapsing Silver and Bronze this year and waiting until next year, adding NV at $1,000.

TellicoLife Calendar Expansion Proposal – To Do's

Reach agreement on proposal

If approved:

• Define process for updating Clubs and Organizations List

• Define process and workflow for adding calendar entries and updating content for the Gold, Silver and Blue clubs.

• Update documentation

• Update TellicoLife organization for Bronze clubs (move to silver)

• Update TellicoLife subscription form for 2023

• Submit subscription forms and generate invoices

• ???

New Villagers is the biggest user of TellicoLife.   Concerned about the 3x increase. NV would like to get the data behind the increase. That way he can take it to the NV board.

Discussion ensued about inflation increase, increases over time, and encouraging all clubs to join.

There hasn't been a rate increase in 5 years. Mission states "one place for all events". Platinum clubs would be supporting the other clubs.

Ken reminded us that our goal is to have 1 place where people can see the events for all clubs.

Discussion on process changes that need for free clubs
Discussion on what clubs can participate. KC showed the Village Directory.
TO DO: Beth, KC, Ginger need to set up process to handle free clubs vs. subscription clubs for calendar entries.

To Do: Increase Blue to 6.
Decision: Hold off on the collapse of Silver and Bronze until next year. Go ahead and send at invoices at same rate
This will also show us how many clubs decide to go to free and not pay a subscription.

Votes:
Motion #1: New Villagers subscription shall increase to $1,000
– Motion Larry, 2nd Beth , Bob Wolf – Abstained, All others Approve – Motion carries

Motion 2:   Move forward to expand calendar entries to the clubs in the organization directory. They would get 4 calendar entries.
- Motion Bruce , Ken 2nd, All in favor. Motion carried.
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Planning for 2023

- Meeting Schedule for 2023
  - First Monday at 9?
  - Skip January 2?
- TLife Board representation
  - New board members should be invited to remaining 2022 meetings
- TLife Leadership
- Training for 2023
  - New members of HOA, NV & TVCUC boards
  - Request to schedule BEFORE the new boards are seated if possible
  - Separate training needed for any new treasurers
- Privacy Policy Forms will be online again for 2023. All NEW users will need to submit one. Info will be sent out in December
  - All new HOA and NV Event Coordinators and Board Members will need to complete the form.

January meeting: KC will send out an outline for January. If we need discussion, we can do it via email. No inperson meeting

TO DO: KC will send the privacy forms to the new coordinators.

Discussion of a form that pops up on entry to back end for privacy check.

TO DO: Larry will put into the requirements a request to add a privacy check box on Personify login. That way we don't have to send out forms in the future.

Wrap Up

- Questions?
- Issues?
- Action items?

New Action Items

- Larry - put "Help Wanted" in next issue of TVUC newsletter.
- Larry – Set up meeting with the Platinum Clubs to review the collection of requirements and start process of prioritization.
- KC -- update the Proposal Financials based on not collapsing Silver and Bronze this year and waiting until next year, adding NV at $1,000.
- Beth, KC, Ginger -- set up process to handle free clubs vs. subscription clubs for calendar entries.
- KC --Increase Blue to 6, change documents
- KC – Provide Bob with data he can take to NV board
- Bob – Bob Wolf to take increase proposal to NV Board on 12/15 and then report back after their meeting
- KC, Ginger – Send out Invoices to all clubs at current rate with one exception. Hold NV invoice until approval is attained.
- Larry – add to the requirements, one about counting the number of calendar entries a club can have.
- KC -- send the privacy forms to the new coordinators.
- Larry – add to the requirements a request to add a privacy check box on Personify login.