TellicoLife Board Meeting Minutes

August 31, 2020

Attendees: Marsha Herzog, KC Baab, Ken Litke, Beth Kuberka, Mike Blackwell, Ken Van Swearington, Larry McKunkin (2021 TVCC Pres). Absent: John Arguelles (NV 2021 Pres)

Reference Materials:

* PowerPoint dated August 31, 2020 and referenced documents
* Memorandum Of Understanding (Revised)
* TLife Financial Summary

Meeting Minutes

* The meeting was conducted using Zoom. Thanks to Beth Kuberka for providing the account.
* The board reviewed and approved the minutes from the April 17 meeting.
* ***ACTION: The board reviewed the Memorandum of Understanding. At this point in the year, with the COVID restrictions, I would like to consider the draft final and signed by each Platinum Club. If you have concerns with this simplified approach, please advise.***
* ***ACTION: The board agreed to build an ad hoc strategy committee to develop an approach for TellicoLife to become THE PLACE TO GO FOR ALL EVENTS and ACTIVITIES in the village. This will impact how we advertise events in Tele Events, Next Door, and The Connection. It will require we develop a solution for small clubs and organizations to advertise their events. We will convent the team in October and the Presidents of each Board club will advise their participants.***
* KC will be assuming the Business Leadership for TellicoLife, and the VP Technology for HOA effective Jan 1 2021, however transition is already started. Marsha will support KC throughout 2021 to ensure a smooth transition. The HOA VP Technology Job description was shared and has been updated to reflect the TellicoLife leadership role.
* The board reviewed the financials, noting that YTD payments from participating clubs and organizations are $1069 over the operating costs. Prospects or confirmations for 2021 are:
	+ Timeless Tellico Foundation: Confirmed Platinum club at $600/year
	+ Rover Run Dog Park: Confirmed Platinum Club at discount of $500 for 2021 then $600 beyond
	+ MGA. Contact is Terry Dowdy
	+ International Wine Club
* Marsha shared that MemberClicks, the parent company of TellicoLife, informed us that our profiles exceed 10,000 and that will be a rate increase. Their Oasis product is what we subscribe to for the TellicoLife platform. Marsha was unaware of this restriction, will work with them to understand and hopefully mitigate this increase.
	+ Note: Since last meeting Marsha has learned that the new rate level is $9765 for up to 20,000 profiles. Marsha has not reached an agreement with Member Clicks on deferring or reducing this rate increase.
* The board approved RoverRun’s request for a discount of $500 for 2021 at the Platinum level. The Rover Run rate will return to the standard Platinum level effective 2022. The reason for the relief is 1) Rover Run will not be using credit cards and 2) They are rebuilding their membership as they move to the new dog park.
* The board approved retaining the current rate structure for 2021.
* KC Lead an exploratory discussion about volunteer support for TellicoLife and ensuring its sustainability. It was generally agreed that…
	+ KCs work to determine the right volunteer support is critical
	+ Villagers and Volunteers learn differently, so training and documentation approaches need to take that into consideration.
	+ A vibrant help desk should be considered to support the other club admins
	+ Clarity on responsibilities and time commitments will be critical to getting good volunteer support.

Our next board meeting will be Wednesday December 2 at 10AM via ZOOM.

* Marsha will invite the Tellico Community Foundation and Rover Run Dog Park to join us as our new Platinum Partners.