



Tellico Life Board Meeting - MINUTES
February 1, 2021

Agenda

- Financials
- TLife Privacy Form Modification
- Extend TellicoLife Reach Project
- TellicoLife Subscriber Guidelines

The 2/1/2021 Meeting started at 9:00 am.

All members of the Tellico Life Board were present:

KC Babb, Marsha Herzog, Bruce Dillingham, Ken Litke, Larry McJunkin, John Arguelles, Pete Kilmartin, Beth Kuberka

Financials

TellicoLife Financial Worksheet - 2021

Note: TellicoLife is the system of record. This summary is provided for budgeting/forecasting.

Organization	Primary Contact	Joined	Subscription Level	2020	2021	2021	2021
				FINAL	Forecast	Invoice	Payments
Actual/Forecast Income				\$ 8,560	\$ 9,460		\$ 8,000
PLATINUM ORGS							
HOA - 20% Sponsor	Ken Litke	9/1/17	Platinum Sponsor	1800	\$ 1,800	18876	1800
POA - 20% Sponsor	Beth Kuberka	1/1/20	Platinum Sponsor	1800	\$ 1,800	18877	1800
POA Rec Dept		11/1/17		INCL POA	INCL POA		INCL POA
POA - Shop TV		4/23/18		INCL POA	INCL POA		INCL POA
TV Broadcasting		6/20/18		INCL POA	INCL POA		INCL POA
POA - Marketing		1/12/19		INCL POA	INCL POA		INCL POA
POA - Board/LRP		4/3/19		INCL POA	INCL POA		INCL POA
POA Food Service		1/1/20		INCL POA	INCL POA		INCL POA
Golf		1/1/20		INCL POA	INCL POA		INCL POA
New Villagers	John Arguelles	9/1/17	Platinum	600	\$ 600	18878	600
Muddy Boots (NV)		9/1/17		INCL NV	INCL NV		INCL NV
TVCUC	Larry McJunkin	9/1/17	Platinum	600	\$ 600	18879	600
Timeless Tellico	Pete Kilmartin	9/1/20	Platinum	200	\$ 600	18880	600
Rover Run Dog Park	Bruce Dillingham	12/31/21	Platinum (No Credit Cards)		\$ 500	18881	500

Full Sheet included in meeting packet

KC reported that reminders will be sent out to those clubs who haven't yet paid, primarily some of the Bronze subscribers.

There were no general questions about the financials.

Marsha asked if any clubs have dropped, KC said she wasn't aware of any.

TLife Privacy Form Modification

- PDF Attached
- Minor Wording Change:
 - From:
 - Your access is specifically for your use in your Role and Organization listed above. Your access will continue until you have completed your term in this role or until an alternate method of gathering this information is made available.
 - To:
 - Your access is specifically for your use in your Role and Organization listed above. Your access will continue until you have completed your term in this role. This form must be completed each year that you continue in your role.
- * Forms updated 2/1/2021 on TellicoLife '[TLife Privacy Forms](#)' page

KC described the minor wording change. There were no objections.

Completed privacy forms are maintained by the clubs.

KC will update the forms that are on TellicoLife. These can be found under 'Help->Help for Clubs and Organizations->Tlife Privacy Forms

Marsha clarified that the process to sign each year is intended to remind everyone of their responsibilities in regard to privacy. We do not want an inadvertent exposure of private information.

Ken brought up that we need to make sure that when someone leaves a role, their access is turned off. KC indicated that we can pull a list of who has access for review. This review should be done each year as the transition to the new teams is completed. There is a document that has monthly activities related to TellicoLife that contains this as a reminder.

Extend TellicoLife Reach Project

- Project Proposal PDF attached
- Project Purpose:
 - Fulfill the original vision of TellicoLife: to become the one on-line place to go for all activities/events in and around Tellico Village.
- Project Goals:
 - Increase the number of clubs and organizations that subscribe to TellicoLife
 - Expand the events that are listed on the TellicoLife calendar to include all social and community events
 - Send out a regular communication to all TellicoLife users which highlights some events and provides a link to the complete list of events on TellicoLife
 - Highlight certain events on the TellicoLife homepage

Extend TellicoLife Reach Project (cont'd)

Increase the Number of Subscribers

- Currently, TellicoLife has 38 subscribers. There are currently over 100 clubs and organizations that are active in and around Tellico Village
- Some of the things that need to be addressed to achieve this goal are:
 - Recruit additional clubs and organizations.
 - It may be that events should be added to the Bronze level to add value and to contribute to the second goal.
 - It may be that the lowest level of subscription should include 1 webpage (business card) and a small number of calendar events.
 - The implementation team will need to be expanded to handle the potential volume of new clubs which need to be boarded.

Discussion:

This is primarily marketing

TellicoLife needs critical mass to become what it is intended to be – ‘the place’

It needs to be ubiquitous, so that people just always come to TellicoLife when they want to start a club.

Definitely need to get more members on TellicoLife. But concern about sending more emails to people who don't want them. We need to figure out how people can opt out of a general email but still get emails from their clubs.

Rather than try to solve it today, the goal is to get us all to agree on the path forward.

There are 3 stakeholder groups that we need to add value to: Tellico Life, clubs and organizations, and individuals. So far, our focus has been more towards Tellico Life. We need to find out what all three groups might want or need.

Currently, Tellico Life has 3,264 households signed up. According to the POA Board minutes, there are 6,199 lots that pay assessments (some may not be built on).

What is the value add to the clubs? Since cost is only \$8k a year, cost should not be an issue. We should figure out what our goal(s) are and then look at the financials.

There isn't any reason we couldn't recruit small clubs now, at a low price.

(cont'd)

This goes back to determining what the clubs need and want. We should talk to some of the clubs that are not subscribers and make sure we are designing something they need and is a value proposition for them. We think they would value having a web presence and having events on the common calendar, but we should validate this before we do anything.

How should we do this? Have the team contact some and find out what clubs think they need, and what individuals might value. Need to market 'what's in it for them' to all three stakeholder groups. If we can get that right, then we should be able to achieve our goal.

Is the fact that Tlife is open to the public a cause for concern? Are there things we would want to have on there, but not have everyone see? You can have content that is only visible to your members (platinum clubs).

Asking the right questions will be critical to getting clarity on what people really want or need. We want to understand the benefits and desires of all 3 stakeholder groups to make sure their needs are baked into the solution. Participation will come from meeting these stakeholder needs.

Extend TellicoLife Reach Project (cont'd)

Expand the Number of Events

- Currently, only Silver, Gold and Platinum subscribers can add events to the calendar. If we can increase the number of subscribers who use the calendar, this will help achieve this goal.

Some of the things that need to be addressed to achieve this goal are:

- Allow ALL subscribers to have events on the TellicoLife calendar.
- Make it easy for subscribers to request events for the TellicoLife calendar
- Additional resources to manage the event requests. Subscribers will not be able to add their own events.

Since we want to go out and survey the stakeholders, this goal will be fine tuned.

Q: Has there ever been Connection articles about Tellico Life. A: yes, several

Extend TellicoLife Reach Project (cont'd)

Send out Regular Communications

- Currently, individual clubs send out newsletters to their members highlighting events and providing other information. In addition, the POA sends out the Tell-E-Gram which contains POA specific news, as well as information on some events within the village and area. The goal of this project would be to have the Tell-E-Gram focus on the POA specific content and have all events communicated via TellicoLife.

Some of the things that need to be addressed to achieve this goal are:

- How to highlight a subset of events in a community-wide email, so as to give greater visibility to events that are annual or repeated only a few times a year. The sheer number of events will preclude all events from being listed. Rather, a link to the TellicoLife Event List can be included in each email.
- Define criteria for events that can be considered 'highlights'.
- Document how to request 'highlight' events
- Decide how many events can be highlights at any one time and how long they will be highlighted
- Figure out how to get all Tellico Villagers to sign up for TellicoLife so they will be included in the communications. Currently the Tell-E-Gram membership is independent of the list maintained by the POA within MailChimp. Ideally, Tellico Village residents will self-register for TellicoLife.
- Figure out how the email gets formatted and sent out. Determine who will be responsible for sending it out.

We probably will want to send out regular communications, but will need to figure out how to determine who actually wants them.

Extend TellicoLife Reach Project (cont'd)

Highlight events on the TellicoLife homepage

- In addition to highlighting events in a regular email that is sent out from TellicoLife, the desire is to highlight events on TellicoLife, preferably on the homepage.

Some of the things that need to be addressed to achieve this goal are:

- Determine how to highlight a subset of community wide events on the TellicoLife website. Events that are advertised by individual clubs to their members would not need this capability.
- One possibility is to use the space on the home page that is currently a slideshow. As events are submitted for the calendar that are considered 'highlights', they could also be added to a graphic that will be included in the slide show. Up to 4 highlights could be included in a single image, given the current dimensions of the area.
- A resource with graphic skills will need to be recruited to create the ads on a weekly basis, or whatever interval is determined appropriate.

Extend TellicoLife Reach Project (cont'd)

Sample Event Highlight Banner

- The existing homepage banner space can accommodate up to 4 ads.



When we are ready to proceed, specs will be published on sizes for ads. We can also decide if there are any other requirements or design criteria.

Draft: Banner is 980 px x 245 px, 72 dpi. For 4 ads, the size is 245px x 245 px each.

Extend TellicoLife Reach Project (cont'd)



Do we want to proceed? Consensus is yes!

How do we build the team? Need volunteers! How are we going to recruit the team? Should we build the team before or after the survey? Should build the team to collect the information The team would determine how to collect information.

First thing is to recruit this starter team.

Put something in Tell-E-Gram and Nextdoor and in newsletters from clubs. Put together a marketing message to ask for help. Also recruit from smaller clubs that are not on Tlife.

What skills? Project experience, marketing, solution oriented, no technical skills required. Need input on how to make Tlife better for the village.

In the meantime, should we proceed with the banner on the homepage? Start with subscriber clubs. Figure out criteria. What are the technical specs for ads. Is it only subscribers or all organizations. Banner discussion: Ken, Marsha, Larry. TVCUC might have a graphics volunteer.

How often would we rotate these? How long would they stay up? Group will get together to figure it out?

TellicoLife Subscriber Guidelines

Currently there are no documented guidelines about what groups can subscribe to TellicoLife and what content is considered acceptable on the webpages

- Should there be guidelines on what organizations can subscribe to TellicoLife?
- Should there be documentation on what type of content is acceptable?

Discussion:

Ken sent out possible criteria for content guidelines. The general feeling is we cannot restrict who can join TellicoLife, but we can have guidelines about what content is available and remove content or not post content that doesn't conform to the guidelines.

KC will send out Ken's document and everyone is requested to review and comment on the document. The TellicoLife board will be the final arbiter of whether content is acceptable.

The guidelines will apply to all content: webpages and events.

To Do's from Meeting

1. Write advertisement to form Extend Tellico Life Reach initial team: KC
2. Meet to discuss banners on TellicoLife – KC, Ken, Marsha, Larry
3. Review content guidelines: All
4. Write something for New Villagers to include in their newsletter and meetings about Tellico Life: KC

Misc:

Q: Have we looked at having an app? A: Not an option from Memberclicks, can save as an item on your home page

New Villagers would like a blurb on TellicoLife for newsletter and meeting

All would like ad for Extend TellicoLife Reach team