



*Tellico Life Board Meeting  
March 1, 2021*

---

Present:  
Jon Arguelles  
KC Babb  
Bruce Dillingham  
Pete Kilmartin  
Beth Kuberka  
Ken Litke  
Larry McJunkin

## Agenda

---

- Action Items from 2/1/2021 Meeting
- Financials
- 2021 MOU
- TellicoLife Governance
- TellicoLife Sustainability Planning
- HOA Request re:email all Tlife members
- Extend TellicoLife Reach Project
- TellicoLife Design Changes
- Wrap up

Ken requested we add Privacy Policy to the agenda – try to simplify the process

## Action Items from 2/1/2021 Meeting

---

- Write advertisement to form Extend Tellico Life Reach initial team: KC
  - Done, sent out with HOA Voice and Tell-E-Gram
- Meet to discuss banners on TellicoLife – KC, Ken, Marsha, Larry
  - Done, initial banners live on TellicoLife
- Review content guidelines: All
  - Done, Content Guidelines live on TellicoLife
- Write something for New Villagers to include in their newsletter and meetings about Tellico Life: KC
  - Done, draft sent to John on 2/10

New Villagers Newsletter going out 3/1 with TellicoLife info in it

## Financials

Organization	2020 FINAL	2021 Forecast	2021 Invoice	2021 Payments
Actual/Forecast Income	\$ 8,560	\$ 9,400		\$ 8,405

- Full Sheet included in meeting packet
- 3 New clubs:
  - Coast Guard Auxiliary (Silver)
  - Conservative Club of Tellico (Silver)
  - Smoky Mountain Chapter of the American Wine Society (Silver)
- 2 Clubs down leveled to Bronze: St. Thomas and Vintage Vehicles
- 2 Clubs dropped: Coin Club and Retired Military
- 7 Clubs still unpaid. Reminder contacts in progress
- Current Subscriptions:
  - Platinum – 6 (at max)
  - Gold – 2 (no limit)
  - Silver – 20 (no limit)
  - Bronze – 11 (no limit)

- Should we send out a communication to all clubs to make sure they are aware of the content guidelines? Yes, will work on.
- Do we know why 2 clubs dropped? In response to email, they said their members weren't using it.
  - What can we do to find out what people don't like and why they find it to complicated?

## 2021 Memorandum of Understanding

---

- PDF Attached
- Review 2021 Draft
- Comments? Changes?
- Approval target April meeting

MOU is supposed to be reviewed and signed each year.

- We reviewed the key responsibilities
- Change description of board from 'Ad Hoc' committee to just 'the board'.
- Remove the expiration dates from MOU
- This one will be signed, but will not need to be signed each year.

KC will update the document and send it out for review.

## TellicoLife Governance

---

From the TellicoLife Governance page description:

TellicoLife is organized as an ad-hoc committee under the HOA Charter. The ad-hoc committee is approved annually by the board of the HOA.

TellicoLife is operated by the Platinum Organizations (founding organizations) using a Memorandum of Understanding (MOU) signed by the Platinum Organizations. The MOU is updated annually, or as needed by the TellicoLife Board.

TellicoLife is governed by 4 groups: the TellicoLife Board, the TellicoLife Steering Team, the Finance Team and the TellicoLife Admin Team.

Full description of Governance is on TellicoLife: [TellicoLife Governance](#)

Are there changes to the Governance model that should be made since it isn't adhering to the description?

## TellicoLife Governance

---

- TellicoLife Board
  - Monthly meetings scheduled
- TellicoLife Steering Team
  - Not formed, no activity
- Finance Team
  - Met on January 28
  - Follow up meeting in June
- TellicoLife Admin Team
  - Bi-monthly meetings scheduled

This the list that is defined. But, it's not what is happening.

We reviewed the Board and Steering Team roles.

Discussion about what we should do:

- Should steering committee be expanded to include more representation? Or do we just collapse board and steering team responsibilities? Once a month meetings of board is working well and board is doing what steering team was defined to do.
- We don't have the people to execute things the board wants to do. Don't have a 'bench'. But we could establish 'ad hoc' groups to pursue specific goals, like the 'extend the reach' project.
- Get buy-in from gold/silver clubs having a quarterly meeting with all the clubs? We should reach out in some way.
- What about reaching out to clubs to get input, and assign responsibility to clubs to help out. Form a council to help out and advise us.
- Set up 'Getting the most out of TellicoLife' quarterly meetings for the subscribing clubs
  - We could have a January meeting annually, but start this spring.
  - Cover how to engage with TellicoLife, what are capabilities? Webpage, calendar entries, circles, e-lists
- Also, have a TellicoLife 101 for users webinar recording – Beth can help KC with developing the video. This would help since people don't read the existing help. – How to sign up, how to look at calendar, how to sign up for events, how to use e-list and

circles



## TellicoLife Sustainability Planning

---

TLife is a complex system, encompassing the member database, club information, forms, invoicing and the event calendars. After several years of development and initial implementation, Tlife is now ready to move into a more steady state operation. How do we ensure that it can be supported and maintained? Sustainability planning should encompass the people required, the processes used for all the various functions and the system on which it is based.

- Current Admins, Roles and Responsibilities – On TellicoLife
  - [Responsibilities – TLife Admins](#)
  - [Responsibilities – Club Admins](#)
- How do we recruit and train volunteers to work on TellicoLife?
- Core Tlife team currently at 9
- How do we create a sustainable management structure?

### Discussion:

- Recruiting volunteers is difficult when we can't see people in person. Will it be easier once we have more in person meetings
- Tlife should be the de facto standard for information. Then it should become a TellicoVillage amenity. Needs more stability than all volunteers. Should be POA sustained? It is getting close. Need to work on getting villagers to view it as an amenity. Need a compelling reason to want to be part of it.
- Tellico Life is more than just a calendar, it is association software. But TellicoLife admin is difficult to learn to update. Needs resource. More robust than needed for a calendar.
  - Who's using it?
  - What are they using it for?
  - Are we headed down the right road?
- The Admin Role & Responsibilities summarizes the admins that currently are in place.
- Is TellicoLife what we should stay with, is it time to look at other solutions? Is there another product out there?
- Would it be feasible to have just one calendar, rec, golf, activities, etc. Do we need one portal or one overall system?
- We need to look and see if there is a better solution. Ask the clubs what they need, what users are using it for.
- Initial requirements were to have a calendar for activities and pay for events.
- Now there are 3 components that would have to be considered: Event calendar, signing up and pay for events online, and the webpages that describe the clubs.
- Need to form an ad hoc committee to look at this – this is part of the extend the reach project
- How do we find someone to lead the project and how do we find volunteers to work on it?
  - Recruiting volunteers is a challenge. Need to break down what steps to take and need someone to do it.
  - Does TV need a way to match club needs with volunteers skills. There are national organizations that do this.
- As we move on the Extend the Reach project, we need to think about how to keep going with volunteer stream...

## HOA Request re:email all Tlife members

---

HOA VP Membership has requested access to send an email to all of the TLife members to solicit membership in HOA.

Issues:

- Privacy policy prohibits clubs from accessing each other's membership information
- Not all Tlife members are Tellico Village residents

Alternatives:

- Advertise in Tell-e-gram, other media
- Ask other clubs to include HOA promotion in newsletters

We don't have the authority to allow this.

- TVCUC tells its members they won't market to them
- Need to respect people's privacy.
- Cross promote in the newsletters

As a compromise, what if we sent an annual email to all TellicoLife, about current signups that are available. Once a year. Include platinum and gold club info. Near joinup time - November

- Ken moved, Larry seconded. All voted yes.

KC to respond to HOA VP of membership

## Extend TellicoLife Reach Project

---

- 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 Status:
  - No activity
  - No volunteers after HOA and Tell-E-Gram ads
- Suggestions on how to proceed?

Should we pause this project until we can get some in person activity and find some volunteers and hold focus groups.

We should reach out to other locations – Fairfield Glade, the Villages. Larry has a contact at the Villages.

## TellicoLife Design Changes

---

- Does the TellicoLife website design need to be updated?
- Do we have the appetite to spend \$750 or more to have a redesign done?

Webpages are too narrow. Should pursue eliminating the sidebar on secondary pages.  
Change width of pages.

Defer based on need to explore alternatives

Other association software might integrate to WordPress for website pages

## Wrap Up

---

- Questions?
- Issues?
- Action items?

Added Agenda Item:

### Privacy Policy

- Suggest that people sign privacy policy. Send email each year to remind them and they have to respond. Why fill it out each year? If you don't respond, we will delete your access. Each club would do it for their people.

## Action Items

---

- Update MOU
  - Eliminate 'Ad Hoc' verbiage in favor of 'Tellico Board'
  - Eliminate need for yearly renewal
- Eliminate 'Steering Team' in favor of 'ad hoc' committees to tackle specific projects
- Establish outreach to the clubs – 'Getting the most out of Tellico Life'
  - Send communication about 'Content Guidelines'
- Develop 'Tellico Life 101' video(s) for our users
- Reach out to other places, Fairfield Glade, The Villages, to see what they are doing
- Send out email to ALL TellicoLife members in November with reminder to join any/all platinum and gold clubs that are open for membership.
- KC to respond to HOA VP of membership on request to send out email to all TellicoLife residents.
- Update privacy policy wording to eliminate the need to sign each year, but it renews each year.