



*Tellico Life Board Meeting  
April 5, 2021*

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## Agenda

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- Action Items from 3/1/2021 Meeting
- Financials
- 2021 MOU
- Update on Tellico Life Alternatives – Larry / Ken
- TellicoLife Design Changes
- TellicoLife Governance
- Extend TellicoLife Reach Project – Subscription Levels
- TellicoLife Sustainability Planning – Pooled resources
- Privacy Policy Form
- Wrap up

### Present:

KC Babb  
Bruce Dillingham  
Marsha Herzog  
Beth Kuberka  
Ken Litke  
Larry McJunkin

### Absent:

John Arguelles  
Pete Kilmartin

## Action Items from 3/1/2021 Meeting

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- Update MOU \*\*\* Updated, review at 4/5 meeting \*\*
  - 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 \*\* verbiage updated on website \*\*
- Establish outreach to the clubs – 'Getting the most out of Tellico Life' \*\* Pending \*\*
  - Send communication about 'Content Guidelines'
- Develop 'Tellico Life 101' video(s) for our users \*\* Pending \*\*
- Reach out to other places, Fairfield Glade, The Villages, to see what they are doing \*\* Report 4/5 \*\*
- Send out email to ALL TellicoLife members in November with reminder to join any/all platinum and gold clubs that are open for membership. \*\* Pending \*\*
- KC to respond to HOA VP of membership on request to send out email to all TellicoLife residents. \*\* Done\*\*
- Update privacy policy wording to eliminate the need to sign each year, but it renews each year. \*\* Discuss 4/5 \*\*

## Financials

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Organization	2020 FINAL	2021 Forecast	2021 Invoice	2021 Payments
Actual/Forecast Income	\$ 8,560	\$ 9,530		\$ 8,735

- Full Sheet included in meeting packet
- 4 Clubs still unpaid (some checks pending). Reminder contacts in progress
- Current Subscriptions:
  - Platinum – 6 (at max)
  - Gold – 2 (no limit)
  - Silver – 20 (no limit)
  - Bronze – 11 (no limit)

## 2021 Memorandum of Understanding

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- V2 2021-4-5 PDF Attached
- Any final changes?
- Approval today?

Discussion: How should we handle voting? What is the quorum and how do we break ties?

The consensus was that a quorum will be all 6 of the board members. In the event of a tie, the Tellico Life business lead (currently KC), will cast the deciding vote.

Question: in the paragraph 'Each subscribing club or organization (Platinum, Gold, Silver or Bronze) has the right to specify the services and capabilities of TellicoLife, within their specific service offering, which it will use for its operation.', what does 'specify' mean? The clarification and change to the wording is to change 'specify' to 'select'

These changes will be made to the MOU and KC will send it back out for approval.

Once it's approved, KC will send it to Beth, who will set it up for electronic signatures.

## Update on Tellico Life Alternatives – Larry / Ken

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Action Item: Reach out to other places, Fairfield Glade, The Villages, to see what they are doing

- The Villages
- Fairfield Glade
- Other alternative possibilities?

Larry explored 4 alternatives: Active Net, Member Suite, Memberful & Your Membership. None appear to be viable alternatives, considering cost and the work required to migrate.

Discussion:

How should we identify changes/improvements to MemberClicks? Use admin meeting to see what changes/things that we'd like to see changed. One concern is the lack of audit trail and control over changes. Backend is too open. MemberClick has not felt it was a high priority requirement, given their target clients. Should we pursue again?

We should collect a list and then take it forward, especially things that are applicable to all clients, not just custom.

Should we approach the POA about having a permanent paid staff to provide administrative support for TellicoLife? Treat it as a village amenity, funded by POA. Need to address issue of getting volunteers. What role would permanent staff play? What role would make it more sustainable? Should there be an ad hoc committee to explore this?

What does the village really want? It started as a universal calendar, morphed into full function. The original solution was membership management, event signup, etc.

Should the TellicoLife board become an advisory committee? Are there other ways to offset the cost?

## TellicoLife Design Changes

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- Does the TellicoLife website design need to be updated?
  - Remove sidebars on secondary pages
  - Move Quick Links to footer
- Do we have the appetite to spend \$750 or more to have a redesign done?

Should we pursue these changes?

What is the cost structure? Costs are MemberClicks subscription fee of \$9000 and a couple hundred for URL/DNS registration.

If we add more profiles, it will go up to around \$10k.

All support is included in MemberClicks fee.

With current income, the excess goes into the reserve. At the current rate, this will take about 10 years to build enough to cover 1 year's cost.

TellicoLife has good function, but not very pretty. If it was more attractive, would it draw in more clubs?

There are multiple templates to chose from.

One thing to consider could be to use WordPress for the webpages. Have a prettier front end, but it wouldn't really solve the problem.

The TellicoLife logo looks dated – should it be modernized? Make it smaller? Is there a way to reduce the header area?

KC will send out a link to all of the templates.

Larry will ask David Lehman to look at our logo, what would make it more compelling?

Eliminating sidebars doesn't seem to be a big improvement.

What is the session timeout for being logged in?

Site doesn't seem to be optimized for the phone. The home page tables of clubs doesn't collapse and display the whole table. A large number of our audience uses their phones.

KC will look at the table layout and see if there is a fix. Table has to be set at 100%.

## TellicoLife Governance

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- TellicoLife Board
  - Monthly meetings scheduled
- Finance Team
  - Met on January 28
  - Follow up meeting in June
- Ad Hoc committees
  - Established as needed for specific projects
- TellicoLife Admin Team
  - Bi-monthly meetings scheduled

This was included to remind us how the governance is set up in the new MOU.



## Extend TellicoLife Reach Project – Subscription Levels

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- 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.
- Proposal on Subscription Levels
  - Basic: setup (profile, logo into media manager) + 2 calendar entries: \$30
  - Bronze: 1 page, 1 update/year + 3 calendar entries: \$60
  - Silver: 1 page, 1 update/year, + 24 calendar entries: \$120
  - Gold: 12 pages, updates once/quarter, design updates once/year, + 48 calendar entries: \$300
  - Platinum: no change, \$600

We reviewed the proposed levels. We also already have a \$15/calendar entry upcharge available.

Examples of clubs/orgs that could take advantage of it are Our Place. Need to do outreach marketing.

Is there a list of who is using Tell-E-Gram, but aren't on TellicoLife?

If we agree to these levels, we need a marketing push to publicize the new levels. How do we make a case for it?

With events on the TL calendar, clubs could reach new members. Small clubs might not find it attractive, unless everyone has to use the community calendar. Need to make Tlife Calendar the one everyone has to use.

We have talked about how to push out a list of events. What if we formatted a list of events and posted it on Next Door. This would be a push without setting up a new process. Should be sorted by club level.

Call the Basic level Introductory level.

The Upcoming Events listing would be what we wanted. KC will discuss with Adrian.

If we go forward, we would start by communicating with Bronze level clubs.

Use Next Door with Event list and publicize new level and changes.

New Introductory level, would be a 'test', no specific end date.

We need to do some sort of survey and ask people what they really want. We need to know more. POA will want to know this. Need 8-10 questions to ask. Beth will document an initial set of questions. What do they use and what would lead them use it? Questions for current users and some for those that are not on.

As clubs transition, sometimes the capabilities are no longer used.

We will go forward with both new levels and survey. Activity list could be posted in nextdoor and facebook.

Board will contact people with questions once they are available.

## TellicoLife Sustainability Planning – Pooled Resources

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- Current Admins, Roles and Responsibilities – On TellicoLife
  - [Responsibilities – TLife Admins](#)
  - [Responsibilities – Club Admins](#)
- Should we pool the admin resources and request 2-3 year time commitment?
  - Advantages
    - Better backup for admins
    - Potentially reduce the number of admins - TLife team currently at 34
    - Reduce yearly training load and retain skills
  - Disadvantages
    - Need more centralized management structure
    - Need workflow processes (how to assign and track work)
    - Clubs would not have 'dedicated' resources
  - Questions
    - How to recruit volunteers? Will Platinum clubs still recruit volunteers?
    - What should management structure look like?
    - What processes are needed?

Is asking for a 2-3 year commitment going to be difficult to recruit?

Centralized management structure would make sense.

If we turned it over to POA, what control would we lose? If we want to have POA take it in, we need some sort of structure in place.

We need some processes and, perhaps, team leads.

Will people be willing to do things for all clubs vs their own clubs.

If someone started with NV, they could keep on after their time in NV is over.

When new people come into NV, that is a good time to recruit, especially if it is a longer term.

Platinum clubs need to help recruit resources.

Could we work with NV to see if they would be willing to stay on and be in a pool?

Maybe start with NV. It might be more effective if we could recruit at NV meetings.

Could we get in stage?

Maybe just start with initial time commitments.

KC will keep talking to admins about it also.

## Privacy Policy Form

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Action Item: Update privacy policy wording to eliminate the need to sign each year, but it renews each year.

Suggested alternative: Create online form that is submitted each year.

- Submission list can be matched to those in Admin and HOA/TVCUC/NV Search groups

### Discussion:

Form sounds like a good idea.

With online signups, the search groups are needed less.

If people are using email to send out to people, not from e-list, they should be using BCC for event coordinators.

KC will make the privacy form.

## Wrap Up

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- Questions?
- Issues?
- Action items?

As we look at surveying, we should see how many different groups people are in and what cycles they still have. How many things do people volunteer for? What are they active participants in.

Survey is targeted toward clubs. But ask admins/search people to see how many things they are doing.....

We should update survey of how many hours volunteers are doing and what else they are involved in.

Need to ask in person to get volunteers. Need to do skills assessment of membership.

Asking about skills and interests on membership forms is a good way to find out. Need to follow up to make sure people don't move on.

## New Action Items 4-5-21

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- MOU
  - KC to add text about voting and quorum, modify language about selecting options
  - Beth will set the MOU up, once approved, to be signed digitally
- Design Changes
  - KC to send out link to MemberClicks templates to see if there is one we would prefer
  - Larry to contact David Lehman to consider redesign of logo
  - KC to work with admins on collecting list of modifications to request from MemberClicks.
  - What is login session timeout? Answer: 1 hour
  - KC to look at home page tables to see if they can be modified to displays better on phones (table to wide)
- Subscription Levels
  - New levels approved. Change 'Basic' to 'Introductory
  - KC to put together communications/marketing about new levels for NextDoor and Facebook. Contact Bronze clubs, then more widespread
  - KC to talk to Adrian about Event listing
  - Beth to put together initial list of club survey questions
  - Once questions are developed, board will split up a list of who to contact and ask questions
- Pooled Resources
  - KC to continue to discuss with admin team
  - KC to talk with NV admins to see their take on longer time commitments
  - KC to request time on HOA and NV meeting schedule to talk about Tellico Life and recruit
  - Platinum clubs to increase push on recruiting
- Privacy Policy Form
  - KC to create online form in TellicoLife which will be submitted each year.