



*Tellico Life Board Meeting
June 7, 2021*

Agenda

- Action Items from Previous Meetings
- Financials
- Extend TellicoLife Reach Project – Publicity & Marketing
- TellicoLife Sustainability Planning – Pooled resources
- TellicoLife Sustainability Planning
- Meeting Calendar
- Wrap up

Action Items from 3/1/2021 Meeting

- Establish outreach to the clubs – ‘Getting the most out of Tellico Life’ ** Pending **
 - Send communication about ‘Content Guidelines’ *** Done. Combined with communication about new subscription levels
- Develop ‘Tellico Life 101’ video(s) for our users ** Pending **
- 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 **

Communication sent to all existing clubs about new levels and included reference to new ‘Content Guidelines’

Tellico Life video still pending

November email kept on list so we will remember to do it

New Action Items 4-5-21

• Subscription Levels

- New levels approved. Change 'Basic' to 'Introductory' *** Done, Tlife website updated with new level information (tellicolife.org/club-org-subscription-info) ** Introductory changed to 'Blue'
- KC to put together communications/marketing about new levels for NextDoor and Facebook. Contact Bronze clubs, then more widespread *** In progress. Discuss today
- Beth to put together initial list of club survey questions *** In progress?
- Once questions are developed, board will split up a list of who to contact and ask questions *** Pending

Initially, 'Blue' did not include having a logo on the home page. 1 club was interested in being Blue, but requested a logo on the home page. We told them it wasn't part of the package. Discussion: As a new club joining, they would want some visibility that they are there. They would show up in the 'Community Information – Organization list'.

Suggestion: Open a new 'Blue' category at the bottom of the home page. Note that they are participating with calendar only and they link to their own website. Board agreed with the suggestion. So, we will add a section when we get a blue subscriber.

Action Items 4-5-21 (cont'd)

- Pooled Resources
 - KC to talk with NV admins to see their take on longer time commitments *** In progress
 - KC to request time on HOA and NV meeting schedule to talk about Tellico Life and recruit ***Pending
 - Platinum clubs to increase push on recruiting
- Privacy Policy Form
 - KC to create online form in TellicoLife which will be submitted each year. ***Pending

Pooled resource discussion to follow
Privacy form pending for fall

Action Items 5-3-2021

- Beth to check on MOU signing and when complete, send pdf to KC, who will post it on TellicoLife ***Done, MOU Posted on website
- KC to distribute Survey questions to be added to. May need two sets: One for current users and one for potential. *** Waiting for feedback from board
- KC to send draft press release to the board *** Sent out final version, still need to get it published by clubs and The Connection. Need help with this.
- KC to draft a rack card *** Draft included

Action Items 5-3-2021 (cont'd)

- KC to work on setting up regular push email to all Tlife. *** Pending
- KC to get metrics on Tlife usage
- Work will proceed on 'Pooled Resources' *** Discuss today
- KC to edit Tlife logo to have "What's Happening!" as the tag line. ***Done, new logo on website.
- KC to add info about Tracking Pixels to privacy page and also check with MemberClicks on what they do with it. *** Done

Metrics – Bump in traffic when social update comes out. Much of the traffic is looking at events. Ken asked how they can see it. KC will print off a couple of images from the analytics for Ken.

KC tried to get an article in the Connection. Ken has drafted a new version that is more of an article. He can contact a reporter to get it published. Reviewed Ken's draft. KC will send to board for additional comments

Financials

TellicoLife Financial Worksheet - 2021

Organization	2020 FINAL	2021 Forecast	2021 Payments
Actual/Forecast Income	\$ 8,560	\$ 9,620	\$ 9,620

- Full Worksheet included in meeting packet
- All subscriptions paid
- Current Subscriptions:
 - Platinum – 6 (at max)
 - Gold – 3 (no limit)
 - Silver – 19 (no limit)
 - Bronze – 11 (no limit)

Net Income/Expenses		
	2020	2021 FCST
INCOME		
Subscription Income	\$ 8,560.00	\$ 9,620.00
EXPENSES		
MemberClicks January Invoice	\$ 7,491.00	\$ 8,505.00
8/28 Invoice for over 10,00 Profiles (Pro Rated)	\$ 753.55	
Good Will Credit (Applied to 2020 Invoice)	\$ (377.50)	
GoDaddy Webhosting related expenses	\$ 376.08	\$ 131.27
Total Expenses	\$ 8,243.13	\$ 8,636.27
NET INCOME / (EXPENSE)	\$ 316.87	\$ 983.73

Extend TelloLife Reach Project – Publicity & Marketing

How should we be marketing and publicizing TellicoLife?

- New Subscription Levels
 - Announcement about new levels in the Connection
 - How do we get The Connection to publish. Sent it in, but no action
 - Include announcement of new levels in club newsletters
 - Send communication to existing subscribers
 - Announcement of new levels on Next Door
- General TellicoLife Publicity
 - Rack card about TellicoLife for Welcome Center
 - Include in HOA Orientation
 - Include in Tellico Village Directory (leverage HOA ad)
- Need to find a Marketing/Publicity person

Would like to see communication about levels included in club newsletters. HOA should have it in the next issue.

Still need to put something on NextDoor and Facebook

Discussion: what does board think about a communication to all of Tlife members about new levels, need for volunteers. If you use TL to find out about HOA or NV events, are you a member of another club that might benefit from having your events on Tlife. We have a new subscription level that and have modified the existing ones. Put together a draft for review. Position: we have even more ways to for clubs to participate in TL. How many clubs are people involved in? Maybe 3-5?

Rack Card. Discussion:

TELLICOLIFE.ORG too big at bottom, change format to TellicoLife.org

List items without specifics to the current levels, make more generic

One side for individuals, one for organizations. Partner logos on individual's side, org side list features.

Include email addresses. KC to redo. Rack card to go to Welcome center rack. Can also put it at golf courses. Get rack card stands.

Marsha suggested KC make sure HOA Finance has TL money identified.

Extend Tellifolife Reach Project – Publicity & Marketing

Find out what's happening in and around Tellico Village by visiting TellicoLife. TellicoLife has our community calendar as well as additional information about many of our clubs and organizations.

Membership in TellicoLife is **free** to area residents!

Clubs and Organizations can subscribe to TellicoLife by choosing one of five different subscriptions plans which offer varying levels of services and calendar entries:

Blue: 2 calendar entries/year
Bronze: 3 calendar entries/year, home page and circles for club communications
Silver: In addition, includes 24 calendar entries/year and group e-mail is available
Gold: In addition, includes up to 48 calendar entries/year and the ability to have multiple webpages
Platinum: Full administrative access by your club admins, membership data base, credit card processing (additional fees apply).

TELLICOLIFE.ORG

TellicoLife Partner clubs & organizations created and continue to govern TellicoLife.

Over forty additional clubs and organizations have their information and calendar entries on TellicoLife.

Visit tellicolife.org and learn more!

TELLICOLIFE.ORG

TellicoLife Sustainability Planning – Pooled Resources

Status

- Project has mixed reaction from admins
- In order to pool resources, there need to be more consistent roles and processes.
- HOA, NV and TVCUC have differences in:
 - The definition of the role of webmaster
 - The process for creating and sending out newsletters
 - The process of requesting and managing events
- Project on hold

Tlife can help standardize processes across the clubs.

Adrian is organizing an 'Event Gen' users group, to help make sure that everyone is using the tool as it is designed

KC will send out the matrix of responsibilities to get each one updated.

Need small work groups to identify 'best practices' for different activities

What is best way to manage the event life cycle?

Need to focus on the processes.

Larry has documented the new processes that TVCUC has adopted. TVCUC gets grants, so need accurate documentation

TellicoLife Sustainability Planning

Planning for 2022

- Board turnover
 - What training will be required for new 2022 board members?
 - Who will be back from 2021 board?
- TellicoLife Lead Role
 - Should Business & Technical lead roles be split into two co-leads?
 - HOA VP Technology job description attached
- TellicoLife Admins
 - Need to recruit:
 - Club Admins for events
 - TLife Admins for club info management

Discussion question: Who should be responsible for recruiting for TL? Marketing/Publicity person, Business Lead, etc. Staffing an IT system which has a significant role with volunteers who turn over every year or two seems problematic. Should this be supported by the POA as an amenity to the village? How do the clubs retain control of the direction and features? It should be a paid position to lead it. POA needs to spend more money on IT....

TellicoLife doesn't require heavy IT skills. It is more administrative and configuration activity. Could be IT or Marketing.

Should we try to get an exploratory meeting with POA board? Should we start with Carla? Ken will talk to Carla to see what she might think.

There are multiple pieces: Business lead, Technical lead. These would get parceled out, admins might still be from the clubs.

If we could get an activity to create a recommendation, this could be taken to the full board. It could be a benefit to POA and village

First step: have Ken talk to Carla.

Meeting Calendar

- Skip July 5 meeting
- Continue monthly meetings starting August 2

Wrap Up

- Questions?
- Issues?
- Action items?

Action Items 6-7-21

- KC to send Ken's draft of Connection article to board
 - Board response requested
- KC to send screen shots of Tlife analytics
- KC to update Tlife rack card and send out updated version to board
- KC to draft TLife communication to all TL members
- Ken to talk to Carla about TLife direction as an ammenity
- KC to send R&R Matrix to Ken, Larry and John to be updated.