



*Tellico Life Board Meeting
August 2, 2021*

Agenda

- Action Items from Previous Meetings
- Financials
- Organizational Structure - Discussion
- TellicoLife Sustainability Planning – Pooled resources
- TellicoLife Sustainability 2022 Planning
- Meeting Calendar
- Wrap up

Present:

John Arguelles
KC Babb
Bruce Dillingham
Marsha Herzog
Ken Litke
Larry McJunkin

Absent:

Pete Kilmartin
Beth Kuberka

Action Items from 3/1/2021 Meeting

- 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 **

Video is still pending. If we develop a class, perhaps we can record it and use it

Email will be developed and sent in November

New Action Items 4-5-21

• Subscription Levels

- KC to put together communications/marketing about new levels for NextDoor and Facebook. Contact Bronze clubs, then more widespread *** Still need to do NextDoor and Facebook
- Beth to put together initial list of club survey questions *** Pending
- Once questions are developed, board will split up a list of who to contact and ask questions *** Pending

Larry raised the issue that there are STILL people who don't know about TellicoLife! Bruce finds same issue with Rover Run.

We have started using more ways to make people aware. The Tell-e-gram has a link to TellicoLife. The Summer directory didn't have our updated information, but HOA will take over and handle directly. We will have the Rack Cards for the welcome center and maybe the welcome packets. How do people find out about things like TVCUC?

Should each board member call a few clubs? Do they know how inexpensive it can be? There is an extensive list on Tlife. How about if each board member picks three? There is a list on TLife, Ken will put together a list and assign to each which ones to do. Everyone will do 3

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

Action Items 5-3-2021

- 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 work on setting up regular push email to all Tlife. *** Done

We will replace the survey with informal phone calls.

The email is going out biweekly. The open rate is good, 5212 were sent and 3255 opened it (62%). 785 clicked thru to the event list and 24 looked at the clubs and orgs info. Is there a way to get more click thrus?

Action Items 6-7-21

- KC to send Ken's draft of Connection article to board
 - Board response requested
 - The Connection rejected the article.
- KC to send screen shots of Tlife analytics *** Done
- KC to update Tlife rack card and send out updated version to board *** Ready to print
- KC to draft TLife communication to all TL members *** Done
- Ken to talk to Carla about TLife direction as an amenity *** Update today
- KC to send R&R Matrix to Ken, Larry and John to be updated. *** In progress?

Ken did talk to Carla and she was positive. She suggested more detail was needed. Marsha has set up to talk to Sue English-Kovar (8/11) who is on the POA board and was involved with TellicoLife early on. Ken to send Marsha issues related to TellicoLife. We need inside supporters. Might need to wait until after POA board elections this fall.

We wanted to update the R&R Matrix to reflect current responsibilities. Larry sent in the one for TVCUC. KC can update the HOA one. We still need the one from NV. Because the NV Webmaster decided he wouldn't update TellicoLife pages, there is a gap and KC would like to know who is doing it.

John requested cell phone contacts for KC & Marsha to discuss R&R Matrix

Financials

TellicoLife Financial Worksheet - 2021

	2020	2021	2021
Organization	FINAL	Forecast	Payments
Actual/Forecast Income	\$ 8,560	\$ 9,665	\$ 9,665

- Full Worksheet included in meeting packet
- All subscriptions paid
- 2 New Clubs:
 - TVLGA-18 – Blue
 - Democrat's Club – Living Blue in the Village
- Current Subscriptions:
 - Platinum – 6 (at max)
 - Gold – 3 (no limit)
 - Silver – 19 (no limit)
 - Bronze – 12 (no limit)
 - Blue - 1

Net Income/Expenses		
	2020	2021 FCST
INCOME		
Subscription Income	\$ 8,560.00	\$ 9,665.00
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	\$ 1,028.73

We originally set up the Blue subscriptions as having a separate section on the home page. Do we need to do this? No – KC to remove separate category on home page.

Do we have a way to monitor communications within a circle? An admin could do it from the backend. Do we have a way to police our content guidelines? We could do this if someone complains.

TellicoLife Organizational Structure - Discussion

Current Tlife lead role has 3 parts: VP Technology, Business Lead & Operations. This need to be split into multiple roles.

- Do we need a more structured Board, with subcommittees and include them in the meetings?
- What should the board positions be?
 - Platinum club representation (as current)
 - Treasurer / finance
 - Secretary
 - Committee leads
- What committees do we need?
 - Marketing, Publicity, communications
 - Club recruiting
 - Operational/admin
 - Technical
 - Other?

Larry: Agree we need to do this. TVCUC wouldn't survive without its committees
Probably need all the functions other clubs have, but what functions need a specific position? Every function needs a home
Marketing, web content
Club recruiting
Admin lead
Secretary
Tlife Core group – Committees need names and be part of Tlife. Should attend board meetings
How do we do this? Define structure, find committee chairs and then recruit. This is hard to do.
What are the positions and what is the work?
Secretary is essential. Takes minutes, becomes the historian,
Treasurer / finance – making invoices, tracking invoices. Is there enough work? If GSB creates invoices, should finance chase payments, track
Larry has list of possible volunteers, can make it available
POA board assigns roles from board members. We need to add positions
Should HOA play a larger role on Finance stuff
Operational / admin lead is also a key role.
What would marketing include? Facebook pages, nextdoor, etc
Communications could do emails to members, etc
Should board members be a liaison to the standing committees?
Should we redefine role of Platinum board members? Board members can't take on these roles, but platinum still need to be on the board.
Can we recruit from GSB clubs to have representation on the board

Platinum club board members: Strategy and advocacy

Recruit 4 or 5 additional board members to lead committees

Go to GSB, 'we are expanding the board and need reps to be board members that also lead a committee to do the following things'

Ideally, we can find people to do things like Marketing

Need to put together job descriptions – Pirate from HOA descriptions.

Do we need job descriptions for different admin roles? Need to create these

HOA treasurer should be treasurer for Tlife, Ken to address with HOA Board and Harry

Recruiting role: Invoicing and followup would go under club recruiting role as part of the relationship management. They would manage the spreadsheet and the treasurer would manage the money in the HOA books. Acts as a liaison between both new and existing subscribers. Admins would still do the admin stuff. Important to keep existing clubs happy.

Club retention and recruiting.

This new structure will give TellicoLife a more organizational and official presence.

KC will focus on defining board positions for:

Marketing / publicity

Club retention / recruiting

Ops / Admin lead

Secretary

TellicoLife Sustainability Planning - 2022

Planning for 2022

- Board turnover
 - What training will be required for new 2022 board members?
 - Who will be back from 2021 board?
- TellicoLife Admins
 - Need to recruit:
 - Club Admins for events
 - TLife Admins for club info management
 - Need to schedule training for November

Need to start planning for 2022

Need to start training in November

New NV President will be Gary Wheelock, should start coming to board meetings

HOA President will be Mark Pantley. Ken may continue as Tlife rep for HOA. Larry and Bruce will continue.

NV may need an additional admin, current one

Need to identify 2022 returnees and new recruits

HOA and NV Search groups can be reduced

TVCUC search is used by FLS to confirm membership

Why are we limiting the number of Platinum clubs? Training, concerns about number of admins. For 2022 we could expand. If a club wants memberships or donations they would need to be platinum. Can be added on a case by case basis. Board needs to approve any additions.

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
- How can we work to make the processes consistent?

We still need to find a way to do this.

Especially a consideration for articles for Platinum clubs.

Do we want to do this? For example, the process to sending out the various newsletters.

Small taskforces to address different processes and make consistent. How can we make the admin jobs easier and quicker.

For emails, clubs specify profiles that they want to send to and provide the PDF or link to PDF to send out.

KC to set up small groups to discuss the different processes.

Goal is to make processes simple and consistent. We don't want people to go off and do things in different ways. Simple and the same.

Should let NV Admins stay on after they graduate.

Key items:

- Monthly Bulletins
- Events
- Updating articles

Meeting Calendar

- What should we do about September meeting? 9/6 is Labor Day.

Ok to leave meeting on Labor Day

Wrap Up

- Questions?
- Issues?
- Action items?

New Action Items 8-2-21

- Recruiting
 - Ken will put together a short list of clubs to contact and discuss Tlife with. Do they know they can join for as little as \$30?
 - Each board member will call 3 or so of those on the list.
- Contacts
 - John requested phone #'s from KC & Marsha to discuss NV R&R matrix. KC would prefer John send an email to set up a time to talk.
- KC to remove 'blue' category from home page

New Action Items 8-2-21 (cont'd)

Organizational structure – Discussion

- Ken to talk to HOA/Harry about handling money/treasurer function for Tlife
- KC to put together position descriptions for new board roles:
 - Marketing/publicity
 - Club retention / recruiting
 - Ops / Admin Lead
 - Secretary
- Other committee roles to be defined later

Pooled resources

- KC to set up small group meetings to discuss processes Sending out emails/bulletins, Events, Updating articles