



*Tellico Life Board Meeting
September 6, 2021*

Agenda

- Action Items from Previous Meetings
- Financials
- Feedback from Club Outreach
- TellicoLife Staffing Announcements
- TellicoLife Sustainability Planning – Pooled Resources
- TellicoLife Organizational Structure – 2022
- TellicoLife Sustainability Planning – 2022
- Wrap up

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 **

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

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

- All done

Action Items 6-7-21

- All done

New Action Items 8-2-21

- Recruiting *** Need update during meeting today
 - 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 - done

John will send KC an updated matrix for New Villagers.

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 *** IN PROGRESS***
 - 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

Ken to talk to HOA/Harry about handling money/treasurer function for Tlife

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
- Current Subscriptions:
 - Platinum – 6 (at max)
 - Gold – 3 (no limit)
 - Silver – 19 (no limit)
 - Bronze – 12 (no limit)
 - Blue - 1

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)	
Zoom - 1 year		\$ 163.39
Vistaprint - Rack Cards		\$ 190.20
GoDaddy Webhosting related expenses	\$ 376.08	\$ 131.27
Total Expenses	\$ 8,243.13	\$ 8,989.86
NET INCOME / (EXPENSE)	\$ 316.87	\$ 675.14

Some rack cards dropped of at Welcome center. Where else should we distribute Rack Cards? Put in Kahite, Toqua, Tanasi? Need to get Rack card stands.
 Give to Christy for HOA Orientation.
 Who to contact for NV?

Feedback from Club Outreach

Action Item from August Meeting:

- 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.

Who did we contact?

What did we learn?

This is still open. Ken will resend the list and everyone will contact a few before next meeting.

Ken will contact COPS. COPS should upgrade their processes, the drop box is not sufficiently secure.

Quilters has approached and will perhaps join as Blue.

Three high potential clubs are: Motorcycle club, TBart, and Our Place. California Club is potential. Larry will talk to Our Place (Cynthia Rogers). There is a lot of potential for Our Place.

Marsha will take Motorcycle club and Tbart.

TellicoLife Staffing Announcements

Adrian Kasper is stepping down as HOA event admin. He will continue to support TellicoLife in the background:

- Membership forms
- EventGen software
- Consulting as needed
- 2 New HOA Event admins are needed

Roberta Kasper is stepping down as GSBB admin. She will be available for consulting as needed.

- GSBB admins are in place to take Roberta's place.

TellicoLife Sustainability Planning – Pooled Resources

Goal: Reduce the number of people with access to Tlife backend.

Proposal:

- Event admins
 - Pool event admins for NV, NV Golf, HOA and HOA Golf, TVCUC (if needed)
 - Event Admin Lead will coordinate across all clubs
 - HOA and NV still need to recruit volunteers
 - Work to make processes consistent (waitlists, post-event surveys)
- Content Updates
 - GSBB admins will update content for NV. NV must request changes by sending email to clubs@tellicolife.org
 - Should we add HOA? Other Platinum clubs?
- Need board approval to move forward with implementation

We would like to move forward with working towards common processes. It also will let us better handle peaks of activity. Need to also set realistic expectations.

The goal is to decrease the number of admins that have access to the backend.

Need to have each club have a contact into the shared pool. May need to designate a contact for each club from the pool.

Need to work on the processes.

Need someone on the club side who is responsible for requesting updates. Don't want multiple sources of input from the clubs.

Want to find volunteers who can have greater emphasis on customer service.

Also need a better boarding process for new admins to insure they are better trained.

Board agrees.

TellicoLife Organizational Structure - 2022

New Board – *Job Descriptions Included in packet

- * Marketing/publicity
- * Club retention / recruiting
- * Secretary
- * Platinum Club Representation
- Ops / Admin Lead
- Tellico Life Business Lead

Committees / Teams

- New - * Event admin lead & * event admins (need 5?)
- New - Communications admins (send newsletters & emails)
- Tlife Admins
 - Current – 2 GSBB admins
 - Current – 2 Database admins
 - Current – 2 ASA's

Other Admins

- Membership VP's
- Treasurers

The board is requested to review the job descriptions that were included in the packet and provide feedback..

TellicoLife Sustainability Planning - 2022

Planning for 2022

- Board turnover
 - Board training will be held in early December
- TellicoLife Admins
 - Need to recruit:
 - Club Admins for events
 - TLife Admins for club info management
 - Need to schedule training for November

Wrap Up

- Questions?
- Issues?
- Action items?

Action Items – 9-6-21

- John to send KC an updated NV Matrix of R&R
- Ken to talk to HOA/Harry about handling money/treasurer function for Tlife
- KC to distribute Tellico Life rack cards:
 - Christie Bruns – HOA Orientation
 - Toqua, Tanasi, Kahite?
 - How to get some at NV?
- Ken will resend the 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.
 - Ken will contact COPS. COPS should upgrade their processes, the drop box is not sufficiently secure.
 - Larry will talk to Our Place (Cynthia Rogers).
 - Marsha will take Motorcycle club and Tbart.
- KC to move forward with pooled resources development
- Marsha will take the lead on developing a strategic direction for approaching the POA about taking ownership of TellicoLife.
- The board is requested to provide feedback on the job descriptions that were included in the packet.
- The board is requested to help recruit potential volunteers for the Tlife board positions.