



*Tellico Life Board Meeting  
February 7, 2022*

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Present/Absent:

Suzanne Axt - Here

KC Babb Here

Bruce Dillingham - Here

Lori Dramm - Here

Marsha Keiser - Absent

Pete Kilmartin - Here

Beth Kuberka - Here

Ken Litke - Here

Larry McJunkin - Here

Ginger Tierney- Here

Gary Wheelock – Here

Meeting Minutes respectfully submitted by Ginger M. Tierney, Secretary.

## Agenda

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- Action Items
- TellicoLife Usage
- Financials
- Subscription Status
- Subscriptions
- Publicity
- MOU
- Goals for 2022
- TellicoLife Sustainability Planning – Resources
- Wrap up

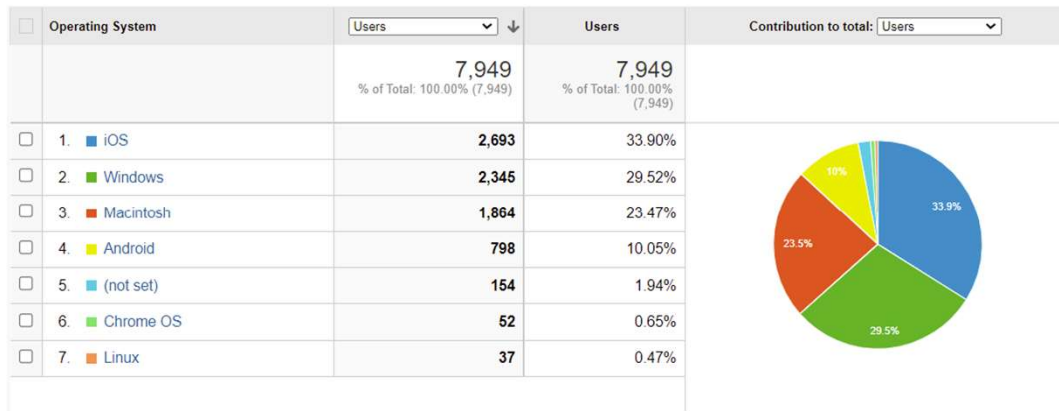
## Current Action Items

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- KC & Suzanne to work on the video
- Ginger to send Kristy the NV list of who has had space at meetings
- Ken has volunteered to help Marsha with strategy work
- KC to contact Harry re: Tlife accounting
- MOU \*\* Update today \*\*
  - KC to update governance to include Secretary and Publicity/Marketing as non-voting members of the board
  - KC to update MOU to add these roles and so the makeup of the board can be modified by a vote of the board.
  - Beth will provide docusign when MOU update is agreed upon
- Admin and Search lists for 2022 (sent with meeting packet) \*\* DONE
- KC will send an email to all admins and search access folks later this month about the privacy policy form \*\* DONE \*\*
- Send gmail email to all people who opted out, make sure they want to be opted out, have they moved, etc. You are missing communications from all of our clubs. Say it is an annual review. If you are remaining opted out, please tell us why. Tell them how to opt back in. KC & Suzanne to create draft
- KC to create 2022 Goals doc
- KC to send out Zoom info for 2022 meetings, starting in February. \*\* DONE \*\*

- New Villager list: Created in Dec. all the clubs in December requesting space at NV meeting. Cross check the list with who are TellicoLife Members and who is in Orgs and Clubs list. Make sure all clubs are on our lists
- Strategy: No update.
- Tlife Accounting: KC waiting a little bit because of clubs moving around in January. She will contact Harry shortly.
- MOU addressed later in this document
- Privacy Policy complete. Most signed it. A couple of HOA and NV EC did not complete. They have been removed.
- OPT out issue. Discussion later in this document. See GOALS page.

## TellicoLife OS (1/1/22-2/4/22)



This is from Google analytics. This issue was raised that most people use their phones and tablets, not their computers. This is looked at from a browser perspective. It shows a little over 40% use devices. We want to pay attention to the fact that a lot of people still using their desktop and not just the phone and I-Pad.

## TellicoLife Usage (1/1/22-2/4/22)

Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances
	76,775 % of Total: 100.00% (76,775)	51,879 % of Total: 100.00% (51,879)	00:01:01 Avg for View: 00:01:01 (0.00%)	14,446 % of Total: 100.00% (14,446)
1. TellicoLife	18,863 (24.57%)	7,946 (15.32%)	00:00:55	3,423 (23.70%)
2. Event Calendar	13,796 (17.97%)	9,443 (18.20%)	00:00:32	1,182 (8.18%)
3. Tellico Village Life - Home	8,953 (11.66%)	6,178 (11.91%)	00:00:58	3,337 (23.10%)
4. Event List	5,477 (7.13%)	3,833 (7.39%)	00:00:44	998 (6.91%)
5. Village Directory	1,684 (2.19%)	1,242 (2.39%)	00:01:53	297 (2.06%)
6. New Villagers Golf	1,097 (1.43%)	689 (1.33%)	00:03:45	446 (3.09%)
7. Member Profile	952 (1.24%)	721 (1.39%)	00:01:02	4 (0.03%)
8. HOA SINGO	735 (0.96%)	616 (1.19%)	00:01:10	48 (0.33%)
9. New Villagers	601 (0.78%)	487 (0.94%)	00:01:44	128 (0.89%)
10. HOA HomeOwners Association	582 (0.76%)	461 (0.89%)	00:01:43	134 (0.93%)
11. Search	578 (0.75%)	496 (0.96%)	00:00:39	17 (0.12%)
12. New Resident Guide	515 (0.67%)	394 (0.76%)	00:01:11	89 (0.62%)
13. My Memberships	506 (0.66%)	391 (0.75%)	00:00:58	26 (0.18%)
14. NV February Social	493 (0.64%)	438 (0.84%)	00:01:38	67 (0.46%)
15. TVPOA Recreation Department	466 (0.61%)	391 (0.75%)	00:03:02	259 (1.79%)

This shows people use Tellico Life primarily for the Calendar and Events but there are several clubs who use it more heavily. (The Board received a spreadsheet in conjunction with this slide that showed the results of the entire query.)  
Numbers are just for January.

Most people use TellicoLife for Calendar Events  
Wine Clubs and Rover Run have many hits on their pages.  
One thought, the numbers could be skewed due to clubs having links to CLUB owned web sites.

This is good data but how do we decipher it?

**What this does tell us, is that people are using TellicoLife.**

No Action Required, but we might use this data for Marketing in the future. Especially if we compare number of hits to how many members a club has.

# Financials

## TellicoLife Financial Worksheet - 2022

Organization	2021 FINAL	2022 Forecast	2022 Payments
Actual/Forecast Income	\$ 9,665	\$ 9,810	\$ 9,630

- Full Worksheet included in meeting packet
- All invoices have been sent – 2 outstanding
- Current Subscriptions (43):
  - Platinum – 6 (at max)
  - Gold – 3 (no limit)
  - Silver – 16 (no limit)
  - Bronze – 14 (no limit)
  - Blue - 4

Net Income/Expenses			
	2020	2021	2022 Forecast
<b>INCOME</b>			
Subscription Income	\$ 8,560.00	\$ 9,665.00	\$ 9,810.00
<b>EXPENSES</b>			
MemberClicks January Invoice	\$ 7,491.00	\$ 8,505.00	\$ 8,930.25
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	\$ 163.39
Vistaprint - Rack Cards		\$ 190.20	
GoDaddy Webhosting related expenses	\$ 376.08	\$ 131.27	\$ 131.27
<b>Total Expenses</b>	<b>\$ 8,243.13</b>	<b>\$ 8,989.86</b>	<b>\$ 9,224.91</b>
<b>NET INCOME / (EXPENSE)</b>	<b>\$ 316.87</b>	<b>\$ 675.14</b>	<b>\$ 585.09</b>

Forecast for 2022 has come down a little bit. We have 2 outstanding invoices because clubs changed their subscription level. Expect to see checks any day now.

Anticipate expenses to be steady with 2021.

We have over 100 clubs on our “Clubs and Organizations” , so there is opportunity to have more clubs join TellicoLife.

## Subscription Status

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### New

- T-Bart added as Silver
- Top Notes added as Bronze
- Village Quilters added as Blue

### Changes

- Rotary Club upgrade from Bronze to Silver
- Community Church down to Bronze from Gold
- TVTC (Tennis) down to Bronze from Silver
- St. Thomas down to Blue from Bronze

Additional information:

Two clubs dropped at the beginning of the year:

Soggy Bottoms Kayakers

Conservative Club

Reason for Drops:

Kayakers needed a different method of communicating to their members. Problem with e-list – moderator can not add or delete.

Conservative Club is now a 501C3 with a Board. They are taking a hard look at their advertising dollars at this time.

As an aside: The Tennis Club stopped using E-List for the same reason.

Every year we have a couple clubs added and a couple of clubs drop.

## Subscriptions

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- Do the current subscription levels meet the club needs?
  - Our Place is Blue, but needs 4 calendar entries. Should we increase Blue to 4?
  - Bronze Level only has 3 entries, should it be 6?
- We have 2 queries about Platinum level
  - They want membership management, events, credit cards & checks
  - Currently capped at 6 due to resource constraints
  - Should we entertain increasing the limit?

Our Place triggered the discussion of more events for Blue. They needed 2 more calendar entries. We've been charging \$15 for extra calendar entries. Two more would cause them to pay the same amount as Bronze. Question: Do we think that these two levels need to change number of calendar items?

Most folks agreed with Blue having 4 calendar entries per year (1 per quarter)

And Bronze have 6 calendar per year.

Ken Litke: Motion to approve 4 calendar events for Blue and 6 Events for Bronze, per year.

Larry McJunkin: Seconded

No opposed. Motion carried.

**ACTION ITEM:** Change subscription documentation for Blue and Bronze level.

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We've had two queries about Platinum Level, from Pickelball and WATeR.

Want to be Platinum to manage membership, take credit cards. WATeR also want to use Event Registration.

Willing to have further conversation with both clubs. Lori Dramm will speak with Pickelball. WATeR is having a rework of their organization. They want to speak to Marcia. We believe these clubs would be a value.

Concern is training Admins and having them stay with us.



## Publicity

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Rack card distribution update

TellicoLife video update

Marketing: Rack cards have been distributed to Tanasi, Chota, The Welcome Center and the Library. We have some left, no need to purchase more.

Marketing: Reached out to TVN regarding making videos. They asked us to hold off until March because they are trying to consolidate what they are working on.

TVN is working on how to consolidate what information the New Residents get, because we have New Resident information in several sources.

## MOU

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Requesting final approval today

- Updated governance to include Secretary and Publicity/Marketing as non-voting members of the board
  - Updated MOU so the makeup of the board can be modified by a vote of the board.
  - Updated definition of quorum to be 2/3 of voting members
- Beth will provide docusign when MOU update is agreed upon

Vote: To approve the latest Memorandum of Understanding

Ken Litke: Motion to approve MOU as attached with the email sent Feb. 5, 2022 that came with this agenda

Pete Kilmartin : Seconded

No opposed

Motion Carries

Action Item: KC will finalize the document and send it to Beth. Beth will create a DocuSign and send it to the Board Members.

## Goals for 2022

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What are the key things we would like to see accomplished in 2022?

- Increase number of residents who are members
- Reduce number of residents who opt out of TLife communications
- Increase number of clubs/organizations
- Reduce number of Club admins and consolidate roles
- Increase involvement with POA

KC added a note at the bottom of TellicoLife Communications to let people know that if they Unsubscribe from this communication, they are Opting out of ALL Communications. She will send this wording to TCUC and VP of Communications. Please add at the bottom of any communication sent out.

Discussion sending an email to the folks who had OPTED out of Global notification. KC send the board a draft. Feedback to the draft: There was some concern that people might feel we were harassing them for not being part of Tlife email list... Several board members felt that we should send an email that ask the members Opted Out if they really meant to unsubscribe for all clubs. Tell them if they really meant to OptOut that they do not need to do anything. Focus only on the accidental OPTOut with NO marketing information in it. KC will rework the wording of an email and send it out for comment.

Discussion regarding whether booth space at HOA and NV to answer questions would help with registration and events. There is a table at each HOA event. Felt Booth space at NV was not that much of a value. People have problems signing up.

Decision was to put more Help information prominently on Tellicolife front page, color change where the Category Links are now. Short segment videos on how to sign up may help. TCUC will send an email to members specifically asking for admin help.

## TellicoLife Sustainability Planning – Resources

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Goal: Consolidate functions and # of admins needed.

What functions should be done by Platinum clubs and which ones can be pooled?

- Event admins – Develop common processes
  - Event process re-engineering – Survey sent out, waiting for responses
- Content Updates
  - GSBB admins will update content for NV.
  - TTF events and content will be updated by TLife core admins
  - Updates and changes are requested by sending email to [clubs@tellicolife.org](mailto:clubs@tellicolife.org).
- Communications
  - Should we consolidate the sending of contact center emails? Centralize the function to basic email formatting, profile search, and send.

Survey was sent last week to the 70 folks with some exposure to the Event Processes. Asking what works well, what needs improvement, what needs to be reworked. Half of the people returned responses. This will help us work towards a common set of processes for Event Management on TellicoLife. KC will leave the survey open a few more days and then review the results. Then set up a couple of reengineering meetings. These are the first steps to getting a pool of event management resources.

Content Update: We are starting to move towards a pool for Content Updates because the folks who traditionally updated content for GSBB clubs are now updating content for NV and TTF.

Possible to consolidate Contact Center emails. It is possible 1-2 people could do this.

To Recap: There are 3 potential areas for consolidation and streamlining in 2022

- 1) Event Management
- 2) Content Management
- 3) Contact Center emails.

## Wrap Up

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- Questions?
- Issues?
- Action items?

No further questions or issues were discussed. See Action Items on the next two pages.

## Action Items – page 1 of 2

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- KC & Suzanne to work on the video. TVN asked to wait until March.
- Ginger needs the list of NV clubs requesting space list, for cross checking with the Clubs in Tellicolife. Kristy is best person for cross checking.
- Ken has volunteered to help Marsha with strategy work
- KC to contact Harry re: Tlife accounting
- Change subscription documentation for Blue and Bronze level to reflect 4 calendar entries for Blue and 6 for Bronze.
- Lori Dramm to speak with Pickelball about what it takes to be Platinum.
- Finalize MOU: KC will finalize the document and send it to Beth. Beth will create a DocuSign and send it to the Board Members.

## Action Items – page 2 of 2

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- KC to send wording to TCUC and VP of Communications letting people know that if they Unsubscribe from one club, they are Unsubscribing from all clubs.
- KC to rework the memo asking members if they accidentally Unsubscribed from all the email lists on Tellicolife.org. She will send the draft to the Board for review.
- TCUC will send out an email to the club asking for Admin Help
- KC: Help Information for Registration and Event Registration to be more prominently displayed on Home Page. Put it where the Category Links are now and make it a color change. May need Introductory information to the User Help section
- KC: Get results of Event Management Survey and review results with an eye towards Process review.

## TellicoLife.org Board Meeting Minutes

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This ends the meeting minutes for the TellicoLife.org Board Meeting which started at 9:00am on February 7, 2022