



*Tellico Life Board Meeting  
October 3, 2022*

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Present/Absent:

KC Babb – Present

Bob Bilodeau – Present

Bruce Dillingham - Present

Lori Damm – Absent

Marsha Keiser - Absent

Beth Kuberka - Present

Ken Litke – Present

Larry McJunkin – Present

John Massel - Absent

Ginger Tierney - Present

Meeting Started at 9:01am

Meeting Ended at 10:17am

## Agenda

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- Action Items
- Financials
- GSBB Clubs Update
- Publicity
- TellicoLife Strategy and Focus for 2023
- TLife Leadership Change – Proposal
- Planning for 2023
- Wrap up

## Action Items

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- Marcia to get status update from Marty on POA reaction to strategy \*\*\*  
Done, working thru Beth
- KC to go ahead and rework the membership forms. \*\*\* Done
- Redo Tlife Videos for:
  - How to Join
  - How to Sign-on
  - How to Update your profile

No comments

## Action Items

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No comments

# Financials

## TellicoLife Financial Worksheet - 2022

Organization	2021 FINAL	2022 Forecast	2022 Payments
Actual/Forecast Income	\$ 9,545	\$ 10,208	\$ 10,208

- Full Worksheet included in meeting packet
- All invoices have been paid
- New Clubs:
  - 100 Women Who Care
  - Bocce Ball
  - Little T-Squares
- Current Subscriptions (51):
  - Platinum – 6 (at max)
  - Gold – 3 (no limit)
  - Silver – 20 (no limit)
  - Bronze – 16 (no limit)
  - Blue – 6 (no limit)

Net Income/Expenses	2020	2021	2022 Forecast
<b>INCOME</b>			
Subscription Income	\$ 8,560.00	\$ 9,665.00	\$ 10,207.50
<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	\$ 149.40
GoDaddy Webhosting related expenses	\$ 376.08	\$ 131.27	\$ 192.96
<b>Total Expenses</b>	<b>\$ 8,243.13</b>	<b>\$ 8,989.86</b>	<b>\$ 9,436.00</b>
<b>NET INCOME / (EXPENSE)</b>	<b>\$ 316.87</b>	<b>\$ 675.14</b>	<b>\$ 771.50</b>

Ken asked if we anticipate any monies going into reserve.

KC stated that there is approx. \$2,000 in the reserve as of the end of this year.

## GSBB Clubs Update

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### **Financial Year Processing:**

- Email requesting that clubs tell us of their participation next year and verifying contact information went out 9/15/22. Requested that they respond by 9/30/22. To Date:
- 50% have responded
- 1 club responded with a “No” (Top Notes)

### **100 Women Who Care:**

- Joined at the Blue level and are up and running.

### **Bocce:**

- Joining at the Bronze Level. Plan is to make them live in early October. Discussed various options available on 9/27/22 with Teena Risley.

### **Event and Web Page Change Processing**

- Event processing is running about normal.
- After the “Commitment Request” went out, we received several changes to web pages. Ginger is giving Kristy all the “normal” tasks and is updating web pages.

KC: Is there a Bocce Court

Ken: No, they are forming the club, and are discussing with recreation.

Ginger: We had several changes to the contacts for invoicing in December.

In October, we need to send out a reminder to those who have not responded.

GMT to Do: Remind KC when we want to send out the reminder

## Publicity

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- TellicoLife video update
  - Scripts rewritten for 'How to Join' and 'How to Update Profile'.
  - Documents sent in August.
  - Videos will *hopefully* be done in October

KC; Suzanne is not going to continue with helping with the recording.

TO DO: KC may have to record the videos herself. Probably using ZOOM.

## TellicoLife Strategy and Focus for 2023

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- Strategy
  - Presented during July 20 board meeting.
  - TellicoLife features to be included in requirements for new POA system(s). Beth Kuberka is leading this effort.
- Tactical Focus for 2023
  - Maintain Status Quo?
  - Work on push for adding more clubs?
  - Make Calendar available to more clubs?
- Goals for 2023

Beth is looking at all 200 clubs and what would be the workload if they did not have to pay. What is the max load. What is the time and effort. How many people do they currently have. Beth: Looking at new software for POA web site. The TellicoLife frame work is also a piece of the puzzle. We are not ready to finalize requirements until discussions with the new CEO and new CFO come up to speed.

Beth looked at "The Villages" site. It is just a calendar with no sign up, or other functions.

Discussion:

- Should Tellicolife move forward independently from the POA movement?
- About a year and a half ago Tellicolife board looked for other software and did not find anything better than Memberclicks.
- What events do we want on the calendar? Every event, or does that make it too busy?
- One of the problems we are trying to solve, is that we are running with all volunteers.

Agreed:

- We are all on the same page with what is needed from an individual property owner view
- For 2023 we will work on more tactical issues.
- Looking for a more consolidated communication stream of all communications.
- We need more discussion on whether or not we open it up to all clubs for free.

TO DO:

KC/Beth/Ginger/Lindsey will set up time to go over what Beth's team could do for the GSBB clubs.  
KC: Document how we would change the admin rights to cover the various roles  
KC/Ginger/Adrien: Discussion, could we develop a form that would load an event for the user.  
Need to develop a requirements document for either approaching Personify-MemberClicks or for looking at other offerings.





## TLife Leadership Change – Proposal

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Current job of HOA VP of Technology is a lot for one person

Have proposed splitting into 3 distinct roles:

- HOA VP Technology – focus on needs of HOA & HOA Board
- TellicoLife Business Lead – focus on the strategy, business, financials, recruiting new clubs, etc.
- TellicoLife Operational Lead – focus on TellicoLife technology, admins, club administration

However, no candidates for the Business Lead have been identified, so we propose we combine the 2 TellicoLife roles for now.

The proposal included the idea that both the HOA VP of Technology and the TellicoLife Business lead be HOA Board positions. Is this really necessary?

All 4 descriptions included in meeting packet.

KC: Question to the Board. Are you in agreement that we can go forward with splitting the roles?

TO DO:

KC: Will talk to Mark Pantley after the Orientation and show the suggestion of splitting the VP of Technology from Tellicolife.

## Planning for 2023

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- Tlife Board representation
  - New board members should be invited to remaining 2022 meetings
- Tlife Leadership
  - ???
- Training for 2023
  - New members of HOA, NV & TVCUC boards
  - Request to schedule BEFORE the new boards are seated if possible
  - Separate training needed for any new treasurers
- Privacy Policy Forms will be online again for 2023. All NEW users will need to submit one. Info will be sent out in December
  - All new HOA and NV Event Coordinators and Board Members will need to complete the form.

TVCUC will have 3 new board members.

Larry: Feels the boards need to be updated more frequently.

Ginger: Clarify that the term New Users in this slide means the Admins and Event Coordinators.

TODO: KC will contact the various boards (HOA, NV, TCUC) and set up time for review, responsibilities with regard to Tellicolife.org.

## Wrap Up

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- Questions?
- Issues?
- Action items?

## Action Items

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- Ginger to send KC a reminder of when we want to send the 2<sup>nd</sup> communication to clubs that have not responded their intention to stay with Tellicolife.org in 2023
- KC: Make sure Help videos get recorded.
- KC/Beth/Ginger/Lindsey will set up time to go over the back-end administration of Memberclicks and what Beth's team could do for the GSBB clubs.
- KC: Document how we would change the admin rights to cover the various roles
- KC/Ginger: Determine if could we develop a form that would load a simple event for the end-user.
- KC: Will talk to Mark Pantley after the Orientation and show the suggestion of splitting the VP of Technology from Tellicolife Lead.
- KC will contact the various boards (HOA, NV, TCUC) and set up time for review, responsibilities with regard to Tellicolife.org.
- Start to develop a list of requirements that could be used for discussion with Personify-MemberClicks or other software vendors.

No comments