



*Tellico Life Board Meeting
June 6, 2022*

Present/Absent:

SuZanne Axt - Absent

KC Babb - Present

Bruce Dillingham Present

Lori Dramm - Absent

Marsha Keiser - Present

Beth Kuberka - Present

Ken Litke - Absent

Larry McJunkin - Present

Ginger Tierney - Present

Gary Wheelock – Absent

Bob Bilodeau – Present

Kay Condon – Present for Gary Wheelock

Meeting Started at 9:00am

Meeting Ended at 9:47am

Respectfully submitted by Ginger M. Tierney, Secretary

Agenda

- Action Items
- Financials
- Tlife Board Changes
- GSBB Clubs Update
- Publicity
- TellicoLife Strategy
- Wrap up

Agenda was changed to have Tellicolife Strategy go before Publicity.

Action Items

- The new New Villagers logo to be put on rack cards, web pages and events. * Done
- Gary to get the logo to KC. * Done
- KC: QR code to go on the rack card. * QR Code done
- KC to provide Google Analytics about success of TellicoLife for Long-Term Strategy * Done
- KC to provide updated information the Volunteer page of Long-Term Strategy *
- Done
- Marcia will update the Strategy slides based on the conversation. *done

Tlife Board Changes

- Gary Wheelock is moving to Chattanooga and stepping down as NV President. Replacement TBD
- Suzanne Axt is stepping down as Publicity chair
- Bob Bilodeau is stepping in as Assistant VP of Technology for HOA to help with TellicoLife

Bob Bilodeau was welcomed to the TellicoLife BOD.

Financials

TellicoLife Financial Worksheet - 2022

Organization	2021 FINAL	2022 Forecast	2022 Payments
Actual/Forecast Income	\$ 9,665	\$ 10,168	\$ 10,168

INCOME			
Subscription Income	\$ 8,560.00	\$ 9,665.00	\$ 10,167.50
EXPENSES			
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
			2022 Rack cards + banner
			2022 2 yr renewal
Total Expenses	\$ 8,243.13	\$ 8,989.86	\$ 9,436.00
NET INCOME / (EXPENSE)	\$ 316.87	\$ 675.14	\$ 731.50

- Full Worksheet included in meeting packet
- All but one invoice has been paid
- Current Subscriptions (48):
 - Platinum – 6 (at max)
 - Gold – 3 (no limit)
 - Silver – 20 (no limit)
 - Bronze – 14 (no limit)
 - Blue – 5

Additional information was that all invoices have been paid.

GSBB Clubs Update

Firearms Training and Event Group:

- Invoice #32840 for Silver Subscription was sent for May through December. Received Check on 4/27/22. Received a lovely logo in Rectangle format 5/18/22. Asked if they could provide one that is squarer as well. Recurring events added to the calendar. Still waiting on copy for Web page.

Bluebird Society:

- Valley Chapter of the TN Bluebird Society is set up and running as a Blue subscription on Home page and with 1 event. Prorated at \$17.50 for 2022.

Normal Event Processing

- Very light in May.

Brings the total current subscriptions to 48.

Publicity

- TellicoLife video update.
 - Please review the two new videos:
 - <https://vimeo.com/709848281/9b62c394e3>
 - <https://vimeo.com/709849224/72c5c04efd>
 - These are temporary links. Once the final versions are completed, we'll provide you permanent links.
- We participated in Tellico Village Community Day on 5/13
 - Very light turnout

TellicoLife Video update:

We watched both videos. Agreement that the videos are great but we can improve them.. Ginger reminded the board that the video was made on a computer in full screen; it will look different on a tablet or i-Pad because the quick links move to the bottom of the page. The biggest issue is getting folks to understand the need for a Household and Individual signups. Incorporating a chart explaining Household versus individual at the start is a good idea if possible. KC will compile the suggestions and get with SuZanne.

Tellico Village Community Day:

The suggestion was made that events of this nature might be better attended if we put it on TellicoLife as an event and on the Banner.

TellicoLife Strategy

Charts included in separate file. Scheduled for POA Board meeting executive session on 6/15

Marcia showed the TellicoLife Strategy deck which was edited after discussions with Marty Inkrott, President POA Board. A couple of small edits to the deck were discussed. Strategy will be placed on the Executive Board Agenda for June 15th. Marcia will present it to the Executive Board of the POA at that time.

Wrap Up

- Questions?
- Issues?
- Action items?

No questions or issues were posed.

Action Items

- There will be NO meeting in July due to it falling on July 4th
- Marcia will present the Tellicolife Longterm Strategy to the Executive Session of the POA BOD on June 15th
- KC will collect the suggestions regarding the help videos; including expanding the understanding of Household vs Individual, and discuss with SuZanne.