



*Tellico Life Board Meeting
August 1, 2022*

Present/Absent:

KC Babb – Present

Bob Bilodeau – Present

Bruce Dillingham Present

Lori Damm – Absent

Marsha Keiser - Present

Beth Kuberka - Absent

Ken Litke – Present

Larry McJunkin – Present

John Massel - Present

Ginger Tierney - Absent

Meeting Started at 9:00am

Meeting Ended at 9:30am

Agenda

- Action Items
- Financials
- Tlife Board Changes
- GSBB Clubs Update
- Publicity
- TellicoLife Strategy
- Changes to Club Membership Forms
- Planning for 2023
- Wrap up

Action Items

- Marcia will present the Tellicolife Long term Strategy to the Executive Session of the POA BOD on June 15. *** Rescheduled to July 20. Update today.
- KC will collect the suggestions regarding the help videos; including expanding the understanding of Household vs Individual, and discuss with SuZanne. *** Done. Update later in agenda.

Tlife Board Changes

- John Massel is the new President of New Villagers and is joining the Tlife board.

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 invoices have been paid
- Current Subscriptions (48):
 - Platinum – 6 (at max)
 - Gold – 3 (no limit)
 - Silver – 20 (no limit)
 - Bronze – 14 (no limit)
 - Blue – 5

No change from June.

GSBB Clubs Update

Telli-GO:

- Will on board in August at the BRONZE level. This is a club for people interested in travelling together.

Normal Event Processing

- Very light

Activity can be seasonal

Publicity

- TellicoLife video update
- Scripts rewritten for 'How to Join' and 'How to Update Profile'.
- Documents attached to meeting materials.
- TVN will not reshoot the videos, so we will do it without them.

TVN doesn't want to reshoot because Tlife may come under communications.
Bob attended TVN meeting, they may not understand the current situation.

We hope Suzanne will reshoot for us. Using TVN may over complicate it. We can do this with Zoom and record. We should make sure we have a 1080 camera.

TellicoLife Strategy

Charts included in separate file. Presented during July 20 board meeting.

Encourage Tlife board to go watch the POA board meeting.

Marcia: We were able to make the case that Tlife should be part of the POA comprehensive online solution. No decision was requested, so we hope they will discuss offline. Probably 2 camps: one is what we are doing is fine. Second camp is let's take a strategic look and recognize the social fabric is a key part of Tellico Village lifestyle. So, strategy vs status quo.

Homeowners are confused because there are too many information sources. If status quo prevails, how can we mobilize the homeowners' voice, via survey or whatever.

KC: Concern that the number of communication vehicles is proliferating: HOA Newsletter and NV Newsletter both have events that are not part of their clubs. Tell-e-gram lists more and more events, where there is no other place to find out about those events. If nothing else the communications strategy should be looked at to try and simplify the communication and get more of these events on to the calendar.

We want to wait on the strategy, but if they say no, then we should look at how to tackle this. Having all of these sources undermines TellicoLife.

3 positions on POA board are up for election this year, plus there will be a new GM.

We hope to hear more from Marty soon.

Changes to Club Membership Forms

TellicoLife Membership signup will be separated from Club membership forms.

- Currently, when someone joins New Villagers, HOA or TVCUC, they have the ability to first sign up for TellicoLife if they are not TellicoLife members.
- We are going to remove this option. Instead, people will be required to sign up for TellicoLife first, then they will be able to join one of the clubs.
- This will make it clearer to people that TellicoLife is the base system that all the other clubs ride on.
- It will also make it easier to maintain the TellicoLife registration, as there will only be one place to edit.

When should we make this change? Should we wait until fall membership drives?

We need a pictorial of how it all fits together...like a flowchart. Also take a look at the New Resident Guide.

Do whenever it is convenient. KC will update the TellicoLife membership form.

Planning for 2023

- Board representation
- TLife Leadership
- Training for 2023

Who will be back for 2023?

NV will be new in December

TVCUC questionable

Rover Run – Bruce will continue

HOA ?

Once we know the composition, we will do training for the new Tellico Life board, as well as New Villagers board. NV should have nominations by end of October.

KC and Bob will work on how to get Bob more involved.. KC does not intend to stay on as HOA VP of Technology for 2023.

New Action Items

- Marcia to get status update from Marty on POA reaction to strategy
- KC to go ahead and rework the membership forms.

Wrap Up

- Questions?
- Issues?
- Action items?

No questions or issues were posed.