

National Association of Benefits and Health Professionals
Treasure Valley Chapter
Board of Trustees Meeting Minutes
November 21, 2024
ZOOM

BOARD MEMBERS PRESENT: Marcia Benton, Doug Fry, Knute Kleven, Joe Morgan, Lisa Wilson, Stephanie Hartruff, Isaac Skelton, Amity Harrison, Maya Moser, Samantha Venable Harjo and Sebrina Chevalier-Koehler

GUEST PRESENT: None.

BOARD MEMBERS EXCUSED: Daniel Skelton, Claudia Callahan, Michelle Taylor, CarrieAnne Kowalczyk, Kim Pennington, Alex Kane, and Kelcy Mann.

BOARD MEMBERS ABSENT:

Meeting called to order at 1:34 p.m.

Roll call

1. President's Report (Marcia Benton – President)
 - a. Review of Antitrust Statement
 - b. Approval of October 17, 2024, Board Meeting Minutes
Doug Fry made a motion to approve the October 17, 2024, Board Meeting Minutes. Joe Morgan seconded the motion. Motion passed, unanimous vote.
 - c. Discussion and Approval of 2024-2025 Goals
Tabled to the December Board meeting.
 - d. NABIP-TV Sponsorships Committee- Updates?
Sponsorship packages are very slowly coming along. Have diamond sold. Regence requested Diamond package but was already sold to St. Luke's. Macia offered Regence a Ruby and asked to sponsor Christmas event. SelectHealth has agreed to be Garnet. PacificSoure is still working to make decisions. Schedule emails to send out in December to circle back to carries/prospective sponsors. Mtn. Health COOP has approval to be a sponsor.
 - e. Scheduling Happy Hour, a Membership Drive and Membership Benefits Lunch
 - i. Happy Hour:
Take an opportunity to get to know each other more. Marcia would like to offer to our members a regular no-host happy hour. Set up a situation where we'll arrange it with a particular location for members to attend and socialize and help each other grow. Marcia would like to start them in January. Move to different locations around the treasure valley. Possibly hold them quarterly?
 - ii. Membership Drive
Newly Licensed List - Start working through the list in January and doing a membership drive.
 - iii. Membership Benefits Lunch
Benefits of NABIP and to attend a lunch and learn all about NABIP. Possibly hold a lunch in February.
 - f. Buy Idaho Show - February 27th at State Capitol Rotunda
Have a booth as an organization? Legislators are in attendance. What agents can do for you. Board is onboard to have a booth. Thursday after Cap Conference, biggest challenge. Samantha and Lisa stated they could help man the board and help organize. Keep it neutral by having NABIP-TV business cards printed with QR Code to hand out at the event. Marcia will check with her contact about cost to get business cards printed. Add to December Board Meeting Agenda. Create a committee.
 - g. Budget Committee - Meeting after AEP to discuss moving to a calendar year budget.
Forming a committee after open enrollment to discuss pros and cons of changing our budget from running from July 1st through June 30th to January 1st to December 31st. Committee members: Marica, Daniel, Doug, Sebrina. Anyone else interested in joining the committee? Joe will join. Marcia will need to check the Bylaws to see if there is anything to prevent us from changing it. At Strategic Planning we would be six months ahead instead of six months behind. Proposal to shorten the budget this year. Would need to be changed in the Bylaws. Table to the November Board Meeting.
 - h. Working on live doc with Microsoft and Google
Helps with transparency. Getting documents uploaded to Microsoft and Google Drive. Some board members will be able to have access to those.

- i. Day on the Hill – February 4th
The state is trying something different this year. The event will be held from 9:00 a.m. to Noon, with CE's in the morning and then lunch at the Capitol instead of dinner.
 - j. Cap Conference – February 23rd – 26th.
Early bird registration until December 9th
Who would like to attend?
 - k. November 2024 Membership Meeting
 - Topic: Understanding when and if your clients are eligible for Medicaid, including dual eligibility!
 - Sponsor(s): Legacy Navigation
 - CEs Offered: 1
 - Attendees: 20 (Reviewed Monthly Meeting Report)
 - Marcia announced the following:
Upcoming Meetings: Thursday, December 19th– Annual Charity Christmas Auction at Maddie's Wine & Whiskey in Meridian, Idaho.
2. Secretary Report (Doug Fry)
- a. Education Foundation
 - No new report at this time.
 - b. Health Insurance Awareness Day 2025
 - February 6, 2025 – moving along and right where it needs to be for now.
4. Chair Reports
- a. Treasurer's Report / Finance / Budget (Daniel Skelton, Treasurer; Marcia Benton, Co-Chair)
 - Profit and Loss Statement for July through September 2024
 - i. No new report at this time.
 - Reviewed Income from Monthly Membership Meetings.
 - 2024-2025 Budget Review and Approval
 - i. This was tabled to the January Board Meeting.
 - b. Professional Development Update (Alex Kane and Kelcy Mann, Prof. Dev. Co-Chairs)
 - SurveyMonkey – Are we tabling the member feedback for speakers? We were hoping that feedback from that would lead to new leads for speakers?
 - Locations: Need to start booking meeting rooms out now and getting them on the calendar, as well as Fall Forum. St. Alphonsus wants to be in the mix. Every third month? St. Luke's, PacificSource and Saint Alphonsus. Need to confirm where the Fall Forum will be held and then schedule other meetings around that date. Plan first three months and then circle back.
 - Update on speakers and sponsors:
December – Christmas Auction
January – Peyton is unable to speak. Marcia stated that she has some speaker options that are in relation to Day on the Hill that she can reach out to. Was that done? We have a backup speaker that we are happy to tap into if anything falls through, but we need to start planning even the back up soon.
 - a. Location: St. Al's
February Meeting- TBD, but location will be St. Luke's Plaza
March Meeting- TBD, but location will be PacificSource
 - A speaker reached out to us seeking to speak to our audience.
 - 1. He asked to be virtual so that he could reach a "larger audience of ours"
 - 2. We have discussed not offering virtual to member meetings.
 - 3. Should we ask him to see if he wants to speak at our Sept Forum or pass him to state Forum planners?
 - 4. Info: Jon Hager, NABIP member in No. Nevada. Topic: Association Health Plans
 - 5. Need Sponsor- do we have an updated State Sponsorship list that we can tap into for sponsors?
 - c. Legislative Update (CarrieAnne Kowalczyk, Legislative Chair and Stephanie Hartruff, Co-Chair)
 - Report on state legislative call – CarrieAnne wasn't in attendance, but emailed in the following updates:
 - a. The November update from our lobbyist: they are asking for a meeting to be set up to go over things and come up with a strategy.

- b. I did send an email out to the State, Chapter legislative chairs and to the Presidents asking when the meetings are going to be. I am not sure who sets that up, but my guess is it will be Phaedra? I am waiting for a response to that.
- c. For DC next year. Please keep this a private invite for Idaho people that I am looking at a discount for us. Many of us chose to stay at Airbnb's or at other locations to save money and it just so happens that 10 of us stayed at YOTEL last year to save money. I don't want to cause trouble at the venue where they want us to stay if they find out that we have a discount code at the place across the street. If we can get a consensus on the dates most people will be there, I can work out a discount for those dates. I know some people will come early; others will stay late. Conference is February 23-26th. I would like to get a day before and a day after. Why not get all the discounts we can. It will be under an individual's name not anything to do with NABIP, we pay for the 10 rooms if they get used or not so I would like to get a solid yes to that before we do this.
 - i. YOTEL said that if we get 10 rooms Feb 22-28th. I just gave some dates, and I was not sure what dates most people would choose.
 - ii. The current price for these rooms is Standard king \$183 (excluding tax and fees) If the dates change from Feb 23rd to March 1st. The room rate is lower \$ 174.
 - iii. The discount they are offering is pretty nice.
 - iv. Additional Fee \$35 per night incl tax. Included in fee are \$10 Food & Beverage Credit, complimentary coffee, tea and water, access to Deck 11 rooftop pool, local discounts, Wi-Fi, calls and streaming.
- d. Membership Recruitment and Membership Experience Chair Update (Knut Klevan/Claudia Callahan-Co-Chairs)
 - Started with 145, added 14, ranked 6. At 9.66% on growth rate. Eight members were added in the last year. Idaho is largest membership in Region 7.
 - Next New Member Orientation/Value of Membership Meeting is 1/7/25 at 1 pm. Zoom info is on NABIPTV.org under events, or email Knute for more info.
- e. Diversity, Equality, Inclusion & Belonging (Maya Moser and Sam Venable Harjo – Co-Chairs)
 - Survey – working on QR Code and survey monthly meeting.
 - Bruce Obenoskey/Kristin Tracy from Blue Cross of Idaho are willing to come to a future meeting to discuss DSNP populations.
 - Samantha asked if anyone had requests for DEIB subjects to be more inclusive of group brokers, but no current requests were made.
 - Samantha and Maya are working with Professional Development to schedule speakers for future meetings, and Marcia wants to be included in that ongoing conversation.
- f. Marketing and Communications Update (Joe Morgan and Lisa Wilson, Co-Chairs)
 - Social Media Releases – Updates/postings to NABIP-TV Facebook page, LinkedIn Program; Twitter (Buffer)
 - Letters to the Editor (5); Op-ed articles – Lisa will be working on these.
 - Status on Social Media Posts (40) – Jane Fry has volunteered to start helping with the social media posts.
 - Press Releases - Lisa
 - Golf Tournament – ICSH – Lisa will write up a Press Release once check is delivered.
 - Fall Forum – Lisa wrote up newsletter for Fall Forum, but never saw it go out. Did it get sent out or was it just on the website? Joe stated that when he posts them on the website, he does send out a notification through the website that something was posted to the website. Marcia and Sebrina will work on adding to it and get it emailed out to membership. Include Fall Forum and Christmas Meeting.
 - Info from NABIP National
 - Update NABIP-TV and NABIP-Idaho Website - Strategic Plans, Awards. Joe is still needing a new President's message from Marcia.
 - Problem with members not showing up in the Members List section of our website. Joe and Sebrina will work to figure out how to get that fixed.
 - Newsletter – send something out quarterly via email, other months just website. Also, put newsletter on the PowerPoint presentation at monthly membership meetings. Lisa is doing quarterly newsletters. Stephanie is doing the other months. Get points for 12 newsletters per year.

- g. Membership Recognition Chair (Stephanie Hartruff, Marketing Recog. Chair)
 - Awards Status Updates
 - i. High percentage of our board has met the 12x12 or \$150. Goal is that all board members contribute so that we can hit the Platinum Chapter Goal.
 - ii. NABIP Officer Trainings
No new updated reports at this time.
 - h. Community Service (Michelle Taylor, Community Service Chair; Kim Pennington – Co-Chair)
 - 2024 Golf Tournament - Updates?
Working with Pedro to get a date set to deliver the check (January 2025). Pedro is working with Lee at ICSH. Sebrina will work with Pedro to get it scheduled.
 - 2024 Christmas Auction
Date: Thursday, December 19th, 2024
Location: Maddie's Wine and Whiskey
Charity: City Light
Theme: Candy Cane (Red and White)
Event starts at 9:00 a.m. Menu is already confirmed.
Auction will be completely in-person this year. 17 baskets donated to date. Change early bird registration to end at 5:00 p.m. December 3rd.
 - i. NABIP-PAC/IPAC Chair (Isaac Skelton and Daniel Skelton, NABIP-PAC/IPAC Co-Chairs)
 - Amity created a Certificate to give out to the monthly 50/50 winner.
 - Status of NABIP-PAC/IPAC
\$213.00 was raised at the November Membership Meeting. Isaac Skelton was the winner of \$106.50. NABIP-Idaho will mail her a check.
5. New Business
6. Old Business
7. Adjourn
- **Doug Fry** made a motion to adjourn the meeting. **Isaac Skelton** seconded the motion. Discussion. Motion passed, unanimous vote. Meeting adjourned at 2:36 p.m.

Task List

Board Member

- **Knute/Claudia** – Create list and track monthly calls to those on the Billed not paid report.
- **Lisa Wilson** – Work on Press Releases, Newsletters, Letters to the Editor, etc.
- **Alex Kane/Kelcy Mann** – Find speakers and sponsors for upcoming membership meetings.
- **Joe Morgan**– Update NABIP-Idaho/NABIP-TV websites with meeting dates and upcoming event dates.
- **Marcia Benton** - NABIP-TV Sponsorships Committee
- **Marcia** - Scheduling Happy Hour, a Membership Drive and Membership Benefits Lunch
- **Marcia** – Schedule a budget committee (Daniel, Marcia, Sebrina, Doug and Joe)
- **Marica** – Buy Idaho Event
- **Joe/Sebrina** – work to figure out why not all members are showing up on our website.

Please read and print these minutes and bring to the next board meeting to be held on:

Thursday, December 19, 2024

1:30 p.m. – 3:30 p.m.

ZOOM