

Treasure Valley Association of Health Underwriters
Strategic Planning Meeting Minutes
July 19, 2021

BOARD MEMBERS PRESENT: Lisa Wilson, Korey Ashton, Lisa Brown, Hilary Swidecki, Knute Kleven, Joe Morgan, Phaedra Anderson, Stephanie Hartruft, Doug Fry, Pedro Rojas, Dawna Aragon, Kim Pennington, Annie Simmons, Marcia Benton and Sebrina Chevalier-Koehler

GUEST PRESENT: Sean Taylor

BOARD MEMBERS EXCUSED: Lisa Fritz and Emma Santoyo

Meeting called to order at 1:30 p.m.

Roll call and introductions.

Lisa Brown read the Antitrust Statement.

1. Binders - Sebrina
2. President's Report – Lisa Wilson
 - a. NAHU Name Change – The National Association of Benefit and Insurance Professionals (NABIP) – Sharing the Future of Healthcare.
The National Association of Benefit and Insurance Professionals – Treasure Valley
 - b. Board Champion for Education Foundation – Knute Kleven
 - c. Triple Crown – Reviewed Flyer and discussed
 - d. Membership Chair Training
 - e. Participation in State Leadership Calls – Lisa encouraged all chairs to reach out to their national, state and local chairs to see if and when there are monthly calls.
 - f. Review and vote on June 15, 2022 Board Meeting Minutes.
Doug Fry made a motion to approve June 15, 2022 Board Meeting Minutes. **Pedro Rojas** seconded the motion. Motion passed, unanimous vote.
 - g. State Sponsorship Changes
IAHU has put together a committee to review the state sponsorships and made any recommendations.
 - h. Committee Meeting Minutes
Lisa reminded all board chairs that if they hold committee meetings to please take minutes – need to include the attendees of the meeting, date and time of the meeting and a brief listing of what was discussed and the time the meeting adjourned.
3. Review of TVAHU Mission Statement – Lisa Wilson
Through education, advocacy and professional development, we will grow our membership and improve their ability to meet the health, financial, and retirement security needs of all Idahoans.
Pedro Rojas made a motion to change the Mission Statement to read: ***“Through education, advocacy, and professional development, we strive to grow our membership and improve their ability to meet the health, financial, and retirement security needs of all Idahoans.”*** **Knute Kleven** seconded the motion. Motion passed, unanimous vote
4. Review of Vision Statement – Lisa Wilson
To be an essential part in the lives of every insurance professional; thus insuring access to, understanding, and influencing of public and private sector health, financial, and retirement security solutions for every Idahoan.
Korey Ashton made a motion to keep the current TVAHU Vision Statement. **Pedro Rojas** seconded the motion. Motion passed, unanimous vote

Vision Statement Committee: Lisa Wilson, Stephanie Hartruft, Korey Ashton and Pedro Rojas

5. Review 2021-2022 Strategic Plan and set 2022/2023 Goals – Lisa Wilson/Board Members

Goal #1

Increase Membership by 15%.

This goal is tabled until the next board meeting. Knute and Dawna will pull reports and get more accurate numbers to review. Would like to define this goal more, i.e. retention goal and new member goal.

Goal #2

100% Triple Crown Board Participation – Recruit two new members, three operation shouts and \$12 x 12 Draft Program or contribute \$150 per year.

Promote Agency Memberships!

Goal #3

Achieve Platinum Certification in 2023!

Korey Ashton made a motion to postpone approving the goals until the August Board Meeting, so that Membership can report back. **Kim Pennington** seconded the motion. Motion passed, unanimous vote.

6. Treasurers Report – Hilary Swidecki

a. 2022-2023 Proposed TVAHU Budget

Hilary reviewed 2022-2023 Proposed Budget (See Attached)

i. **Hilary Swidecki** made a motion to accept the 2022-2023 Budget with the following adjustments:

Region VII \$100.00 each x 10 - \$1,000 (this year ONLY)

National Convention - \$450.00 x 3 delegates - \$1,350.00

Cap Conference - \$550.00 each x 3 - \$1,650.00

Wages for Administration – Increase \$100.00 per month - \$6,775.00

Doug Fry seconded the motion. Motion passed, unanimous vote.

ii. P & P Committee Policy to discuss and make recommendations for conference reimbursements.

iii. Raising Revenue: Offer NAHU Certification Course? Listing job openings on TVAHU website?

Decision to put together a committee: Lisa Wilson, Annie Simmons, Stephanie Hartruff, Joe Morgan, possibly Terrie Trevino.

iv. TVAHU Check Signors – Lisa Wilson, Lisa Brown, Korey Ashton, Knute Kleven and Sebrina Chevalier-Koehler

7. Membership and Retention – Dawna and Knute

a. New Member Orientations – will be offering them once a month. Decision to send an invite to all membership, not just new members.

b. Membership Contest in January and March.

8. Professional Development – Marcia and Doug

a. Fall Forum – need to get CE's filed; Speaker costs – Flights \$1,100. Eugene would like reimbursed for airfare and hotel.

Doug Fry made a motion to spend up to \$2,500 for reimbursements for speaker travel expenses.

Annie Simmons seconded. Motion passed, unanimous vote

b. Membership Meeting Schedule (see TVAHU Annual Meeting Schedule)

c. Showing TVAHU Value

9. Community Services – Annie & Pedro

a. Golf Tournament – need eight more sponsors

b. Christmas Auction – Annie

c. Bowling Tournament – Annie – looking at Meridian Lanes for 2023

d. Food Drive – Fall Forum

10. HUPAC – Doug Fry and Pedro Rojas

a. Admin Fund – Add \$1 to member annual donation – board decision to not increase donation this year.

b. Monthly 50/50 – add Venmo as a payment option? Board decision to move forward with offering Venmo as a raffle ticket option.

Hilary Swidecki made a motion to offer Venmo for 50/50 raffle ticket purchases. **Joe Morgan** seconded. Motion passed, unanimous vote

11. Legislative – Phaedra Anderson
 - a. Day on the Hill is scheduled for Monday, February 6th, 2023.
 - b. Would like to start giving a legislative update at each monthly membership meeting.

12. Communications/Media Report – Joe Morgan and Lisa Fritz
 - a. Website
 - b. Social Media
 - c. Newsletters
Website – Joe Morgan

13. Awards – Kim Pennington
In 2022 TVAHU received the Pacesetter Award and Gold Certification.

14. Vanguard – Korey Ashton
 - a. Korey will look into the Award Guidelines for the Vanguard position.

15. Diversity, Equity, & Inclusion – Emma Santoyo and Lisa Wilson
To provide diversity, equity and inclusion (DEI) experiences that actively engages us in learning from each other to mitigate unconscious bias, educate on racial injustice, exclude discrimination of all forms, increase equity, and foster inclusion throughout the National Association of Health Underwriters (NAHU)
<http://nahu.org/diversity-equity-inclusion>

16. Old Business
Nothing new to report.

17. New Business
Board meetings will change from the 3rd Wednesday of each month to the 3rd Thursday of each month Time will remain the same 1:30 p.m. to 3:30 p.m.
Location for Board Meetings will be: Blue Cross of Idaho Conference Room, 2929 W. Navigator Dr., Suite 140, Meridian, ID 83642.

18. Adjourn
Annie Simmons made a motion to adjourn the meeting. **Joe Morgan** seconded the motion. Discussion. Motion passed, unanimous vote. Meeting adjourned at 4:50 p.m.