

# Treasure Valley Association of Health Underwriters

## Board of Trustees Meeting Minutes

August 18, 2022

Blue Cross of Idaho

2929 W. Navigator Dr., Suite 140, Meridian, Idaho

**BOARD MEMBERS PRESENT:** Lisa Wilson, Lisa Brown, Doug Fry, Joe Morgan, Pedro Rojas, Dawna Aragon, Annie Simmons, Emma Santoyo, Marcia Benton, and Stephanie Hartruff.

**GUEST PRESENT:** None

**BOARD MEMBERS EXCUSED:** Hilary Swidecki, Korey Ashton, Knute Kleven, Kim Pennington, Phaedra Anderson, and Sebrina Chevalier-Koehler.

**BOARD MEMBERS ABSENT:**

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

Roll call

1. President's Report (Lisa Wilson – President)
  - a. Review of Antitrust Statement
  - b. Approval of Strategic Planning Minutes July 19, 2022  
Approved.
  - c. Approval of May 18, 2022 – Board Meeting Minutes  
**Lisa Brown** made a motion to approve the May 18, 2022, Board Meeting Minutes.
    - **Pedro Rojas** seconded the motion. Motion passed, unanimous vote.
  - d. July Membership Meeting/TVAHU Awards Recognition Meeting
    - Topic: Data Driven Decision Making/TVAHU Awards Recognition Meeting
    - Sponsor(s): Regence
    - CEs Offered: 1
    - Attendees: 30 (Reviewed Monthly Meeting Report)
  - e. August Membership Meeting
    - Topic: Mythbusters #101 - Dentistry
    - Sponsor(s): Willamette Dental
    - CEs Offered: 1
    - Attendees: 18 (Reviewed Monthly Meeting Report)
2. President-Elect Report (Korey Ashton)
  - a. 2022 Fall Forum – Keynote & Centerpieces
    - Keynote & Keynote Sponsor
      - 1) Doug Fry
        - i. Megan brings into her corporate training into the equation through improv.
        - ii. Megan is willing to do it for:
          1. \$1,200.00
          2. Ask agents to do Google reviews
          3. Pass out flyers at the meeting
      - 2) Doug was able to work with St. Luke's as the sponsor. St. Luke's will be sponsoring at \$2,500.
        - i. St. Luke's wants a six person booth
          1. We will be giving them six basic registrations for free.
          2. Adjust our digital advertising as St. Luke's as the Keynote sponsor.
          3. They would like to speak before the keynote.
          4. They want to be the sponsor for a future monthly meeting.
            - a. They may be a good fit as a sponsor for the Christmas Auction.
    - Centerpieces:
      - 1) Annie's idea:
        - i. Annie is ordering CD centerpieces from Amazon. She will need to be reimbursed for the expense.
        - ii. Getting a backdrop, candy, as well as some balloons that will need to be reimbursed.

3. Secretary (Knut Kleven)
  - a. Knute was not at the meeting, however we discussed that he is doing a great job at New Member Orientation which includes walking new and existing members the value of a NAHU membership and walks them through the website.
  - b. There are a few existing members that partake in the meetings to learn new things.
  
4. Chair Reports
  - a. Awards Chair (Kim Pennington, Awards Chair)
    - Awards Status Updates.
      1. Kim was not in attendance for an update.
      2. Bowling will count towards Pacesetter.
      3. Golf will count towards Pacesetter.
  
  - b. Membership and Retention Update (Knut Kleven/Dawna Aragon-TVAHU Membership/Retention Chair)
    - Tabled from Strategic Planning Meeting – Membership Goals
      - i. Board members will need to try to get two new members.
      - ii. **Need 14 members to meet the 10% goal (155 total). 85% retention.** Need to update **Pedro Rojas** made a motion for the above to be approved. **Annie Simmons** seconded the motion. Motion passed, unanimous vote
    - Membership Update
      - 2 new in July, down 3 members in the last year.
    - Membership contest promotion and update
      - January and March
    - Billed not paid report
      - Ongoing – Always being worked
    - Report by membership on follow up calls
      - Ongoing – Always being worked
    - Follow up on assignments lapsed members
      - Ongoing – Always being worked
  
  - c. Legislative Update (Phaedra Anderson & Stephanie Hartruff - Legislative Chair and Co-Chair)
    - Phaedra and Stephanie were not in attendance; no report was given.
  
  - d. Professional Development Update (Marcia Benton-PD Chair, Doug Fry PD – Co-Chair)
    - Update on speakers and sponsors:
      - i. Final list of CE's for Fall Forum is pending.
      - ii. Need agenda for Fall Forum. Please list pending next to the CE's.
      - iii. Everything for the year is scheduled, just pending confirmations from speakers.
      - iv. Doug has some speakers that want to talk about the Idaho Patient Act. This will be our October topic.
    - St. Luke's and St. Al's as meeting sponsors?
      - i. St. Luke's \$1,300 will be used for the Christmas Auction.
  
  - e. Community Service (Annie Simmons, Community Service Chair)
    - 2022 Golf Tournament Report
      1. Over \$10,000 in donations is estimated. The total has yet to be calculated.
      2. Falcon Crest fees were \$4350. Lisa Brown brought in the checkbook and writing a check to the golf course. Pedro forwarded the invoice over.
      3. Can Food Drive for Fall Forum.
        1. Annie is working on a flyer.
        2. Working on a QR code
        3. Sending out a SM post
        4. Place info on front page of website
  
  - f. Treasurer's Report / Finance / Budget (Hilary Swidecki, TVAHU Treasurer)
    - No new report currently.

- g. Communications/Media Update (Joe Morgan & Lisa Fritz-Communications/Media Chairs)
    - Social Media Releases – Updates/postings to TVAHU Facebook page, LinkedIn Program; Twitter (Buffer)
      - 1. All SM is going out and being kept up.
    - Status of Press Releases and Press Hits.
    - TVAHU Newsletter
      - 1. In progress for the end of August.
    - Update TVAHU/IAHU Websites – meeting dates and upcoming event dates
      - 1. Meeting dates still being finalized. Events will be updated once dates are finalized.
  - h. HUPAC Chair (Doug Fry & Pedro Rojas, HUPAC Chair)
    - Status of HUPAC
      - 1. We would like to have someone from National to come to a meeting and help explain what the HUPAC funds are being used for.
  - i. Diversity, Equality & Inclusion (Emma Santoya)
    - New position that Emma is working on getting set up.
    - Lisa Wilson has a Washington contact that she will put in touch with Emma.
  - j. Vanguard Chair (Korey Ashton, Vanguard Chair)
    - No new report currently.
5. New Business
6. Old Business
7. Adjourn
- **Pedro Rojas** made a motion to adjourn the meeting. **Lisa Brown** seconded the motion. Discussion. Motion passed, unanimous vote. Meeting adjourned.

### Task List

#### Board Member

- **Knute/Dawna** – Create list and track monthly calls to those on the Billed not paid report.
- **Lisa Fritz** – Work on Press Releases.
- **Joe Morgan**– Update IAHU/TVAHU websites with meeting dates and upcoming event dates.
- **Sebrina** – Update Strategic Goals.

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

**Thursday, September 15, 2022**  
**1:30 p.m. – 3:30 p.m.**  
**Blue Cross of Idaho**  
**2929 W., Navigator Drive, Suite 140, Meridian, Idaho**