

Treasure Valley Association of Health Underwriters

Board of Trustees Meeting Minutes

November 17, 2022

ZOOM

BOARD MEMBERS PRESENT: Lisa Wilson, Lisa Brown, Kim Pennington, Joe Morgan, Phaedra Anderson, Stephanie Hartruff, Doug Fry, Dawna Moreno, Annie Simmons, Marcia Benton, Emma Santoyo, and Sebrina Chevalier-Koehler

GUEST PRESENT: None

BOARD MEMBERS EXCUSED: Knute Kleven, Hilary Swidecki, Pedro Rojas, and Korey Ashton.

BOARD MEMBERS ABSENT:

Meeting called to order at 1:36 p.m.

Roll call

1. President's Report (Kim Pennington – Secretary)
 - a. Review of Antitrust Statement
 - b. Approval of October 20, 2022 Board Meeting Minutes
Doug Fry made a motion to approve the October 20, 2022 Board Meeting Minutes. Marcia Benton seconded the motion. Motion passed, unanimous vote.
 - c. Bylaws Committee Updates
No new report at this time.
 - d. Health Insurance Awareness Day Updates – 2/2/2023
Several of the committee members will be touring the Columbia Bank facility tomorrow. They will then have a better idea of how many tables they can fit in there and how many can be offered to brokers. Knute is working on food. More to come.
 - e. Monthly Meetings Location – St. Luke's, PacificSource, BlueCross
Dawna emailed three locations, but has not received any responses. Joe Morgan stated that PacificSource has given the okay if we'd like to meet there. Kim Pennington reached out to Scentsy and is waiting to hear back. Add to December meeting agenda to continue the discussion.
 - f. November 2022 Membership Meeting
 - Topic: Your Health Idaho: SHOP & Fixing the Family Glitch
 - Sponsor(s): PacificSource
 - CEs Offered: 1
 - Attendees: 45 (Reviewed Monthly Meeting Report)
 - Lisa Wilson announced the following:
Next meeting is Friday, December 16th at 9:00 a.m.; Annual Charity Christmas Auction
Leading Producer Round Table (LPRT)
Leadership Academy
TVAHU Newsletter
Health Insurance Awareness Day – February 2, 2023
2. Chair Reports
 - a. Treasurer's Report / Finance / Budget (Hilary Swidecki, TVAHU Treasurer)
 - Reviewed Profit and Loss Statement for July 2022 through October 2022.
 - Contacted a few places about an audit, the price quote we received was \$5,000.
 - b. Membership and Retention Update (Knute Kleven/Dawna Aragon-TVAHU Membership/Retention Chair)
 - Membership Update
 - Reviewed the following membership reports: Billed Not Paid, New Members, and Lapsed Members. Gained five new members in October.
 - Dues will be increasing in 2023!
 - Membership Contest will be in January 2023 and March 2023.
 - c. Legislative Update (Phaedra Anderson, Legislative Chair and Stephanie Hartruff, Co-Chair)
 - Would like to link our TVAHU web page to the IAHU leg page.

- Benn Brocksome – Lobbyist – were able to come to an agreement with Benn and he will stay on as Lobbyist. Meeting first part of December and will get him confirmed as our Day on the Hill Speaker – Braining 101.
 - Cap Conference – Registration has started. Please plan to stay an extra day to meet with our Representatives. If anyone is going and interested in sharing an AirBNB please reach out to Stephanie.
 - Phaedra will put something together to send out to membership.
- d. Professional Development Update (Marcia Benton, Prof. Dev. Chair, Doug Fry, Co-Chair)
- Update on speakers and sponsors for January, February, March, May, June and July
 - i. Doug and Marcia gave the following update:
 - December – Christmas Auction – No speaker; St. Luke’s Health Plan and Allstate Benefits are the Sponsors
 - January – Medicare – Brad Myles – Sponsor: TBD
 - February – Benn Brocksome, Lobbyist – Day on the Hill
 - March – Does Oral Health Impact Overall Physical Health – Heather Brown; Delta Dental – 1 CE Approved.
 - April – IAHU Symposium – No TVAHU Membership Meeting
 - May - Legislative Update – the latest update from the 2023 Legislative session - Speaker: Idaho Association of Commerce and Industry (Alex LaBeau – President); Sponsor: TBD
- e. Community Service (Annie Simmons and Pedro Rojas, Community Service Chair)
- Update December Meeting/Christmas Auction
 - Working on receiving donations. Deadline is tomorrow, but have had a couple of people ask if they could have an extension until the Monday after Thanksgiving.
- f. Awards Chair (Kim Pennington, Awards Chair)
- No updates at this time.
- g. Communications/Media Update (Joe Morgan and Lisa Fritz, Media/Communications Co-Chairs)
- Social Media Releases – Updates/postings to TVAHU Facebook page, LinkedIn Program; Twitter (Buffer)
 - Strategic Plan (need to write-up) posted to website – Sebrina will send this over to Joe.
 - Letters to the Editor (5); Op-ed articles – Joe is currently not able to do these two items.
 - Status on Social Media Posts (40)
 - Need someone to write up Press Release. No articles have been submitted.
 - New Board
 - Fall Forum
 - Charity Golf Scramble – Idaho Suicide Prevention Hotline Donation
 - Newsletter – scheduled to go out end of October. NO articles have been submitted.
 - Update TVAHU/IAHU Websites – meeting dates and upcoming event dates and board positions. This is an ongoing task.
 - Name Change/Logo Updates to StarChapter –
 - As everyone knows, we will need to change all logos and names from TVAHU to the NABIP version after the new year is upon us. With that said, I have spoken to StarChapter and they have provided us with a breakdown of cost associated with the website redesign. There are several packages ranging from do-it-yourself to a full website review and adjustments made by StarChapter. We will be receiving a slight discount due to having the most current website version in place for whichever package we choose. Here are the package breakdowns:

Discounts on redesign packages for NAHU (click on the link for additional details)

- Redesign (\$399) 399.00 - 100.00 = 299.00: You get a logo and they will update the logo on the first page. The rest of the pages will have to be done by the TVAHU board.
- Redesign (\$599) 599.00 - 150.00 = 449.00: You get a logo, and they will update the home page. All other pages will need to be updated by the TVAHU board.
- Redesign (\$799) 799.00 - 200.00 = 599.00: Star Chapter will give you a logo and update all pages of the website.

In my opinion we should take the last option as StarChapter will be able to adjust all TVAHU names and logos on every page. They have software that can crawl our website and update

the site accordingly. The time it would take to manually go through each page manually, by myself and others on the board, would cost more in time than the \$300 difference between options 1 and 3.

Lastly, they have a bunch of redesigns to do at this time. Our site would be started and completed in January. We will be put in line with the other chapters who are taking advantage of StarChapter's redesign process. The sooner we can come to a decision, the sooner we can get in line.

- All board members in attendance were in agreement that we should go with the \$799 option as no one has the time or ability to make the changes. Joe is going to reach out to Hilary and see if we can find money in the budget to cover this expense. It was also recommended that we add this amount to the budget every other year to cover ongoing updates.
 - Media Chair position - OPEN
- h. HUPAC Chair (Doug Fry, HUPAC/IPAC Chair)
\$280.00 was raised at the November 10th, 2022 Membership Meeting. Rachel Johnston was the winner of the 50/50. She donated her winnings back to IPAC.
- i. Diversity, Equality & Inclusion (Emma Santoyo – Chair)
- Updates?
Had our first presentation for DEI at our November membership meeting and received a great response. Jennifer Hawks spoke on her experience with Type I Diabetes.
Emma is currently looking into a speaker to discuss tribal plans.
- j. Vanguard Chair (Stephanie Hartruff, Vanguard Chair and Annie Simmons/Kim Pennington, Co-Chairs)
- Vanguard updates, upcoming events, etc.
Upcoming Event: Ragers Smash N Axe – Thursday, January 19th, from 3:00 p.m. to 6:00 p.m..
Doug will reach out to his contact there and get the day/time reserved. He will also get prices.
Idea for a future event would be Lost Grove Brewing.
5. New Business
6. Old Business
7. Adjourn
- **Doug Fry** made a motion to adjourn the meeting. **Joe Morgan** seconded the motion. Discussion. Motion passed, unanimous vote. Meeting adjourned at 2:33 p.m.

Task List

Board Member

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

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

Thursday, December 15, 2022

1:30 p.m. – 3:30 p.m.

ZOOM