

**National Association of Benefits and Health Professionals
Treasure Valley Chapter**

Board of Trustees Meeting Minutes

February 15, 2024

Blue Cross of Idaho

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

BOARD MEMBERS PRESENT: Knute Kleven, Marcia Benton, Joe Morgan, Stephanie Hartruft, Michelle Taylor, Alex Kane, Lisa Wilson, Daniel Skelton, Isaac Skelton, Dawna Moreno, and CarrieAnne Kowalczyk

GUEST PRESENT: None

BOARD MEMBERS EXCUSED: Kelcy Mann, and Sebrina Chevalier-Koehler

BOARD MEMBERS ABSENT:

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

1. Presidents Report (Knute Kleven)
 - a. Read Antitrust Statement
 - b. Approval of January 19, 2024 Board Meeting Minutes
 - c. Reschedule of February Membership Meeting
 - d. Monthly Meeting Location
 - e. NABIP-TV Sponsorships Committee - Updates?
 - f. Education Foundation Updates?

Dawna and Stephanie approved January meeting minutes.

February meeting- those that have paid will get credited for next meeting.

March- SL Plaza

April- Top Golf

May- SL Plaza

June- PacSource

Future Luncheon Meeting Location Discussion:

SL Plaza- offered by St. Luke's Health Plan, bimonthly

Pacific Source for the off months. Joe is going to meet with building services to confirm that dates are available. Kim ? stated that it was fine.

Pros/Cons of location move:

Con: member frustration of switching location every month

Pro: if someone is confused, locations are very close to one another; people can get used to looking at meeting locations

Ideas:

- Add clear indication of where meeting is located every month: logo as "venue sponsor", location in calendar invites

Proposal: for March, will someone make a proposal next- Stephanie Hartruft proposes, CarrieAnne 2nds

Board is all in favor.

Board asks Joe to send calendar invites out for monthly luncheon meetings in advance. He will send 3 months at a time.

After this meeting, Knute to send a "note from the president". Sebrina will send after Marcia and Lisa review it.

2. President-Elect Report (Marcia Benton)
 - a. Health Insurance Awareness Day – 2/1/2024 – Umpqua Bank – Feedback and Next Year. Are set for next year. Based off of pace setter award, must set this event for March.

- b. Value Adds the Chapter can bring to membership? Business person nominations, etc.
- c. Brainstorm new members
 - Can we send an email to carriers to send outreach re: NABIP membership on our behalf?
 - So many brokers not a part of NABIP organization
 - Certification offered that is member exclusive. Platform that they get an hour for Medicare training from each carrier. CarrieAnne would be willing to help look into this idea
- d. 2024 Fall Forum Updates
 - Sept 5th at St. Luke's Plaza
 - Marcia will add CarrieAnne to Zoom meeting- will meet biweekly
- e. Points: Education Foundation- Need a board champion for education foundation. Can get 25 points if you donate \$1 per chapter member. Needs to have logo on website. Look to budget for next year.

3. Chair Reports

- a. Treasurer's Report / Finance / Budget (Daniel Skelton –Treasurer/Marcia Benton – Secretary)
 - Profit and Loss Statement for July through January 2024
 - Income from Monthly Membership Meetings (review Monthly Meeting Breakdown)
 - Daniel and Marcia met and finalized numbers. \$38,000 (rounded) in bank. Once quickbook payments go out, we will be at approx. \$24,000. This does not include golf tournament
- b. Membership Recruitment and Membership Experience (Knut Kleven/Dawna Moreno- Membership/Retention Chair)
 - New Member orientation update
 - Membership update
 - Membership contest winner and update
 - Billed not paid report
 - Report by membership on follow up calls
 - Follow up on assignments lapsed members
 - Current retention rate
 - Goal was to have a 10% increase in membership this year- need 14 net new #'s this year to achieve this
 - No concerns that we are “dwindling” in membership
 - January numbers are 153 from 145 (Dec #'s)
 - Members 1 year ago was 148 v 153 today
 - Ranked #1 for region 7
 - Push out a Constant Contact with Boise agents listed on DOI in effort to gain members. See what it costs for DOI to pull list for us. Daniel will look into email/cost and report back to Board in March
 - Reminder to reach out to the “Billed but not yet paid” on the list if you know them.
- c. Legislative update (CarrieAnne Kowalczyk – Legislative Chair; Stephanie Hartruft – Co-Chair)
 - Report on state legislative call
 - Cap Conference
 - Day on the Hill
 - Update on Medicaid Taskforce?
 - Email once per week
 - Medicaid Expansion Update? It was voted down
 - 8 going from TV to NABIP Capitol Conference- goal is to get 100% PAC reception attendance.
- d. Professional Development Update (Alex Kane and Kelcy Mann - PD Chairs)
 - Location and dates - possible change to the professional development

- Update on speakers and sponsors:
 - March- Shannon Hohl, DOI, sponsor BCI (was supposed to be Feb sponsor)
 - May- Jenn Neal, Formula Done, “How to Get Leads, Not Referrals”- she is sponsoring, as well.
 - June- Resched Medicare Pharm
 - July- ACA Pharm or Norm Verin- get 25 points for a leg meeting

- e. Community Service (Michelle Taylor – Community Service Chair)
 - City Light Donation – Check Delivery
 1. Will deliver 2/16
 - 2023 Golf Tournament – Updates?
 - Top Golf Fundraiser Event – 2024? Quick meeting before Top Golf instead of an April luncheon- just need to make notes to qualify for lunch meeting points. Need a meeting room for this.
 1. A Monday in April- \$10/person, on a Monday the game play is 50% off- \$3500 (50 people)- to reserve, pay half now and half later
 - 1.) Tourney sponsor?
 - 2.) Team fee? (one bay)-
 - 3.) Fee Per person- \$70
 - 4.) Charity to support- COBS
 - 5.) Date Options: April 15th “Swinging Away our Tax Blues”, “NABIP’s Tax Day Top Golf Tourney”

- f. Membership Recognition Chair (Stephanie Hartruff, Chair)
 - Awards Status Updates
 1. More updates next week, but we are looking good.
 2. One thing everyone can do is their leadership training video
 - 1.) videos.nabip.org to watch your position’s video- CarrieAnne sending link to Board
 - 2.) Continue to do new member orientations bimonthly
 - 3.) Leading Producer Roundtable- LPRT
 - 2) 10 points for every person that qualifies for it
 - 3) Link/Spreadsheet that you download on website
 - 4) Leadership Academy
 1. Free
 2. What bylaws are
 3. How meetings are run
 - 5) Let NABIP know you’re willing to be a mentor
 - Update on Triple Crown Status- Having 2 new members join under you. Per calendar der year.
 - NAHU Officer Trainings
 - LPRT- see above
 -

- g. Marketing and Communications Co-Chairs (Joe Morgan & Lisa Wilson)
 - Social Media Releases - Updates/postings to NABIP-TV Facebook page (create/change name of Facebook page to new name?); Linked In Profile (create/change name of LinkedIn page to new name?).
 - Letters to the Editor (5)
 - Op-ed articles (5)
 - Status on Social Media Posts (40)
 - Press Releases:
 - Golf Tournament – Idaho Crisis and Suicide Hotline Donation
 - Fall Forum
 - 2023 Christmas Auction – Check Delivery

- Update NABIP-TV/NABIP-Idaho Websites – meeting dates and upcoming event dates & board positions
 - Newsletter
 - Posts going out as usual for meetings
 - Send Joe pictures of Insurance Awareness Day if you have them
- h. NABIP-PAC/IPAC Chair (Isaac Skelton and Daniel Skelton – NABIP-PAC Co-Chairs)
- Status of NABIP-PAC/IPAC
 - NABIP-PAC Admin Fund 2024 Contribution – Delivery of check to Cap Conference
 - No notes
 - Lisa discovered that not all chapters donate to the State PAC
 - She also discovered that 50/50 donators all show up on a public website. Shows how much each person has donated throughout the year. Communicate this to membership
- i. Diversity, Equality & Inclusion (OPEN – Chair)
- Updates? Upcoming events?
 - Promote in newsletter/email blast, etc.
4. Old Business
- a. Review task list
 - b. Goal: 100% participation in Triple Crown for each board member
 - c. Review CapCon talking points and if you have a personal experience, send that to someone going
 - Relieving reporting compliance for ACA
 - Make sure ERSA stays
 - Site neutral charges
 - Medicare: access to certified brokers, taking away FMOs
5. Meeting Adjourned @ 3:18 p.m.
 Daniel Skelton motioned to end meeting.
 Michelle Taylor second.

Board Member

- **Knute/Dawna** – Create list and track monthly calls to those on the Billed not paid report.
- **Joe Morgan/Lisa Wilson** – Work on Press Releases, Newsletters, Letters to the Editor, etc.
- **Alex Kane/Kelcy Mann** – Find speakers and sponsors for the March, May, June, June and August membership meetings.
- **Marcia Benton** – Medicare Day Committee
- **Joe Morgan**– Update NABIP-Idaho/NABIP-TV websites with meeting dates and upcoming event dates.
- **Joe Morgan** - NABIP-TV Sponsorships Committee
- **Michelle Taylor** – Top Golf Charity Event Committee

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

Thursday, March 21, 2024
1:30 p.m. – 3:30 p.m.
Blue Cross of Idaho
2929 W., Navigator Drive, Suite 140, Meridian, Idaho