

National Association of Benefits and Health Professionals
Treasure Valley Chapter
Strategic Planning Meeting Minutes
July 24, 2024

BOARD MEMBERS PRESENT: Marcia Benton, Knute Kleven, Doug Fry, Daniel Skelton (Zoom), Joe Morgan, Lisa Wilson, CarrieAnne Kowalczyk, Stephanie Hartruft, Isaac Skelton, Amity Harrison, Claudia Callahan, Michelle Taylor, Kim Pennington, Michelle Taylor, Alex Kane, Kelcy Mann (Zoom), Maya Moser, Samantha Venable Harjo and Sebrina Chevalier-Koehler

GUEST PRESENT: Stacie Anthony – NABIP-Idaho President; Jeff Erickson and Frank Rodriguez – Your Health Idaho.

BOARD MEMBERS EXCUSED: None

Meeting called to order at 11:23 a.m.

1. Welcome, Introductions and Anti-Trust Statement – Marcia Benton

Roll call, introductions and reading of the Antitrust Statement.

2. President's Report – Marcia Benton

- a. Leadership Training – Tabled until the August Board Meeting.
- b. Thank Board for Service – Marcia Benton thanked the board members in attendance for serving on the board and also asked that they reach out to any other members they might feel would be interested in filling some of the committee positions.
- c. Chair Training and Participation in Leadership Calls
 - i. Training on National site required. Marcia will send out an email to each board member with the training information. Once completed, please let Marcia and Stephanie know it was completed.
 - ii. Leadership Calls - Marcia asked that all Board positions try to attend their monthly leadership calls (national, regional and state). Marcia will make sure each chair is hearing from their State and Region 7 contact and if not, she will put them in contact with the correct people. Please make sure that your attendance on the calls gets logged for Awards points. Stacie stated the one of the State's goals is to have better communication between the State Board Chairs and the local boards. Putting several things into place to make sure this happens. Each State Chair should be scheduling a minimum of quarterly calls, but some will be more frequent. Marcia will make sure each chair is hearing from
- d. Review and vote on June 20, 2024 Board Meeting Minutes.
Knute Kleven made a motion to approve June 20, 2024 Board Meeting Minutes. **Stephanie Hartruft** seconded the motion. Motion passed, unanimous vote.
- e. Health Insurance Awareness – Gather & Direct Committee – Apply for Grant February 6th, 2025 – Umpqua Bank
Simple and easy, charcuterie and wine with a few sponsors. Would love to have YHI involved and also a NABIP Mental Health Provider.
Committee needed for a larger HIAD event in the Summer of 2025.
- f. Conference reimbursements – Tabled until Budget Review
- g. Raising more Revenue – Tabled until Budget Review
- h. 2024 NABIP National Convention - Chicago, Illinois
Idaho Attendees were: Korey Ashton, Rhonda Bartholomew, Pedro Rojas, Marcia Benton, Stephanie Hartruft, Kim Pennington and Terrie Trevino.
Next year's event will be in Miami, Florida – registration is open!
Marcia, Stephanie and Kim all talked briefly about their experience at this year's conference: Very transparent on use of funds and issues in the past. New President and there has been a big shift the last two years. Same goals as we as individuals have in our industry. Kim is working on collaborating and making connections.
- i. 2024 Awards Won
Gold Level
Professional Development Award
Website Award
Pacesetter Award

- j. Region 7 – Coeur d’Alene, Idaho
Region 7 is offering slight discounts if 5 or more attend. Robert needs more attendees from Idaho.
This event is the #1 opportunity to learn about your position on the board.

**3. Review of NABIP-Treasure Valley Mission & Vision Statements – Marcia Benton
Mission Statement**

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.

Vision Statement

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.

Mission and Vision Statements were both tabled until a later time/date.

4. Review 2023-2024 Strategic Plan and set 2024/2025 Goals – Marcia Benton/Board Members

2023-2024 Goals:

Goal #1 - Increase our bank account to a minimum balance of \$14K.

Goal #2 – Increase Membership by 10% Net.

Goal #3 - 100% Triple Crown Board Participation – Recruit two new members, three operation shouts and \$12 x 12 Draft Program or contribute \$150 per year.

Goal #4 – Achieve Platinum Certification in 2024!

2024-2025 Goals were tabled until a late time/date.

5. Committee Reports & Goals

Membership Recognition – Stephanie Hartruft

Each board chair was given an individual awards sheet/checklist to review.

Marcia’s goal for 2024-2025 is to get things set up so that in the future everything will be rinse and repeat. She is currently working with a program called Trello where she is hoping to get goals, deadlines, etc. for each chair entered along with live documents to share and edit. Marcia stated there will be no cost to the board this year.

Marcia reviewed Trello with the board. Can tag a task to a specific person. To Do, Doing, Done, Notes. Has OneDrive for attachments/live documents. She will give everybody access to test and see if they are able to access it.

Pacesetter – Broke down to specific personal page: Purple, no documentation needed, tracked by NABIP. Yellow, every single board member needs to do! Triple Crown, 12 x 12 or one time contribution of \$150.

PAC Contribution – NABIP Website: Go to NABIP.org; click Advocacy, PAC Website, and Contribute Link

Red – Awards for specific chair positions and when they are due (most are due end of March).

Each chair position will have their own board to access on Trello.

BOARD GOAL: Schedule a day/time weekly to update Trello Board. **Doug Fry** made a motion That each board member makes an individual acknowledgement to update Trello once a week.

Stephanie Hartruft seconded the motion. Motion passed, unanimous vote.

I Doug Fry Accept said motion.

I Amity Harrison accept said motion.

I Stephanie Hartruft accept said motion.

I CarrieAnne Kowalczyk accept said motion.

I Lisa Wilson accept said motion.

I Samantha Venable accept said motion.

I Alex Kane accept said motion.

I Claudia Callahan accept said motion.

I Knute Kleven accept said motion.

I Joe Morgan accept said motion.

I Maya Moser accept said motion.

I Isaac Skelton accept said motion.

I Marcia Benton accept said motion.
I Daniel Skelton accept said motion.
I Michelle Taylor accept said motion.
I Kim Pennington accept said motion.
I Kelcy Mann accept said motion.

Lunch/Breakout – Chairs discuss and set goals 12:40 p.m. – Marcia asked that each board member and their co-chairs to create a goal for 2024-2025 something to accomplish, a strategy, a plan.

Call meeting back to order – 1:04 p.m.

Treasurer’s Report – Daniel Skelton and Marcia Benton

Review P&L
Budget tabled to the August or September Board Meeting
Daniel stated this was a big learning year. Bank account finally increased.
Annual Meeting Ticket –
\$150.00 – 2024-2025 (7 meetings – October, November, January, February, March, May, June)
\$200.00 – 2025-2026 (9 meetings – July, August, October, November, January, February, March, May, June)
\$350 for 2024-2026
Doug Fry made a motion to approve \$150.00 2024-2025 Annual Meeting Ticket; \$200.00 2025-2026 Annual Meeting Ticket; or \$350.00 2024-2026 Meeting Ticket. If a meeting is canceled the ticket holder will have the option to donate that month’s amount to PAC or Charity. **CarrieAnne Kowalczyk** seconded the motion. Motion passed, unanimous vote.
PAC Reimbursements – 50/50 check will start coming from state not Treasure Valley with reimbursement. It will keep books cleaner. Simply state to drawing winner that they will be receiving a check for their winnings from the state in the next week or two.
Update NABIP-TV Check Signors to be:
Marcia Benton, Knute Kleven, Doug Fry, and Sebrina Koehler
GOALS:
#1 Louder Voice – Keep board more accountable
#2 Finish with positive numbers.

Membership and Retention – Knute Kleven and Claudia Callahan

Current Membership
Current Retention
New Member Orientations – continue every other month.
Membership Contests/Membership Drive – Not during Q4 – First one is Fall Forum
Membership Blitz – August 14th – 21st, 2024
Each board member goes in pairs to 4 or 5 agencies each near where you live or work. Marcia will give each board member a QR code that they can leave with the agency that they can scan and apply to be a member.
The State received a list of Idaho agents and will be sending out an email to each of them. Once the initial State email gets sent. The list will be divided up by the different State chapters/areas and the individual chapters can send a follow-up email and or visit with the agency in person.
GOALS:
#1 Most new members – 25% (38)
#2 Highest Growth Rate (Net) 20% (Had 21% 2023-2024)
#3 Highest Retention 80%

RECESS:

Doug Fry made a motion to recess the meeting to hold the Media Training Meeting. **Knute Kleven** seconded the motion. Motion passed, unanimous vote.

Recess started at 1:57 p.m.

Recess ended at 2:35 p.m.

Professional Development – Alex Kane and Kelcy Mann

Membership Meeting Schedule/Calendar – Tabled to August Board Meeting
GOALS:

- #1 SurveyMonkey – Doug volunteered to help put this together.
- #2 Yearly recurring schedule
- #3 Locations: St. Alphonsus (in rotation January forward), St. Luke's, PacificSource,

Community Service – Michelle Taylor and Kim Pennington

2024 Fall Forum – City Light – items on their needs list
 2024 Christmas Auction – Michelle
 December 19th, 2024 – Maddie's – Meridian, Idaho
 Goal is to raise as much or more than last year. Would like to continue to use Auction Frogs, but need to help entering the items into AuctionFrogs, taking photos, etc. Idea to ask membership if someone would be willing to volunteer to do that. Marcia has storage for baskets at her office.
 2025 Spring Charity Event – Michelle
 Need to find a new Charity for our Spring event. Add to Survey Monkey asking for charity suggestions from membership.

NABIP-PAC/IPAC – Isaac Skelton and Amity Harrison

Print more PAC/Venmo flyers to put on tables in plastic holders (8-10). Add Idaho PAC synopsis on table flyers.
 Extra giveaways to increase ticket sales, i.e. hockey tickets, Wahooz, Roaring Springs, Boise Open, etc.

Legislative –CarrieAnne Kowalczyk and Stephanie Hartruff

GOALS:

- #1 Lincoln Day Dinners by County
- #2 Capital for the Day
- #3 Key Contacts with local political heads – when the Idaho PAC makes a donation we should be hand delivering those checks – introducing ourselves, shaking hands, etc. CarrieAnne continue to work on local government relationships.
- #4 Invitation to/attend Governor's Ball
- #5 Give a legislative update at each monthly membership meeting.

Marketing and Communications Co-Chairs – Joe Morgan and Lisa Wilson

GOALS:

- #1 Keep Website and Social Media Updated; needs more photos – Joe
- #2 Newsletter – Stephanie will prepare monthly newsletters; Lisa will prepare quarterly newsletters. Imbed in every newsletter: LPRT and Triple Crown, meeting calendar. Each board chair will have a newsletter month they'll have to contribute content/photos for their month.

Diversity, Equity, Inclusion & Belonging– Maya Moser and Samantha Venable Harjo

Board pay for DEI Training. \$50 each. Lisa Wilson made a motion to pay \$50 each for Maya and Sam's DEIB Training. Knute Kleven seconded the motion. Motion passed, unanimous vote.
 Marcia will connect them to Guy he's on the National Committee as well.

GOALS:

- #1 Special needs-dual eligible
- #2 Tribal Benefits (CE)
- #3 Veterans
- #4 Legacy Navigation (Stacie will provide contact) – November Speaker? CE?

6. Fundraising Combined Ask for Annual Amounts Sponsorships – Marcia

Four major asks: Small, Medium, Large and Extra Large. Work on Committee. Work up by August/September Board Meeting. Marcia will be the lead – others interested in serving on the committee are: Doug, Lisa, Kim and Michelle. Sebrina will update current sponsorships list.

7. Bylaws - Marcia

NABIP-Treasure Valley's Bylaws need to be updated. Marcia has made several changes and will get a updated version sent out to the board for their review. Marcia will reach out to Doug to find out what the procedure is to get them approved.

8. Policy and Procedures Committee

Scholarships
Travel Reimbursements
Charity – take 15%?
Marcia will be putting a committee together.

9. Partnering with other Associations

NAIFA
P & C Association
Physician's Association
SHRM
Connect with others

10. Other/New Business

None

11. Adjourn

Knute Kleven made a motion to adjourn the meeting. CarrieAnne Kowalczyk seconded the motion.
Discussion. Motion passed, unanimous vote. Meeting adjourned at 3:42 p.m.