

# National Association of Benefits and Health Professionals Treasure Valley Chapter

Board of Trustees Meeting Minutes

August 15, 2024

St. Luke's Health Plan – Bogus Room

720 E. Park Blvd., Boise, ID 83712

**BOARD MEMBERS PRESENT:** Marcia Benton, Knute Kleven, Daniel Skelton, Joe Morgan, CarrieAnne Kowalczyk (Zoom), Stephanie Hartruff, Isaac Skelton, Amity Harrison, Claudia Callahan (Zoom), Kim Pennington (Zoom), Alex Kane, Maya Moser (Zoom), Samantha Venable Harjo, and Sebrina Chevalier-Koehler

**GUEST PRESENT:** None.

**BOARD MEMBERS EXCUSED:** Doug Fry, Lisa Wilson, Michelle Taylor, and Kelcy Mann.

**BOARD MEMBERS ABSENT:**

Meeting called to order at 1:35 p.m.

Roll call

1. President's Report (Marcia Benton – President)
  - a. Review of Antitrust Statement
  - b. Approval of July 24, 2024 Strategic Planning Meeting Minutes  
Stephanie Hartruff made a motion to approve the July 24, 2024 Strategic Planning Meeting Minutes. Alex Kane seconded the motion. Motion passed, unanimous vote.
  - c. Approval of July 24, 2024 Media Training Meeting Minutes  
Joe Morgan made a motion to approve the July 24, 2024 Media Training Meeting Minutes. Daniel Skelton seconded the motion. Motion passed, unanimous vote.
  - d. Discussion and Approval of 2024-2025 Mission and Vision Statement  
Board decision to leave as is for 2024-2025. Marcia will put a committee together after the first of the year to discuss ideas/changes for 2025-2026.
  - e. Discussion and Approval of 2024-2025 Goals  
Tabled to the September Board meeting.
  - f. Discussion and Approval of the 2024-2025 Calendar  
Discussion of calendar to change some of the TBD meeting locations to Nampa (St. Luke's or St. Alphonsus in Nampa). September board meeting will be changed to Intermountain Agency, Inc. – 1650 S. Albright, Boise, Idaho. Future board meetings will remain TBD at this time until we find a permanent location for board meetings. December Christmas Meeting will be held at Maddie's Wine and Whiskey. Daniel Skelton made a motion to approve the 2024-2025 Annual Meeting Schedule with the noted changes. Samantha Venable Harjo seconded the motion. Motion passed, unanimous vote.
  - g. Board Updates – YHI decided not to the join the Treasure Valley board at this time as to not look to be favoring our chapter over other state chapters.
  - h. NABIP-TV Sponsorships Committee- Updates?  
Marcia will be sending out a calendar invite in the next two weeks for this committee.
  - i. Leadership Training  
National is holding a virtual Leadership Training course on August 27<sup>th</sup> from 11:00 a.m. to 1:00 p.m. Marcia asked that the ENTIRE board attend this training and will forward the registration out to the board. Marcia will also check to see if this training can take the place of our chapter Leadership Training typically done by Terrie.
  - j. Fall Forum Updates?  
Body Language Bootcamp was not and cannot be approved for a CE. Therefore, we have added two new seminars: Legislative/PBM and Medicare/CMS. There will be: 2 Panels, 1 Medicare, 1 Bootcamp (no CE), and 1 keynote (ethics) for a total of 4 CE's.  
Marcia would also like to offer via Zoom for other Idaho chapters – it will not be offered for anyone in the Treasure Valley. When we apply for CE we'll need to select both Classroom and Virtual. Cost for this option will be \$50.00 Early Bird and \$60 Late.  
Marcia would also like to add a Vendor ticket for any additional Vendor attendees; it will not include CE's. Cost will be \$40.  
Michelle will email City Light and ask if they have a QR code that we can give out to attendees that forget to bring something for cash donations.

- k. August 2024 Membership Meeting
  - Topic: Pharmacy Benefits Manager (PBM) Overview
  - Sponsor(s): Regence BlueShield
  - CEs Offered: 1
  - Attendees: 32 (Reviewed Monthly Meeting Report)
  - Marcia announced the following:  
Upcoming Meetings: Thursday, September 5<sup>th</sup> Fall Forum. at St. Luke's Health System and Thursday, October 10<sup>th</sup>, at St. Luke's Health Plan.

2. Chair Reports

- a. Treasurer's Report / Finance / Budget (Daniel Skelton, Treasurer; Marcia Benton, Co-Chair)
  - Profit and Loss Statement for July through August 15, 2024
  - Reviewed Income from Monthly Membership Meetings
- b. Marketing and Communications Update (Joe Morgan and Lisa Wilson, Co-Chairs)
  - Social Media Releases – Updates/postings to NABIP-TV Facebook page, LinkedIn Program; Twitter (Buffer)
  - Letters to the Editor (5); Op-ed articles – Lisa will be working on these.
  - Status on Social Media Posts (40)
  - Press Releases - Lisa
    - Golf Tournament – ICSH
    - New Board
    - Fall Forum
    - Leadership 7 Conference (received a lot of hits)
    - Info from NABIP National
  - Update NABIP-TV and NABIP-Idaho Websites – Joe asked Knute to get him a farewell message to post to the website. He also asked Marcia to get him a new President message.
  - Newsletter  
Can send out the newsletter link to membership and also can post the newsletter link on the website.
- c. Membership Recognition Chair (Stephanie Hartruff, Marketing Recog. Chair)
  - Awards Status Updates
    - i. Reached out to Brook regarding 2024-2025 Required meetings.
    - ii. Triple Crown – Knute Kleven qualified 1<sup>st</sup> Quarter 2023. Kim and Pedro qualified 4<sup>th</sup> Quarter 2023. Knute qualified 1<sup>st</sup> Quarter 2024.
    - ii. NABIP Officer Trainings  
All board members need to complete their officer trainings and any additional ones they may be interested in. Go to NABIP.org and select Videos. It takes about 30 minutes. Any additional videos board members do above their chair training earns our chapter extra points.
    - iii. LPRT  
Current seven from Treasure Valley. If you are LPRT certified your name appears at the top of any broker/carrier referrals from the national site.
- d. Community Service (Michelle Taylor, Community Service Chair; Kim Pennington – Co-Chair)
  - 2024 Golf Tournament - Updates?  
Still processing payments, income, etc. Goal to announce golf proceeds at the Fall Forum.
  - 2024 Christmas Auction  
Date: Thursday, December 19<sup>th</sup>, 2024  
Location: Maddie's Wine and Whiskey – still trying to secure Maddie's with a menu that is within our budget.  
Charity: City Light  
Committee: The following board members volunteered to serve on the committee: Claudia, Marcia, Kim, Michelle, Alex and Sam.
- e. Professional Development Update (Alex Kane and Kelcy Mann, Prof. Dev. Co-Chairs)
  - SurveyMonkey – sent list of questions to Doug. Marcia is currently reviewing.
  - Update on speakers and sponsors:  
September – Fall Forum

October – Pat Kelly, Youth Health Idaho. Sponsor: SelectHealth. Location: St. Luke's Health Plan.

November – TBD – reaching out to a couple of people. Location: PacificSource

December – Christmas Auction

January – How to do things at Day on the Hill you're supposed to do and how to be involved.  
Speaker: Lobbyists – Benn or Paige.

g. Legislative Update (CarrieAnne Kowalczyk, Legislative Chair and Stephanie Hartruff, Co-Chair)

- Report on state legislative call –
  - ii. PAC Board Chairs should start joining the monthly State, Regional 7 and National Legislative Calls.
- Update on Legislative Committee Involvement
  - i. Emailed Congressman Russ Fulcher to set up a meeting to discuss who we are and how to help have agents/brokers who are knowledgeable with Group, Individual and Medicare. The State Legislative Chairs had stated they already had a relationship with him and asked that we not move forward with a meeting at this time. Board decision that we shift our focus to local legislators/key contacts and let the State work with State/Federal Legislators/Key Contacts.

h. Membership Recruitment and Membership Experience Chair Update (Knut Kleven/Claudia Callahan-Co-Chairs)

- Reviewed the following membership reports: Billed Not Paid, New Members, and Lapsed Members. 150 current members. 84.21 Retention Rate.
- Marcia would like to meet with Knute and Claudia by the end of the month for a couple of hours to discuss membership and retention ideas.
- Next New Member Orientation/Value of Membership Meeting is 9/10/24 at 1 pm. Zoom info is on NABIPTV.org under events, or email Knute for more info.
- Membership Drive – should be going on right now! List needs to be filtered into two lists: individuals with home addresses and office locations. Kim stated that there is a program that will map out names and addresses on a map to make it easier to distribute via areas to the board. Kim and Marcia will meet tomorrow at 11:00 a.m. to discuss further.

i. Diversity, Equality, Inclusion & Belonging (Maya Moser and Sam Venable Harjo – Co-Chairs)

- Training – Maya and Sam will register and complete the National DEIB training. TV will pay for their registration fees.
- May and Sam will work closely with Alex and Kelcy on their topics as some of them may qualify for CE. One idea is Tribal Benefits.
- Guy Stubbs is the State, Region 7 and National and would be a good resource.
- Goal: Three DEIB presentations per year (need 3 by March 2025); 1 CE and 2 brief pre-meeting presentations.

j. NABIP-PAC/IPAC Chair (Isaac Skelton and Daniel Skelton, NABIP-PAC/IPAC Co-Chairs)

- Status of NABIP-PAC/IPAC  
\$138.00 was raised at the July Membership Meeting. Rafael Pedraza was the winner of \$69.00. NABIP-Idaho will mail him a check.
- Fall Forum – Add a space for PAC on the Passport
- Share slides from Region 7 for PAC. Also show PAC slides at the beginning of the meeting and at the end of the meeting during the 50/50 drawing. Continue to educate members on IPAC vs. NABIP-PAC.
- Clarification – Members can only contribute to PAC. Marcia will email about this and get further clarification for the reason and if it is just because we don't always have contact information for non-members.

5. New Business

- a. Health Insurance Awareness Day  
If someone has a contact at Jump, please reach out to Marcia. Alex stated they may have a contact and will look into it further.  
Possibly do Health Insurance Awareness Day 2025 in association with Fall Forum?
- b. New Members  
Marketing through all agent trainings at YHI.  
Marketing to all agents licensed in the last two years.

DOI should be encouraging new agents to learn and be better agents. Send flyer to all new agents and send list to all three associations.

6. Old Business

7. Adjourn

- **Daniel Skelton** made a motion to adjourn the meeting. **Isaac Skelton** seconded the motion. Discussion. Motion passed, unanimous vote. Meeting adjourned at 3:17 p.m.

### **Task List**

#### **Board Member**

- **Knute/Claudia** – 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 upcoming membership meetings.
- **Joe Morgan**– Update NABIP-Idaho/NABIP-TV websites with meeting dates and upcoming event dates.
- **Marcia Benton** - NABIP-TV Sponsorships Committee

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

**Thursday, September 19, 2024**

**1:30 p.m. – 3:30 p.m.**

**Intermountain Agency, Inc.**

**1650 S. Albright Ln., Boise, Idaho 83709**