

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

Board of Trustees Meeting Minutes

August 17, 2023

Blue Cross of Idaho

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

BOARD MEMBERS PRESENT: Knute Kleven, Lisa Wilson, Marcia Benton, Joe Morgan, Stephanie Hartruft, Isaac Skelton, and Sebrina Chevalier-Koehler

GUEST PRESENT: None

BOARD MEMBERS EXCUSED: Kim Pennington, Daniel Skelton, Dawna Moreno, and Michelle Taylor.

BOARD MEMBERS ABSENT:

Meeting called to order at 1:46 p.m.

Roll call

1. President's Report (Knute Kleven – President)
 - a. Review of Antitrust Statement
 - b. Approval of July 13, 2023 Strategic Planning Meeting Minutes
Lisa Wilson made a motion to approve the July 13, 2023 Strategic Planning Meeting Minutes. Stephanie Hartruft seconded the motion. Motion passed, unanimous vote.
 - c. Approval of July 13, 2023 Leadership Training Meeting Minutes
Lisa Wilson made a motion to approve the July 13, 2023 Leadership Training Meeting Minutes. Joe Morgan seconded the motion. Motion passed, unanimous vote.
 - d. Approval of July 13, 2023 Media Training Meeting Minutes
Joe Morgan made a motion to approve the July 13, 2023 Media Training Meeting Minutes. Isaac Skelton seconded the motion. Motion passed, unanimous vote.
 - e. Calendar Updates?
Change October and November membership meetings to breakfast meetings. Marcia Benton made a motion to change the October and November membership meetings from the 2nd Thursday to the following dates/times: Wednesday, October 4th, 2023 at 8:00 a.m. and Wednesday, November 1st, 2023 at 8:00 a.m. Lisa Wilson seconded the motion. Motion passed, unanimous vote.
 - f. Board Updates
Still looking for the following positions: Professional Development Chair and Co-Chair, Legislative Chair, Membership Recognition Chair, and Diversity, Equity and Inclusion Chair.
 - g. NABIP-TV Sponsorships Committee – Updates?
Joe Morgan will be running this committee. He stated calendar invites will be forthcoming.
 - h. Fall Forum Updates?
Knute gave a brief update to the Board:
Still looking for a Speaker(s) Sponsor – can be one sponsor for \$2,000 or could divide it into two sponsorships at \$1,000 each.
Atraxis PEO is interested in a break sponsorship; however there are no break sponsorships left.
Kim/Knute will reach out.
Program – Kendall Tierney is currently working on the program.
 - i. Leadership Chair Trainings – Deadline – End of 2023.
Knute will put together a Board Member email to address several items including: Leadership Chair Trainings and speaking about NABIP at Carrier Trainings.
 - j. NABIP Leadership Academy
The following board members are currently working to complete their Leadership Academy Certifications. There are 12 modules. Stephanie, Kim, Lisa and Marcia. Knute stated he would also be interested.
 - k. New Members with no Sponsor
The board adopted the following rule in January of 2023 to address new members that do not have a sponsor listed. Doug Fry made a motion that any unsponsored/orphaned new members be contacted by the NABIP-TV Membership team and asked if anyone worked with them when they joined. If they did have someone working with them, that person will be listed as their sponsor. If they did not, NABIP-TV will appoint a Board Member to be their sponsor and can reach out them and

mentor them in our organization. **Kim Pennington** seconded the motion. Motion passed, unanimous vote.

Stephanie Hartruff made a motion to further define this rule as follows: Assign any new members without a sponsor to be assigned to current board members in the following order: President, President Elect, Secretary, etc. in order for the Executive Board to be able achieve Triple Crown Status. The board member must be willing to reach out to and mentor the new member. **Marcia Benton** seconded the motion. Motion passed, unanimous vote.

- I. August 2023 Membership Meeting
 - Topic: Avoiding Burnout – Developing Stress Management Strategies for a Successful AEP
 - Sponsor(s): Agent Boost Marketing
 - CEs Offered: None
 - Attendees: 49 (Reviewed Monthly Meeting Report)
 - Knute Kleven announced the following:
2023 Fall Forum – Thursday, September 7, 2023 – Register Now.
Leading Producer Round Table (LPRT)
Leadership Academy
NABIP-TV Newsletter
2. President-Elect Report (Kim Pennington)
 - a. Top Golf Fundraiser Event – January/February 2024?
Kim spoke with the group about adding an additional event to the NABIP-TV Calendar – Top Golf Fundraiser. This would not replace the August Golf Tournament. Discussion was to possibly make this an event to raise funds for NABIP-TV and just donate a small percentage of the proceeds to a charity (20%). Kim will work to put together a Top Golf Committee to discuss further.
3. Chair Reports
 - a. Treasurer’s Report / Finance / Budget (Daniel Skelton, NABIP-TV Treasurer)
 - No new report at this time.
 - b. Membership Recruitment and Membership Experience Chair Update (Knute Kleven/Dawna Aragon-Co-Chair)
 - Membership Update
 - Reviewed the following membership reports: Billed Not Paid, New Members, and Lapsed Members.
 - Carrier Training Meetings – if someone from the NABIP board is in attendance, please ask if you could briefly speak to the group regarding NABIP the upcoming Fall Forum event as well as membership.
 - c. Legislative Update (Stephanie Hartruff, Legislative Chair)
 - Report on state legislative call
This month’s call was cancelled. No new report at this time.
 - Medicaid Taskforce
Reached out to Regional 7 Leg. Chair and also Phaedra Anderson, NABIP-Idaho Leg. Chair. Did not hear back from either, so declined to speak, since she wasn’t sure what our opinion should be.
 - d. Professional Development Update (Marcia Benton, Prof. Dev. Chair)
 - Update on speakers and sponsors:
 - i. Still working on them, but here are the current status:
October would like to put together a Medicare Carrier panel. Need a meeting sponsor.
November will be YHI – no fluff, just the nitty gritty! Suggestion to hand out forms at the Fall Forum for attendees to ask questions they’d like answered and then address those questions at the November meeting. Need a meeting sponsor.
January – BPA Health – Speaker and Sponsor?
 - ii. Sponsors:
Currently have 3 state sponsors that still need meetings, they are: Regence, PacificSource and SelectHealth.
 - e. Community Service (Michelle Taylor, Community Service Chair; Kim Pennington, Co-Chair)
 - No new update on final numbers for the 2023 Charity Golf Scramble.
 - 2023 Christmas Auction

- i. Currently working on find a location and date for the 2023 Christmas Auction.
 - ii. There was a brief comment from a member that they don't like the Auction Frogs online bidding format and enjoyed the event more when there were paper forms. Kim and Michelle will look into how much money we've raised in total/per item, etc. since using and before Auction Frogs to see if that's something we want to continue with
 - NABIP-TV to keep percentage from all Charity Events?
Discussion as to whether NABIP-TV should start keeping a small percentage (10%-15%) from all of the Charity events to go towards our bottom-line. Start with the 2023 Golf Event? Executive Board will review the current budget and make a decision.
 - f. Marketing Recognition Chair (Kim Pennington, Marketing Recognition Chair)
 - Awards Status Updates
 - i. No new report at this time.
 - g. 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
 - New Board
 - Bowling – COBS
 - Golf Tournament - ICSH
 - Update NABIP-TV and NABIP-Idaho Websites – meeting dates and upcoming event dates and board positions. This is an ongoing task.
 - Newsletter
 - President's Message – Knute will work to put together a President's message to be added to the website.
 - h. NABIP-PAC/IPAC Chair (Isaac Skelton and Daniel Skelton, NABIP-PAC/IPAC Co-Chairs)
 - \$340.00 was raised at the August membership meeting. Lisa Wilson was the winner of \$170.00.
 - QR codes on tables at Fall Forum/monthly meetings that attendees can scan and pay and just show payment when Isaac or Daniel come by with the tickets.
 - Baskets to raffle at monthly meetings. Daniel and Isaac could reach out to area businesses for items. Lisa will ask the Idaho State Board to see what the rules are for this.
 - Isaac has several other ideas for increasing PAC donations, he will put together a list and get it over to Lisa for the State's review.
 - i. Diversity, Equality & Inclusion (OPEN – Chair)
 - No new report at this time.
 - j. Vanguard Chair
 - Next event: 3:00 p.m. to 5:00 p.m. - September 7, 2023 – KIN, 999 W Main St Suite P101, Boise, ID 83702
5. New Business
6. Old Business
7. Adjourn
- **Marcia Benton** made a motion to adjourn the meeting. **Lisa Wilson** seconded the motion. Discussion. Motion passed, unanimous vote. Meeting adjourned at 3:23 p.m.

Task List

Board Member

- **Knute/Dawna** – Create list and track monthly calls to those on the Billed not paid report.
- **Knute Kleven** - put together a Board Member email to address several items including: Leadership Chair Trainings and speaking about NABIP at Carrier Trainings.
- **Knute Kleven** – Continue to work with Fall Forum Committee to plan 2023 Fall Forum Event.
- **Joe Morgan/Lisa Wilson** – Work on Press Releases, Newsletters, Letters to the Editor, etc.
- **Marcia Benton** – Find speakers and sponsors for the October, November, January, February, 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
- **Kim Pennington** – Top Golf Charity Event Committee
- **Sebrina Koehler** – update Board Roster to add photos.

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

Thursday, September 21, 2023

1:30 p.m. – 3:30 p.m.

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