

Treasure Valley Association of Health Underwriters
Strategic Planning Meeting Minutes
August 2, 2021

BOARD MEMBERS PRESENT: Lisa Brown, Lisa Wilson, Stacie Anthony, Hilary Swidecki, Pedro Rojas, Doug Fry, Joe Morgan, Phaedra Anderson, Knute Kleven, Dawna Aragon, Terrie Trevino, Annie Simmons, Kimberlee Langford, and Sebrina Chevalier-Koehler

GUEST PRESENT: N/A

BOARD MEMBERS EXCUSED: Korey Ashton and Marcia Benton.

BOARD MEMBERS ABSENT: N/A

An email invitation was sent out to the entire membership to attend our 2021-2022 Strategic Planning Meeting.

Meeting called to order at 12:40 p.m.

Welcome and introductions – Lisa Brown

Lisa Brown read the Antitrust Statement.

Attendance - Sebrina

1. Review of TVAHU Mission and Vision Statements – Lisa Brown

MISSION STATEMENT

Through education, advocacy and professional development, we will grow our membership and improve their ability to meet the health, financial, and retirement security needs of all Idahoans.

Doug Fry made a motion to keep the current TVAHU Mission Statement. **Knute Kleven** seconded the motion. Motion passed, unanimous vote

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.

Doug Fry made a motion to keep the current TVAHU Vision Statement. **Joe Morgan** seconded the motion. Motion passed, unanimous vote

2. Review 2021-2022 Strategic Plan – Lisa Brown

(See Attachment A – 2021-2022 TVAHU Strategic Plan)

Goal #1

Increase Membership by 15%.

This goal is tabled until the next board meeting. Knute and Dawna will pull reports and get more accurate numbers to review. Would like to define this goal more, i.e. retention goal and new member goal.

Goal #2

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

Lisa Wilson made a motion to adopt Strategic Plan Goal #2. **Stacie Anthony** seconded the motion. Motion passed, 1 opposed.

Goal #3

Achieve Platinum Certification in 2022!

Stacie Anthony made a motion to keep Strategic Plan Goal #3. **Doug Fry** seconded the motion. Motion passed, unanimous vote.

Lisa Wilson made a motion to adjourn the meeting. **Pedro Rojas** seconded the motion. Motion passed, unanimous vote. Meeting adjourned at 1:10 p.m.



2021-2022 TVAHU Strategic Plan

TVAHU MISSION STATEMENT:

Through education, advocacy and professional development, we will grow our membership and improve their ability to meet the health, financial, and retirement security needs of all Idahoans.

TVAHU 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.

2021-2022 TVAHU GOALS

Goal #1: Increase Membership by 15%. ***THIS ITEM WAS TABLED UNTIL THE SEPTEMBER 2021 BOARD MEETING TO OBTAIN MORE INFORMATION.***

Goal #2: 100% Triple Crown Board Participation – Recruit two new members, three operation shouts and \$12 x 12 Draft Program or contribute \$150 per year.

Goal #3: Achieve Platinum Certification in 2020!