

SACRAMENTO ASSOCIATION OF HEALTH UNDERWRITERS

Board of Directors Meeting

August 21, 2019

10:00 AM

Citrus Heights Community Center

6300 Fountain Square Drive, Citrus Heights, CA 95621

Agenda

Attendance:

Connie Correia, Alexis DeVorss, Michele Dolce, Lisa Herzick, Angela Jones, Josh Keller, Mariette Lasley, Michele Meder, Carmen Perea, Cinnamon Trimpey

Absent:

Teri Blake, Dave Brabender, Rosamaria Marrujo, Teresa Sale, Samantha Siders

Staff Present:

Jeannie Bruins, Helen Ornellas

Call to Order – Josh Keller – 10:05 AM

- Record attendance and establish a quorum
- Present July minutes for approval (m/s/c) (Lasley, Dulce)

Treasurer's Report – Carmen Perea

- July financial report. Accept (m/s/c) (Jones, Meder)

Committee Reports – Votes or Decisions to be made

Some committee reports were provided in advance of the board meeting and only questions or items requiring a vote will be offered for discussion.

- Executive – *Josh Keller – Review Strategic Plan Goals*
 - Josh, Carmen & Sam will sponsor the goals committees and Josh will communicate the goals to our membership
 - Updating technology and social media – Removing roadblocks to memberships
 - Josh questioned the issues with the website. Helen responded she is working with the web provider with a priority goal to upgrade the board of directors page, payable online. Josh also mentioned having a fillable membership application
 - Marketing plan for new members – making it easy to join, communicating benefits of membership and reviewing the qualifications for associate membership
 - Improve member meetings and events and being willing to look at change
- Secretary – *Carmen Perea*
 - Carmen and the board discussed the best way to report. Each board member will PDF his/her report and email it to Carmen and Jeannie the Friday before the board meeting
- Medicare – *David Brabender*
 - Helen reported on the Medicare Summit and commented on its success.
 - The Medicare website that agents use to quote RX will become closed, so each agent will need to enroll in the website to quote. CAHU is working hard to change this before open enrollment. It will leave the senior clients on their own to figure out their RX plan
 - A new carrier 20/20 aka Alignment, is entering the market with an advantage plan and a “fake” PPO. They are not offering supplemental plans. They are partnering with Sutter. Caution agents to notify their clients. Existing clients can keep their supplemental plan. Helen will call Dave Brabender to discuss how to get the message to our members.
- Membership – *Teri Blake & Lisa Herzick*
 - Lisa reported that she has reached out to members back through June with emails and phone calls. She and Jeannie have reviewed the NAHU programs. Membership has dropped from 195 in May to 178 through July. One new member joined in July and 6 members lapsed.
 - Helen noted that CAHU recommended a membership and non-membership check in table with apps and benefits pitch at the non-member table
 - Discussion about using membership dollars to buy DOI list. Consensus was that it was a good use of the membership budget.

- PAC – *Alexis DeVorss*
 - Met with the CAHU PAC chair – goals are to maintain 95% success rate and raise \$200,000
 - SAHU goals include presenting PAC at least once during the year and present a PAC CE class and advertise PAC at all major events.
 - Add check box to membership app for \$5 for PAC donation and include PAC form
- Programs & Professional Development – *Mariette Lasley*
 - Mariette has a committee call is the 2nd Monday of the month. The program through Sept 2020 has been planned. She questioned whether or not we could move a meeting to the new Dignity building once it opens, Jeannie said yes, we just need to let the community center know in advance so they can rent out the room.
 - The January meeting will be a Mimosa brunch
- Awards & Recognition – *Michele Meder*
 - CAHU awards have been sent. In process on NAHU awards.
 - Josh reported that the Casino/Awards Night is scheduled for October 25, adding a cornhole contest as well. The committee has met once. Helen noted that last year there was disappointment in the prizes for 2nd and 3rd place winners. Peggy Mandel and Teri Blake want their own carrier tables with their own players
- Community Service – *Teresa Sale*
 - Carmen met with Teresa to transition the work to her.
 - Josh noted he really liked supporting the Keaton Foundation
- Communication – *Cinnamon Trimpey*
 - Cinnamon will work on the bounced emails – there are 70 to 90 per week. She reported on click opens and will work on getting more opens.
 - Cinnamon will email Kimi at CAHU for the committee meeting time.
- Carrier Relations – *Michele Dolce*
 - Michele has met with Jeannie and Helen to understand carrier participation. She is looking at how we can migrate into other areas, ultimately impacting membership growth
 - Michele gave Helen a mock up on a Carrier Corner on the website.
- Legislative – *Connie Correia*
 - Legislators are back in session.
 - Lyria Beck will be working with Connie on Adopt-A-Legislator
 - She will be attending the Region 8 meeting
- Vanguard Council – *Angela Jones*
 - Angela offered different ideas for consideration with an emphasis on team-building events, as an example – ax throwing. Helen noted that venues with ample parking are needed.
- Media – *Rosamaria Marrujo*
 - Michele reported for Rosamaria. She will work with Helen on the website.

Review Calendar

- Past Events within last 30 Days
 - 7/17/19 Membership Lunch – Swore in New Board Members
 - 7/18/19 Top Golf Fundraiser
 - 8/13/19 Medicare Summit
- Future Events within next 60 days

<ul style="list-style-type: none"> • 8/21/19 Membership Luncheon • 9/18/19 Membership Luncheon 	<ul style="list-style-type: none"> • 10/16/19 Membership Lunch • 10/25/19 Casino Awards Night
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No Old or new business

Next Meeting - September 18, 2019 at 10:00 AM
 Citrus Heights Community Center
 6300 Fountain Square Drive, Citrus Heights

Meeting Adjourned 11:00 AM

Respectfully Submitted,
 Jeannie Bruins, Reporter