

CAHIP Board Meeting Minutes: 9/17/2024

Called to order at 8:37am upon a quorum.

President: Motion to approve consent agenda, Second, Carries

President: Motion to approve Aug meeting minutes, Second by Patrick, Carries

Pres Report:

- New ad hoc committee being developed to support initiatives sharing value of agents to the community.
 - Motion to form committee, Second by David Johnston, Carries
- Cathy requests written info about joining to help make nominations of participants.
- Rosamaria agrees.
- Dede: When ACA was implemented in 2014, we had a similar “Brokers Making a Difference” initiative and will look to see if any documentation is archived.

Immediate Past Pres: not present

Pres Elect:

- Excited about response from chapters for “farm team” of succession planning. Bi-monthly meetings will be held starting in Jan.

Member Recognition:

- Reminding all chapters to share event flyers and proof/photos from any meetings with legislators. April 1 – March 31 comprises recognition year.

Membership: Irma – not present

Comms:

- Reminder to continue sharing on social media
- Reminder to share information among chapters

Corp Affairs:

- Shared/reviewed updated report showing confirmed annual sponsors with gap to goal and newly lapsed sponsors.
- Reviewed opportunities to bundle sponsorship packages with chapters.
- Please join us at bi-weekly meetings on Thursdays.

PAC: Jack not present.

- Donor list being included in newsletter this week. \$24 for '24 campaign is ongoing.

PD:

- Medicare seminar next week.
- October will be quiet.
- Innovation Expo planning is underway with speakers being confirmed now. Please join our meetings to help us attract more members and sponsors.

Public Affairs: Vanessa not present.

Community Outreach: Pat

- NABIP foundation meeting occurred. Trying to build out an outreach program at colleges. Looking at grants – long term project. CA might build upon national movement for our own foundation.
- Note: contributions aren't fully deductible (closer to 75%) and we want to clarify documentation.

Leg: Paul

- The legislature officially ended in August. Governor Newsom has all bills on his desk for review – nothing notable has been signed yet.
- He did sign AB2435 extending Covered CA rulemaking through Jan 2030. “Chaptered” – means it has been signed into law.
- Leg council will be meeting in late Oct to discuss results of our priority bills and review our record keeping.
- Election year with entire state assembly and half of the senate coming in – expecting ~30% new legislators that we will want to introduce CAHIP to.
- New update of bills to come in Feb.
- We will meet to review priority bills on March 6 at Actum (Faith's office). CAHIP will sponsor travel, but not overnight stays.
- Working on SB77 waiver – approach federal gov to divert funds for CA residents for single-payer system. Coalition groups are working with various positions. CAHIP just signed a letter from such a coalition group explaining our concerns and objections regarding single-payer. If the federal government passes, we are still in need of half the funding in CA. Will likely be dead on arrival.
- Faith had her beautiful baby, Bennett – healthy and happy. She is still available via email while we attempt to give her space.

Medicare: Helen

- Working on getting more information together to share.
- “Medicare Moment” in development for January.
- Medicare seminar coming 9/24.

DEIB: Kerri

- Introduction to acronym:
 - Diversity: representation of various ethnic groups (race, socio-economic status, generational, etc.)
 - Equity: fair treatment/access to individuals focused on eliminating disparities
 - Inclusion: Creating an environment with value/acceptance for all
 - Belonging: Feeling comfortable bringing your authentic self to your corporate environment
- Beginning to plan a DEIB-related event in April 2025.

Finance: Shannon

- \$16K ADM catch up payment received and has been entered for June.
- Next year NABIP will be transitioning systems and we're hoping that we'll be able to monitor our financials more closely.
- Motion to close records for year-end 2024 – Kerri, Second – David, Carries.
- Motion to accept financial records for August – Helen, Second – David, Carries.

Membership: Irma not present

- (Rosamaria) We're still exploring purchasing a list and possibly charging the chapters for access
- Pat: National still working on resetting price points of membership from ADM, hoping to stabilize revenue levels from state to state. They basically are looking to discount the ADM agents. Pat is participating on a committee reviewing these discussions and advocating for CA to get the money (possibly increasing price for ADM).

Executive Director (Sharon):

- Working on refining process for CE including more detailed instructions for chapters and excluding paper sign-in sheets.
- Continued review of sponsorship prospects as well as revised templates/touchpoints for existing sponsors.

Chapter Reports:

- GG: Exploring new ideas for comms to new members, golf tournament made money for charity and contribution should be delivered in next couple week. Focusing on high engagement/support for members this 4th quarter.
- Inland: Board installation was delayed to next month. PD with 3 CE courses coming. Top Golf Fundraiser coming. Sales Symposium in May with planning starting in Oct. New PAC Chair is our weak spot, but otherwise making good progress.
- LA: Still need to do strategic planning while onboarding new Exec Director has just completed. PD calendar is full and excited; DEIB presentation is coming soon. 9/18 medicare coffee chat; mental health call to action 9/20 – 1 hour CE and update on trends in disability/mental health, trends in outpatient therapy, etc along with a nonprofit fundraiser – inviting sister chapters to push this flyer in promotion! And possibly add to CAHIP calendar, board meeting 9/26 with encouragement to then join new member orientation directly following.
- OC: Successful CE Day last week; Cybersecurity ethics CE coming in October and holiday boat event in December.
- Sacramento: Business and Medicare Expo with 200 attendees highly successful with ~7 new members; name change: CAHIP-Northern California (NorCal); board meeting/monthly meeting tomorrow. Food drive in November and toy drive in December.
- SD: PAC Day at the Races – full house; senior summit was successful; planning for next year with surveys going out for feedback from both attendees and exhibitors; medicare round table coming for members only along with promoting NABIP Medicare Moment event the day prior. No specific topic, but instead general support through Q&A with some starting questions to kick off the conversation (what does our E&O cover?); PD Building a Story Brand next week – over 60 registered already; Sharing tools and surveys for what they want from NABIP hoping for more strategy in what NABIP is doing and presenting to our members; Wants to promote what NABIP is doing, but news is coming late.
- SB: small group panel last month was our biggest membership event with 58 people; took opportunity to ask people to step up to support/join board – 9 have stepped up in various capacities but many need to join membership first.
- Ventura: cornhole tournament last week – huge success with fun, good food, raffles, etc. raised over \$500 for PAC and 50/50 winner donated back from someone not even in the industry. Charity event coming in Dec.
- SV: board meeting tomorrow, member meeting 10/3 with CE and a sponsor for lunch; hoping to recruit more board members and promote PAC with a suggestion box for

member input and then next member meeting in March. Golf tourney in the works and updated event calendar coming on website.

No new business

Meeting adjourned 10:03am.



Board Meeting Sign in Sheet: Sept 17, 2024

8:30-10 am PT

Location: Zoom

Executive Board	Title	Attendance Noted		
Rosamaria Marrujo	President	x		
Dawn McFarland	President-Elect	x		
Tim Kanter	Immediate Past President			
Shannon Zajec	VP Finance	x		
Paul Roberts	VP Legislation	x		
Irma Romero	VP Membership			
Manny Alcaine	VP Professional Development	x		
Jack Holder	VP PAC			
Vanessa Ignacio	VP Public Affairs			
Elizabeth Underhill	VP Corporate Relations	x		
Kristie Scavarda	VP Communications	x		
Pat Burns	VP Community Outreach	x		
President or Voting Member (Sub)			Sub	
Kim Ball	Central California President			
Cathy Little	Golden Gate President	x	Irma Romero	

David Johnston	Inland Empire President	x	Cherie Crutcher	
Dede Kennedy	LA President	x	Josh Kaufman	
Barbara Ciudad	Orange County President		Sarah Knapp	x
David Brabender	Sacramento President	x	Brad Wright	
Ricky Haisha	San Diego President	x		
Laura Murphy	Santa Barbara President	x		
Jennifer McKenzie	Silicon Valley President	x		
Juli Canter	Ventura County President	x	David Garcia	

COMMITTEE CHAIRS/MISC:

Faith Borges	Lobbyist	
Patricia Stiffler	Member Recognition Chair	x
Kerri Sanford	DEIB Chair	x
Helen Ornellas	Medicare Co-Chair: Northern CA	x
Henry Romero	Medicare Co-Chair: Southern CA	
Sue Wakamoto Lee	Parliamentarian	x
Sharon Frank	Exec Director	X
Lisa Strug	Exec Director	X

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