



CAHIP Board of Directors Meeting Minutes
8/26/2024, 8:30-10 am PT
Meeting on Zoom

- 8:35am Executive Director confirms a quorum of 16+ present voting members.
- President Rosamaria Marrujo called the meeting to order and reviewed the Antitrust Reminder.
 - Consent Agenda:
 - Motion to approve: Henry
 - Second: Pat Burns
 - Motion carries
 - July 16 Board Meeting Minutes:
 - Motion to approve: Henry
 - Second: Barbara
 - Motion carries
- President's Report by Rosamaria Marrujo
 - Shared a summary of last week's Senior Summit in Pachanga
 - Access to information shows value in CAHIP membership
 - 1:1 meetings with executive board continue to be held confirming goals and action items
- Immediate Past President – Tim Kanter not present.
- President Elect – Dawn McFarland
 - In Tim's absence, presenting for Governance amended P&P 3016, allowing additional sitting board members to participate on the governance committee
 - Motion to approve: Dede
 - Second: Vanessa
 - Carries
 - Rosamaria appoints Patrick Burns to Governance Committee
 - Motion to approve: Barbara
 - Second: Manny
 - Carries
 - Succession planning "Farm team" development – Dawn requests all chapters to share at least 1 person to potentially join leadership team
 - Note (possibly should have been new business?) Agents are speaking about charging brokers' fees. Perhaps CAHIP should be sharing background information?
 - Rosamaria suggests we need more feedback from NABIP
 - Henry brings up CMS and potential controversial steering towards certain products



Protecting the Consumer's Future

- Dawn: Anti-trust rules doesn't mean we can't speak about commissions, but we have to be careful how we discuss it. We have to keep the conversation rooted in policy, removing specification of carriers.
 - Pat: We can't advise a preference for any carrier. But if a carrier speaks on their own, our hands are tied.
 - Manny: Who? What? Where? Implications?
 - David: One carrier said no new/renewals fees on prescription plans.
 - Rosamaria: Keeping it high level, after a carrier opened a can of worms, they had to put out a statement. It's a CMS issue. Medicare chairs will need to work on this.
 - Dawn: Request from membership about how/when they can charge fees. We should share commentary when available from NABIP.
 - Dede: Historically, covered California asked us to assess time/resources for a policy, demonstrating that there might be value in the future.
 - Rosamaria: We need to protect membership
 - Dede: Michael Luhan (member at large) might be able to help calculate.
 - Rosamaria: We'll work on getting an email thread to collect more information and share.
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- Executive Director – Sharon
 - Reiterated thanks for strategic planning updates and continued 1:1 meetings to review goals/action items with executive board quarterly.
 - Activities are underway to re-organize and systematize actions for membership, sponsorship, and professional development with additional updates to come.

 - Member Recognition (Awards) – Pat not present. Michele presenting.
 - New deadline for submissions at the end of February.
 - Award nominations are up on the website.

 - Comms – Kristie
 - Social Media – please continue like/sharing!
 - Newsletter – collecting content on an ongoing basis; please share
 - Rosamaria: reminder to include videos in the bulk of all content

 - Corp Affairs -- Elizabeth
 - Streamlining/cleaning up potential sponsors. Please review the list Sharon shared with executive board for any updates/removals and additions.
 - Once lists are cleaned up, we're looking for volunteers for outreach. We shared list with exec board and might share with wider board after feedback received. It is critical we collect sponsors to fund our work.
 - Rosamaria: We will also be building templates for sponsorship outreach – make it a habit to meet about sponsorship every time you meet new people. Bring people from local to state level.
 - Elizabeth: We're also meeting with existing sponsors to review the partnership and make the most out of it.



- PAC – Jack
 - New flyer is coming tomorrow.
 - Monthly marketing coming out. Standalone PAC eblast coming in addition to in the CAHIP newsletters.
 - Please review list of monthly contributors – has drastically dropped down to under 60. We need help! Share with chapter PAC chairs!
 - Mod Dem event coming up. Selecting a candidate to go – if anyone is interested in joining, get in touch with Jack.
 - PAC Meeting tomorrow. Hoping to find a co-chair for succession planning.

- PD – Manny
 - Schedule is primarily done for the year.
 - Innovation Expo speaker invitations are going out now.
 - Connecting DEIB with NABIP leadership
 - Jack – We can't let CE requirements be a hold up for events and resources; people will come for the content and networking regardless.

- Public Affairs - Vanessa
 - Working with Dawn on an op ed. What we do and what is our role – example/template. Will include where to send it.
 - Rosamaria – important to get this out to brokers in 4th q!

- Community Outreach – Pat
 - Document coming in next month allowing the Foundation to be used for 501c3 event funding
 - Will be in touch with Presidents about charitable work and what they are looking for from the Fdn or external partners.
 - Rosamaria – add me back to meeting calendar please

- Medicare – Henry
 - Membership is shifting towards medicare – we're heading in the right direction. Keep them engaged.
 - CAHIP Senior Summit coming in September.
 - Meeting for north vs. south medicare being planned as well.
 - Kerri – there needs to be an intentional approach reaching out to all event attendees encouraging membership

- DEIB – Kerri
 - Main focus – truly bring awareness to DEIB in general while working to support our business and CAHIP.
 - Working with national to bring information down to state level.

- Finance - Shannon
 - June financials for year-end approval continues to be on hold for approval, pending news from NABIP regarding ADM payment
 - Motion to accept financials for July – Shannon



- Second – Dede
 - Carries
 - Budget review – note changes to some board spending
 - Motion to approve budget – Shannon
 - Second – Dede
 - Carries

- Legislation – Paul
 - Exciting week!!!
 - Success story – Paul spoke on panel with NABIP CEO regarding medicare. 80 minutes discussion showed the reach of NABIP and how it reaches Washington DC. Showed value in our lobbying. Hidden commercial for membership. Representation from 3 chapters. Got to speak about wins with AB22 and SB 1236. Was able to capitalize on comparisons from other states (how premiums skyrocketed in NY in the medigap.) Both failed the day after we were there lobbying for the suspense files.
 - National leg update: Paul will be participating in regional discussions with representatives from all Region 8 states and chapters to unify positions and bring back to national. Monthly 4th Thursday at 12pm PT.
 - CA leg is adjourning this weekend 8/31. End of 2 year session. Governor will have 1000+ bills on his desk for signature/veto/hold without signature through September. New leg will take affect 1/1/25. Status updates will come out in mid-October. Final leg council meeting for the year 10/17 4pm PT. 80 seats in assembly + 20 in senate are up for election. We expect composition to change as much as 30%. CAHIP will need to re-introduce itself. Calendar not yet released, but they typically have until mid-Feb to introduce new bills. Janet, Paul, Faith to review priority bills in March in Sacramento. Capitol Summit will be limited in planning for content based on new legislation.
 - Position approvals:
 - AB 2293 – Joint Powers Agreements – Health Care Services
 - CAHIP Leg Council recommendation = Support, L3
 - AB 2297 – Hospital and Emergency Physician Fair Pricing Policies
 - CAHIP Leg Council recommendation = Support, L3
 - AB 2467 – Health Care Coverage for Menopause
 - CAHIP Leg Council recommendation = Support, L3
 - AB 2749 – California Health Benefit Exchange: Financial Assistance
 - CAHIP Leg Council recommendation = Watch
 - AB 2843 – Health Care Coverage: Sexual Assault
 - CAHIP Leg Council recommendation = Support, L3
 - AB 2914 – Health Care Coverage: Essential Health Benefits
 - CAHIP Leg Council recommendation = Watch
 - AB 3156 – Medi-Cal Managed Care Plans; Regional Center Services: Beneficiaries with other Primary Coverage
 - CAHIP Leg Council recommendation = Support, L3
 - Motion to approve positions: Paul
 - Second: David Johnston



- Carries
 - Reminder: Faith is having her baby this week!
- Membership – Irma
 - 1336 members, 4 new in July
 - Reminder – bi-weekly reports of lapsed/new members is shared by Sharon to all chapters. 2 weeks ago, a history of 12-month lapsed members was shared at committee members request.
 - 441 lapsed members in last year (chapter breakdown shared) – includes retired, switched companies, etc. Use this opportunity to reach out, find out why they canceled membership, if they are interested in renewal, what they might want from CAHIP/NABIP, etc.
 - Working group meeting – working to systematize NABIP 7 touches. Many templates were developed for new outreach to come from chapter leadership.
 - Reminder – new member orientation 9/26.
 - 9/6 membership meeting.
 - Happy to meet with anyone for a coffee chat to discuss best practices and valuing membership. <https://calendly.com/iromero-7/cafecito-con-cahip>
 - Barbara – how many of those lapsed members might be due to the credit card issues in march? They continue to have issues and needing to back-pay extra fees, etc.
- Misc: Rosamaria
 - Reminder for NABIP Leadership training tomorrow from 10am-12pm is the NABIP Required Leadership Training Join Zoom Meeting https://us02web.zoom.us/j/87643724654?tk=WBzCzlVY2YlYdMze9tM6JFApJo1FOB0Hag1RlqNd17E.DQYAAAAUZ_kbbhZTY1ZEZVJ0MINfMm9oZVhZV0pyMIR3AA&pwd=AyAiJzKPYPKAGoYoyiutar1XsbNQV.1
- Chapter Updates:
 - Central: no representative
 - GG/Cathy:
 - Successful golf tournament with paint/sip
 - Sponsorship outreach coming in September
 - Budget passed; strategic planning held; event schedule under development
 - Spring CE event in ~April
 - Need funding from sponsorship
 - Inland/David:
 - New board members in old positions on the learning curve; Budget/strategic planning success. Golf tournament success. Senior Summit success. Excited to implement 7 touches. Working on cheat sheets for retention. CE Day with ethics to come in January.
 - SB/Laura: had to jump off.
 - OC/Barbara:



Protecting the Consumer's Future

- 13 new members from senior summit. Outreach plan under development.
- CE Day on 9/10 coming and being promoted with increased sponsorship.
- Some pivots with carriers.
- AI October luncheon and more planning for January.
- LA/Dede:
 - Medicare summit was well received. "Premier 1 day event in the state"
 - Mental Health coming 9/16 with CE and nonprofit partnership.
 - Mental Health Roadshow with Covered CA included great exposure and visibility for CAHIP.
- Sacramento/David:
 - Retreat in July had great turnout. Expo 8/28. Excited about membership work. New name/logo rollout at Expo.
- SD/Ricky: Day at the Races – packed house. Sold out. PAC fundraising; Senior Summit with Inland/OC was a success. 7 new members to SD (26 total with Inland/OC), as well as collecting some renewal fees. Allowed \$50 discount on NABIP. Building Your Story Brand event
- Ventura/Juli – Pres Elect has been recruited. Schedule set for the year. Cornhole Tournament 9/10.
- SV/Jennifer – not here.
- New Business:
 - Rosamaria/Dawn are working together on some new branding ideas.
 - Dede – Social media needs to differentiate between CAHIP and local chapters.
- Meeting Adjourned: 10:17am



Board Meeting Sign in Sheet: Aug 26, 2024

8:30-10 am PT

Location: Zoom

Executive Board	Title	INITIAL		
Rosamaria Marrujo	President	x		
Dawn McFarland	President-Elect	x		
Tim Kanter	Immediate Past President		Quorum:	19
Shannon Zajec	VP Finance	x		
Paul Roberts	VP Legislation	x		
Irma Romero	VP Membership	x		
Manny Alcaine	VP Professional Development	x		
Jack Holder	VP PAC	x		
Vanessa Ignacio	VP Public Affairs	x		
Elizabeth Underhill	VP Corporate Relations	x		
Kristie Scavarda	VP Communications	x		
Pat Burn	VP Community Outreach	x		
President or Voting Member (Sub)			President-Elect or Voting Member	INITIAL
TBD	Central California President			
Cathy Little	Golden Gate President	x	Irma Romero	x

David Johnston	Inland Empire President	x	Cherie Crutcher	x
Dede Kennedy	LA President	x		
Barbara Ciudad	Orange County President	x	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			
Juli Canter	Ventura County President	x	David Garcia	

STAFF: COMMITTEE CHAIRS:

Faith Borges, Lobbyist

Pat Stiffler, Awards Chair

Helen Ornellas, Medicare Northern California Co-chair

Henry Romero, Medicare Southern California Co-chair x

GUESTS:

Kerri Sanford x

Michele Meder x

Michele Mills

Sue Wakamoto Lee x

Rick Coburn x

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