

Board of Director Meeting 11/19/2024

President:

- Call to order with a quorum present at 8:34am.
- Motion to approve consent agenda, seconded, carries. (includes both 11/19 agenda and 10/15 minutes)

- Signator on bank account –Tim will remain on the account through June 2025.
 - Motion to approve, seconded, carries.
- Reminder to all chapters to file taxes and corporate/charity registrations as needed. State level filings are under development now.
- Membership concerns: we are working on plans to automate notifications to lapsing members.

Immediate Past President:

- We are reviewing P&Ps, updating formats for consistency, changing CAHU to CAHIP, making relevant updates as necessary.
- 3016: Recent amendment to accommodate board members in governance committee contradicts bylaws. Will now mirror bylaws and allow board members to serve as advisors instead of members of governance committee.
 - Motion to approve latest update, second, carries.
- Rosamaria unappoints Patrick Burns from governance committee, effective immediately.
- 3001: Minor updates reviewed
 - Motion to approve, seconded, carries
- 1018: minor updates reviewed
 - Motion to approve, seconded, carries
- 1015: minor updates reviewed
 - Motion to approve, seconded, carries (Tim abstained)
- 3011: minor updates reviewed
 - Discussion: Criminal activity disclosure may deter nominations? (i.e. a DUI charge is permitted by the Department of Insurance, etc.)
 - Motion to approve changes with redacting the criminal activity line, seconded, carries.

President -Elect Dawn:

- Town Hall included 140 guests registered and over 80 attend. We are looking for counsel regarding antitrust as we consider a press release.
- Recognizing NABIPs quarterly report: <https://nabip.org/media/9786/quarterly-report-q3-2024.pdf>
- Note regarding membership: CAHIPs lower membership numbers are due to lack of retention of CAHIP members who joined through medicare summits.

Executive Director:

- Presented new logos with NABIP-California
 - Motion to approve addition of NABIP-California along with replacing tagline with national's tagline, Seconded. Vote: 3 no (David, Vanessa, Paul), 1 abstention (Manny). Carries.
 - Discussion: Paul/David Brebender want to see communications committee's feedback/recommendations. NABIP's style guide should be referenced, but

CAHIP does not follow the standard naming convention like other states' use of NABIP name.

- Vote: 3 no (David, Vanessa, Paul), 1 abstention (Manny). Carries.
- Gift cards: As we have not been connected to any member/chapter needs of gift cards through NABIP Unite, we are exploring donating directly to local charities that our local chapters already support. Please reach out with suggestions.

Awards:

- Pat not present: I won't be able to be at the meeting today. For my report I would like to remind everyone that if they, or someone in their Chapter has had meetings with legislators, regulatory offices or any industry related entities that they should report it during the Board meeting, so it is captured in the minutes. I will need this for the legislative award due in January.
- Irma: reminder to recruit members for Triple Crown award (and PAC donations, etc.)

Communications:

- Kristie not present; written report was shared in advance detailing activities in the meeting materials.
- It is suggested that materials are generally reviewed by Faith and Paul as a first step before going to communications committee.

Corp Affairs:

- Additional outreach is coming with executive board assignments
- Gap of \$41,500 (about halfway to goal)
- Reminder to help with potential sponsors for Innovate Expo

PAC:

- Jack not present
- \$24 for 24.

Professional Development:

- DEIB event is under development.
- Innovation Expo has agenda in place; working on sponsorship.

Public Affairs:

- Nothing to report at this time.

Community Outreach:

- National foundation is working on educational tools and resources for consumer facing site. New tools will take some time.
- CAHIP Foundation is working on confirming recertification with AG; reminder for all regarding tax filing.

Medicare:

- Helen has stepped down as Northern CA Chair.
- Henry not present.

DEIB:

- Kerri not present.

VP of Finance:

- Biggest opportunity for improvement of our finances is to focus on membership.
- Motion to approve financials, seconded, carries.

VP of Legislation:

- We are in between sessions.
- We will need to re-introduce ourselves with new legislature in Dec/Jan.
- We will need to plan for legislative webinar at end of January or at Innovation Expo:
- consider promoting at Innovation Expo and then doing it around Bill Review to ramp up promotion for Capital Summit.
- Recommends that Faith be consulted on all communications for compliance review before state comms committee.

Membership:

- 1325 current members
- Triple Crown reminder
- Please spend 20 min on phone calls to create personalized touchpoints with new members and/or following up with lapsed/lapsing members.
- 7 touch templates are available
- Purchased list is being explored – there may be a way to bypass cost.
- Paul shared a list of prospect members; was previously shared with chapters; Irma will follow up.
- Pat Burns: Region 8 retention expectation is limited to ~75%.
- Paul: might our high membership prices be a factor?
- Resources:
 - https://drive.google.com/drive/folders/1PqeSsqdmffmy_w3aN2ewWzZLopFJLUNF?usp=drive_link
 - https://docs.google.com/spreadsheets/d/1DB8BN1BbAsTLeWfXbAESgNDvT8Zjvmg5/edit?usp=drive_link&oid=117137916108489029600&rtpof=true&sd=true

Chapter Updates:

- CC: not present.
- GG: Cathy – holiday party with bowling/bocce and toy drive. Jan leg update is being planned followed by an annual CE day in April. Similar to the state, down on sponsorship. Note: discuss during sponsorship meeting for potential co-sponsors.
- IE: Big holiday event coming up with a sponsor; Jan event with 4 CEs. Need a new PAC chair and reviewing budget with low sponsorship activity.
- LA: Chair stepping “back”; Holiday party planned; Co-hosted a Jan event “New Year, New Laws, New Administration, What now”; Requesting lower costs for Capitol Summit attendance as well as 1-day attendance
- OC: 12/13 cruise event; leg update in Jan.
- Northern CA: event tomorrow with a peer consultant on local legislation; Rosamaria has some complimentary tickets available
- SD: thank you event for members on 12/10 with 60 already registered.
- Ventura:
- SB: not present.
- SV: not present.

Happy thanksgiving!

Meeting adjourned 10:23am.



Board Meeting Sign in Sheet: Nov 19, 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 | x | | |
| 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 | | | |
| Vanessa Ignacio | VP Public Affairs | x | | |
| Elizabeth Underhill | VP Corporate Relations | x | | |
| Kristie Scavarda | VP Communications | | | |
| Pat Burns | VP Community Outreach | x | | |
| President or Voting Member (Sub) | | | Sub | |
| Kim Ball | Central California President | | | |
| Cathy Little | Golden Gate | x | Irma Romero | x |

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|-------------------|--------------------------|---|-----------------|---|
| | President | | | |
| 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 | | | |
| Juli Canter | Ventura County President | x | David Garcia | |
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COMMITTEE CHAIRS/MISC:

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

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