



CAHIP Board of Directors Meeting Minutes

7/18/2024, 8:30-10 am PT

Meeting on Zoom

- Meeting is called to order at 8:35 am PT upon a quorum of 16+ present board members.
- President Rosamaria Marrujo called the meeting to order and reviewed the Antitrust Reminder.
- Consent Agenda and June Minutes:
 - Motion to approve by Tim Kanter.
 - Second by Dede Kennedy.
 - Motion carries.
- President's Report by Rosamaria Marrujo
 - Appointments:
 - DEI&B Chair: Kerri Sanford (Motion by Tim Kanter, Second by Vanessa Ignacio, Motion carries).
 - Medicare Chairs: Helen Ornellas and Henry Romero (Motion by Dawn, Second by David Johnston, Motion carries.)
 - VP Community Outreach: Pat Burns (Motion by Vanessa Ignacio, Second by Dede Kennedy, Motion carries.)
 - Members of Governance Committee: Sue Wakamoto Lee, Rick Coburn & Maggie Stedt with Tim Kanter and Dawn serving automatically without appointment (Motion by Dede Kennedy, Second by Jack Holder, Motion carries.)
 - NABIP updates:
 - Substantial debt

- Glitch with declining credit card notifications and lapsed membership. Error inquiries should be forwarded to Bob Tretter at NABIP.
 - Dede asks if the local membership chairs should get involved and reach out to lapsed members. Rosamaria confirms that local chapters should reach out to lapsed members.
 - Irma confirms that local memberships chairs get member reports every two weeks in a detailed report from CAHIP ED.
 - Confirmation that both Chapter Presidents and local membership chairs are invited to the regular membership meetings.
- Regional News:
 - August meeting is being planned. More details to come about Region 8.
 - Paul shared that an email references an 8/19 meeting in person.
- CAHIP News:
 - Strategic Planning session is being coordinated for early August, in person in Sacramento hosted by Rosamaria. Sharon shared a doodle poll for availability last week. A Zoom option will be available.
 - Leadership news and encouragement will transition from last year's "why" videos to "CAHIP Cares" on a monthly basis
- Immediate Past President Report by Tim Kanter
 - Will be holding the first Governance meeting in the next months.
 - There are a lot of P&Ps to review and refresh.
 - Happy to work with Local Chapters in any way he can.
- President-Elect Report by Dawn McFarland
 - Region 8 Leadership Training is August 19 as Paul previously mentioned.
 - National Leadership Training on August 27 to include leadership training for all positions: <https://nabip.org/events-view-events-by-either-a-list-or-calendar-view/list/single-events/nabips-live-virtual-leadership-training>
 - Sue Wakamoto Lee is new Leadership Chair.

- Executive Director Report by Sharon Frank
 - Thanks everyone for participating in virtual vote for buying early bird tickets for next year's NABIP Convention - 21 voted yes.
 - Coordinating a full calendar of events and tasks, including some attendance at chapter board meetings to continue goals of unity and shared resources.
 - In need of Central California board roster to share with NABIP.
 - Sponsorship review:
 - Renewed this past month:
 - Word & Brown
 - Covered CA
 - Beere & Purves
 - New: NonStop Health
 - Up for renewal:
 - VSP (reconfirmed interest)
 - Kaiser Permanente
 - Principal – Laura will help follow up
 - Anuvi
 - BRI – new contact needed; Dawn will email a new contact
 - Innovation Expo:
 - Reminder STD Monday, February 3, Queen Mary
 - Graphic flyer shared.

- Member Recognition (Awards) Report by Pat Stiffler
 - National: Won Landmark, Media Relations, Website and Presidential Awards.
 - Revamping CAHIP awards with Rosamaria. Working to have them due by end of September.

- Communications Report by Kristie Scavarda
 - Looking forward to another great year and working with local chapters to get the word out.

- Asks everyone on Board to get involved liking and sharing posts, etc.
 - Meetings are first Friday of every month at 9am PT.
- Corporate Affairs Report by Elizabeth Underhill
 - First bi-weekly sponsorship meeting this week. If anyone has interest, reach out to join the sponsorship meeting.
- PAC Report: Jack no longer on the call
- Professional Development report by Manny Alcaine
 - First committee meeting is tomorrow 7/17.
 - Looking to start attracting more members with topics that will interest them.
- Public Affairs Report by Vanessa Ignacio
 - Meeting with Kristie to talk about how they can support each other and work with the larger team.
- Community Outreach Report by Pat Burns
 - Will be working on mentorship via the Foundation.
 - Wants to work on community outreach more effectively and engage with new/additional community partners and develop new business relationships. For example, speaking at a hospital chain. They are possibly interested in CAHIP's PAC.
- Medicare Report by Helen Ornellas
 - Looking forward to working on Medicare.
- DEI&B Report by Kerri Sanford
 - Looking forward to working on DEI&B.
- Finance Report by Shannon Zajec
 - P&L with prior period comparison
 - Membership Dues YTD \$313,022. This is 12% up from this time last year.
 - Net Revenue -\$17,742 at the end of our fiscal year. This is not final as we have potential agency dues model revenue and expenses for national convention. Comparing to last year our net revenue was -\$216,072.
 - As we finalize our budget for 2023-2024, we are tracking to be at -\$17,742.88.
 - While a negative is never a positive, the previous year, we were negative \$216,072 which clearly shows a significant improvement. Much of the neg

ative of the previous year was due to the ADM issues which have largely been rectified thanks to the hard work from past president, Sue Wakamoto-Lee.

Finally, while we are currently tracking as a negative, we are awaiting one final ADM payment that should ultimately leave 2023-2024 in the positive.

- Budget vs. Actuals:
 - NABIP membership dues deposits of \$23,753.52 on 7/2 for May dues. Budget is \$31,333. \$28,456 is actual average over last 11 months.
 - Annual sponsorship goal is \$82,000 and for the fiscal year we had \$69,494 in annual sponsors. Great job and please keep asking for sponsors for the next big event, Innovation Expo, Feb 2025 in S.CA. We request that all board members assist in getting additional sponsorships.
- Other items to note:
 - \$4500 in deferred income for Capitol Summit annual sponsorships from June of 2023. There is \$11,750 in sponsorship income that is currently deferred for the 2024-2025 fiscal year for the Innovate conference.
 - Annual sponsors will be allocated 50% revenue to Engage and 50% to Cap Summit.
 - Reimbursement requests must be received in the CAHIP office within 45 after the expense and will not be made until all forms are completed and receipts are received.
 - Since we had to dip into reserves due to the revenue discrepancy we have been experiencing, our goal is to restore reserves to 100% by fiscal year end 6/30/25.

<u>6 month Operating Costs (Fixed)</u>		
6400	Jaffe	\$91,560.00
6365	Legislative Advocacy	\$72,000.00
6525	Website	\$2,137.00
6320	Insurance	\$2,800.00
6495	Postage/Printing	\$50.00
6520	Telephone/Fax/Internet	\$471.00
6050	Bank Fees	\$2,250.00
6310	Dues/Subscriptions	\$1,150.00
	Total	\$172,418

Total Accounts:

\$27,550.34 Summit State Checking Account Balance Ending on 6/30/24

\$19,970.72 Schwab MMF – Fixed Income Account

\$45,790.18 US Treas (Schwab Acct, 1-3 months not liquid)

\$93,311.24 Total Accounts

\$47,521.06 Liquid Assets (checking + Schwab MMF)

\$124,896.94 Needed to fund reserves (6 mo. Expenses – Liquid Assets)

- Request to motion for approval of reviewed financials. Motion by Paul Roberts, Second by Helen Ornellas, Motion carries.
- Will be reviewing next year's budget currently in draft form at next month's meeting for approval vote as we await some final numbers.

- PAC Report by Jack Holder
 - Big events coming up with large sponsorship opportunities.
 - Meetings will be continuing on same schedule
 - Focusing on getting every member to contribute at least \$10 a month (ideally \$24 for 2024)

- Legislative Report by Paul Roberts
 - SB 230 regarding FSA state tax deductions failed. Promising, however, that it went further through process than expected.
 - Legislature is adjourned as of July 3, returning Aug 5.
 - Suspense hearings will begin review Aug 15
 - Budget trailer bills will be reviewed – secondary expenditure allocations to clarify/detail expenses with policy changes.
 - August will be busy – bills need be passed by Aug 31 followed by 1 month for Governor's approval/veto.
 - Ricky Haisha: when bills fail (such as medicare supplement), are there typically rumors about revision/resubmit?
 - Faith Borges responds that it is not uncommon for bills and ideas to be reintroduced, especially with high turnover around elections.

- Dawn McFarland discusses ongoing lawsuit filed against CMS for arbitrary commission levels. Independent agents are unhappy, but business as usual. NABIP has been vocal and involved. Rosamaria comments on the interest of carrier reaction.
- Membership Report by Irma Romero
 - Irma shares Membership Orientation presentation.
 - Making a big effort to connect with local membership chairs this year and investing in new resources sharing the value of membership.
 - Challenges all Board Members to target the NABIP Triple Crown award
 - Need to work on retention.
 - Major membership campaigns in September and March should include trickle-down influence to Chapters
- Local Chapter Reports
 - Golden Gate: Irma Romero
 - Annual planning meeting is next Thursday.
 - Golf tournament on August 15.
 - Inland Empire: David Johnston
 - Held strategic planning meeting already and confirmed all positions are filled.
 - Need to mentor brand new Communication and PAC Chairs.
 - Reaching out the Desert Chapter members.
 - Planning CEs.
 - Free seminars before events.
 - Los Angeles: DeDe Kennedy
 - Leadership training on August 1 with strategic planning to follow
 - Have draft budget and calendar.
 - Looking for a new Executive Director.
 - July 25 event – Panel about innovative healthcare models.
 - August 14 – Medicare Summit with Ventura and Santa Barbara chapters.
 - Sept 19 – Mental Health call-to-action

- OC: Barbara Ciudad
 - Strategic planning meeting was in June.
 - Calendar finalized; budget in review.
 - Aug 20-22 Senior Summit
 - Sept 10 CE Day
- Sacramento: David Brabender
 - Held first board meeting on July 12 as well as a strategic planning session.
 - Focus for the year is going to be on growing membership – aiming for a 20% increase in new members; retention 85%.
 - Working to implement a marketing plan along with rebranding to Northern CA.
 - Looking to purchase list of health agents in CA to market to and possibly share expense
 - Tim: List was purchased 4-5 years ago and a refresh might be less costly than a full list purchase.
 - Expo on August 28.
- San Diego: Ricky Haisha
 - Had a successful June golf event.
 - PAC Day at the races in August is almost sold out.
 - Working with OC and Inland Empire on the Senior Summit. Exhibit booths are sold out.
 - Purchased 4 tickets to next year's NABIP Annual Convention.
- Santa Barbara: No report
- Ventura: No report
- Silicon Valley: Jennifer McKenzie
 - Annual strategic planning meeting next week.
- New Business
 - Pat Burns: new agency membership programs are available via NABIP.
 - Dede Kennedy: Covered CA has a roadshow that includes CE mental health seminars. Anyone who is interested in information should reach out via email.

- Meeting adjourns at 10:10 am PT.



Board Meeting Sign in Sheet: July 16, 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	x	Quorum:	27
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			
President or Voting Member (Sub)			President-Elect or Voting Member	INITIAL
TBD	Central California President			
Cathy Little	Golden Gate President		Irma Romero	

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

STAFF: COMMITTEE CHAIRS:

Faith Borges, Lobbyist x
 Pat Stiffler, Awards Chair x
 Helen Ornellas, Medicare Northern California Co-chair x
 Henry Romero, Medicare Southern California Co-chair

GUESTS:

Kerri Sanford
 Michele Meder
 Michele Mills
 Sue Wakamoto Lee

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