

**TEXAS ASSOCIATION OF HEALTH UNDERWRITERS
FULL BOARD MEETING MINUTES**

July 18, 2014

Viverae Offices, Dallas, Texas

I. CALL TO ORDER.

President Jacqueline St. Hilaire called the meeting to order at 10:18am.

A. Roll Call.

Executive committee members present: Jacqueline St. Hilaire, President; Joe Phifer, President-Elect; Cheryl Clark, First Vice President; Mike Avery, Second Vice President.

Staff Present: Laura Firestone, Executive Director; Lee Manross, Lobbyist.

Voting committee chairs, local chapter presidents and trustees present: Carla Adams, Linda Behrens, Alicia Bowers, Ron Buffum, Nedra Clingan, Bob Corrigan, Kelly Fristoe, Carolyn Goodwin, Donna McCright, Toby Meason, Jo Middleton, Melissa Perryman, Louanne Trebing, Jessica Watts.

Non-Voting Committee Chairs and other Members Present: Bobby Clark, Krista Palmer, Tamela Southan, Denise Villagran.

Executive committee members absent: Mark Bellman, Immediate Past President; Nicole Scott, Treasurer; Tonya Booth, Secretary.

Voting committee chairs, local chapter presidents and trustees absent: Joanna Antongiovanni, Alison Burkholder, Alan Carl, Shayla Davenport, Shawn LaQuey, Melissa Lopez, Amanda McCann, John Merrifield, Jan Petitt, Albert Pomales, Cynthia Swanson and Stuart Wade.

II. PRESIDENT'S OPENING REMARKS.

Jacqueline St. Hilaire welcomed everyone to the meeting. The 2014-15 board was installed.

III. APPROVE MINUTES APRIL MEETING AND SUBSEQUENT TELECONFERENCES.

Motion by Kelly Fristoe to accept the April board meeting minutes as presented. Second by Cheryl Clark. Motion passes. Motion by Kelly Fristoe to accept the May teleconference minutes. Second by Nedra Clingan. Motion passes. Motion by Kelly Fristoe to approve the June teleconference minutes. Second by Cheryl Clark. Motion passes.

IV. REVIEW ACTION ITEM LIST AND TIMELINE.

The action list was reviewed and the status is as follows: development of SGS designation promotional material - the Professional Development and Marketing chairs will develop the flyer to focus on the designation and have ready by the next board meeting; the TAHU Café will remain the same for now; 2016 convention venues to be discussed under old business; drafting the P&P on Social Media - Kelly Fristoe is gathering information from the Florida team to use as a template to develop for Texas and will have ready for discussion by the October board meeting; development of the legislative flyer - is in progress; set up the webinar to train more instructors to teach the 8 and 5 hour SGS courses - should be complete by August.

Everything is on the track with the timeline except for website update of the new board information; some updated documents; email the updated document listing to the EC; bank signature card update which will occur upon the hire of the new executive director; Day at the Capitol will be April 1 at the extension building of the Capitol and Laura Firestone will be searching for a hotel to host a room block for the night before; the monthly legislative conference calls will be the 2nd Tuesday of each month beginning in August; the convention will be at La Cantera Resort in San Antonio May 7-8, 2015; Jacqueline will talk to the TAHUNews chair regarding a NAHU Convention wrap-up article. Motion by Ron Buffum to not have a state membership dues increase for the next calendar year. Second by Joe Phifer. All voted for the motion except for Kelly Fristoe. Motion passes.

V. PRESIDENT'S REPORT.

Jacqueline St. Hilaire has visited four chapters over the last month: Fort Worth, Houston, El Paso and Texoma.

Executive Director Search Status: Resumes will be accepted through July 31. To date, about 35 resumes have been received. There will be another committee conference call on July 21 to review the resumes and narrow them down to ones who are most qualified and begin the interview process.

VI. TREASURER REPORT.

Laura Firestone reviewed the financial report as of June 30, 2014. Motion by Carolyn Goodwin to approve the financial report as of 06/30/14. Second by Ron Buffum. Motion passes. Laura summarized the format of the financial statements for the benefit of the new board members. The financials are close to being complete with the exception of newsletter expense and convention speaker travel. Once finalized, Laura will issue the convention chapter share checks. Carolyn Goodwin reiterated the importance of contributing to the PAC and this year will be no exception with the general election. We anticipate to spend a lot more this year.

- A. The target distribution date for the fall issue of the TAHUNews is September 15 and Laura Firestone asked everyone to get their articles and pictures in to tahunews@tahu.org within the next week to ten days.
- B. The next ENews will be scheduled for August distribution and you should receive a reminder email from D'Ann Miller.
- C. Melissa Lopez, Marketing, was absent but she will be working on the legislative piece to be distributed to the membership and the SGS promotional flyer with the Professional Development Chair.
- D. The website needs to be updated with new information.

VII. PRESIDENT-ELECT'S REPORT.

- A. Melissa Perryman, Media Chair, reported she held a meeting at convention with some of the chapter media chairs. A press release "Options After ACA Enrollment Deadline" was distributed in May. The Bravarro contract was renewed in June for an annual contract amount of \$25,000. This year's contract calls for 8 press releases. She will hold a conference call with local chapter media chairs and chapter presidents.
- B. Alicia Bowers, Membership, reported that the current membership is at 1732. John Merrifield is this quarter's triple crown winner. Panhandle won the membership contest for net growth.
- C. Linda Behrens, Membership Retention, reported that retention is at 82%. In the last 12 months through June 1, Texas lost 301 members. She is going to work closely with the chapter membership retention chairs during this next year to work the lapsed lists on a regular basis and look at the reasons for such a high number of lapsed numbers. Kelly Fristoe reiterated that membership should be worked by everyone, not just the membership chairs. Alicia also said there has been a better response back from the chapters regarding follow up on the lapsed reports that go out.

VIII. FIRST VICE PRESIDENT'S REPORT.

- A. Jessica Watts, Director of Legislative Affairs, reported that the key goal for this year is improved communication to the membership. One of the first projects will be to develop the global positions for this year and be presented to the Board at the October meeting. Also, the "Postcards From The Ledge" will be re-instituted along with an initiative to "tweet" out information. Lee Manross will educate members on "How To Track A Bill". She distributed a piece on National Legislation to watch.
- B. Lee Manross, Lobbyist, discussed that Day at the Capitol is scheduled for April 1 at the Capitol Extension building in the legislative conference center which can seat 120 with tables and 150 without. Lee briefly discussed some of the key issues for the general election this November, TDI is revamping the licensing and CE processes and the economic impact study. Since the rules are being developed, he asked for comments regarding the legislation that was passed in 2013 on self-funded plans offered by PEOs, which he will need within the next 45

days. Senator Williams and Representative Hunter were sponsors of the bill. Senator Crownover plans to re-introduce her bill on state employees having the option to own an HSA plan.

- C. Tamela Southan, Director of Key Contacts, will be getting with Carla Adams, the previous chair, on her database of information and will be sending emails out to members regarding updating their key contact information.
- D. Mary Lou Hudman, Care Chair, had double knee surgery and she was released from therapy this week.

IX. SECOND VICE PRESIDENT'S REPORT.

- A. Nedra Clingan, Awards Chair, reported that for the first time in probably 14 years, Texas was completely shut out from NAHU awards. There were a lot of points lost because of unavailability of some necessary items for awards, ie., media and difficulty in the electronic submission with attachments. Krista Palmer reminded the local chapter presidents that they can follow the Pacesetter criteria throughout the year. She will email the template she uses for the Fort Worth board reporting to the chapters to help with this..
- B. Donna McCright, Professional Development Chair, reported on her goals for this next year. The speakers' bureau needs to be updated on the website. Nedra Clingan also suggested that we update the SIRCON website with all the TAHU approved upcoming CEs scheduled at the chapter level. We can do that as long as the chapters provide the information to Laura Firestone since she is the SIRCON contact. This can only be done with upcoming TAHU courses. Each provider has to do this themselves. She will also be working with marketing on the SGS promotional piece as discussed before.

X. SECRETARY'S REPORT.

- A. Tonya Booth and Alison Burkholder were absent from the meeting. Jacqueline reported that there will be a conference call next week to discuss the committee makeup and other preliminary planning items.
- B. Ron Buffum, Hollis Roberson Liaison, reminded board members to begin thinking about nominations for the 2015 Hollis Roberson award. Nominations will be due by February 27, 2015.
- C. Denise Villagran, Chapter Support/Public Outreach Chair, is putting together a task force to look into reestablishing the Valley Chapter.

XI. IMMEDIATE PAST PRESIDENT'S REPORT.

- A. Kelly Fristoe, reminded everyone about attending the Region 6 meeting in Tulsa. He will also work with Joanna on the social media P&P.
- B. Louanne Trebing, Trustee, had no report.

- C. Ron Buffum discussed the TAHU Honorees Corporation, its purpose, its funds, etc. A conference call is needed to elect officers for the new fiscal year.

XII. CHAPTER PRESIDENTS REPORTS.

- A. Austin, Albert Pomales was absent and Ron Buffum reported in his absence. The chapter had their strategic planning meeting several weeks ago and followed the Pacesetter criteria as its agenda. They also have a check for \$879 to contribute to the Legislative Fund.
- B. Coastal Bend, Bob Corrigan, is very focused on membership and communicating the message out is very important. Supporting the PAC is also very important. A full report is in the board packet.
- C. Dallas, Carolyn Goodwin, reported that the chapter offered 21 hours of CE over the last year due to Donna McCright's hard work as the professional development chair. She was awarded the Henry Dawson Award. Ed Oleksiak will be planning Capitol Conference next year and she encourages all the chapters to send as many people as they can. A full report is in the board packet.
- D. East Texas, Cynthia Swanson, was absent and there was no report.
- E. El Paso, Alan Carl, was absent and there was no report.
- F. Fort Worth, John Merrifield was absent and Krista Palmer reported in his absence. The chapter has their calendar set for the entire year. They have two new board positions: chapter relations and social media. They will continue their promotion of recruiting 3 new members and receive a free registration to attend TAHU Convention.
- G. Heart of Texas, Shayla Davenport, was absent and there was no report. Jacqueline St. Hilaire reported that Shayla has submitted her resignation and she will be reaching out to her.
- H. Houston, Jo Middleton, reported their chapter will hold the SGS renewal course again in August. "HAHUwood Presents Obamacare 4: The Agent Strikes Back" is their theme for this year. Their symposium will be in September. A full report is in the board packet.
- I. Lubbock, Shawn LaQuey, was absent and Bobby Clark reported on his behalf. The chapter brought in \$21000 in sponsor revenue for their golf tournament and used a company in Dallas to help coordinate the tournament. They contributed some of the proceeds to the Komen Foundation. Shawn's agency does business with only those who are associated and/or support the local chapter. They are setting up to have evening network meetings.
- J. Panhandle, Toby Meason, reported they have 4 new board members this year. He will need assistance with the membership, media and legislative chair responsibilities.
- K. San Angelo, Jan Petitt, was absent and there was no report.
- L. San Antonio, Carla Adams, reported that their chapter offered 51 hours of CE during the last fiscal year thanks to Nedra Clingan. A key focus for their chapter is to increase membership and show the value of membership. They

will also continue with their Public Service efforts. They will commit to send their board members to next year's TAHU Convention.

M. Texoma, Stuart Wade was absent and there was no report.

N. West Texas, Amanda McCann was absent and Mike Avery reported on her behalf. Janet Trautwein will be speaking at their chapter in December. They will continue their veteran support.

XIII. OLD BUSINESS.

A. The P&P on Social Media was tabled until the October board meeting.

B. Joe Phifer reported on the bids received for the 2016 convention. The 2016 convention venue has been narrowed down to two hotels: Embassy Suites and Conference Center in Frisco and the Sheraton Downtown Dallas. The Embassy Suites is in a great location with lots of good restaurants, shopping, etc., and easy for people to get to from both airports and within the DFW area. The Sheraton Hotel has been completely renovated and offers a slightly lower price and a contemporary venue. Laura Firestone talked about her site visit to the Sheraton and was very impressed with the facility. Motion by Carolyn Goodwin to approve the Sheraton Hotel Downtown as the site for the 2016 Convention. Second by Alicia Bowers. Motion passes.

XIV. NEW BUSINESS.

A. Jacqueline St. Hilaire presented the following individuals for approval to serve on the 2014-15 Finance Committee: Jacqueline St. Hilaire, Joe Phifer, Nicole Scott, Toby Meason, Joanna Antongiovanni and Laura Firestone. Motion by Donna McCright to approve the above appointments. Second by Bob Corrigan. Motion passes.

B. Cheryl Clark presented the following individuals for approval to serve on the 2014-15 TAHUPAC Board: Cheryl Clark, Louanne Trebing, Jessica Watts, Carla Adams and Tom Wilson. Motion by Carolyn Goodwin to approve the above appointments. Second by Ron Buffum. Motion passes.

C. Jacqueline St. Hilaire discussed the following P&Ps were up for sunset review and needed to be approved by the full board at the meeting on Friday: #2 TAHU Officer Nomination Criteria, #4 Contracting Authority, #5 Delegate Expense Reimbursement-NAHU House of Delegates, #6 Delegate Expense Reimbursement-NAHU Capitol Conference, #7 TAHU Credit Card Processing, #12 Appointment and Duties of TAHUPAC Committee, #16 Legislative Council Structure, #28 Financial Committee Structure and #32 Life Member. The EC recommended approval as is for all of them except P&P #4. Motion by Kelly Fristoe to approve all the P&Ps discussed above except P&P #4 with no changes. Second by Krista Palmer. Jo Middleton asked how often the P&Ps are reviewed and the answer is 3 years. Motion passes. Jacqueline recommended the language in P&P #4 be revised to include the Association President as having contracting authority in addition to the Executive Director. Motion by Nedra Clingan to approve the revised language to P&P #4 as proposed. Second by Ron Buffum. Motion passes.

- D. The proposed 2014-15 budget was presented to the board for approval. The proposed loss for the year is \$6744.48 which is much lower than in recent years. Motion by Ron Buffum to approve the budget as presented. Second by Cheryl Clark. Industry relations was cut by \$500. There was a lot of discussion about passing a deficit budget but it was explained that that was not easy to do. It was agreed that dues should not be increased at this time and membership is working hard enough to maintain a level needed to make up for the increase in lapsing members. All voted for the revised budget except Jo Middleton and Donna McCright. Motion passes.
- E. Jacqueline brought up two more P&Ps for discussion: #23, Convention Share. It was recommended that a share not be determined by policy but be determined each year based on the outcome of the convention. Motion by Alicia Bowers to remove the verbage from P&P #23 specifying how the convention share will be calculated. Second by Toby Meason. Jessica Watts proposed an amendment to the motion that the policy remove the dollar cap and make it at the discretion of the board and be stated as follows: TAHU may allocate a portion of the convention net profit among all of the local chapters based upon their number of members in attendance at the discretion of the board of directors each year. Alicia Bowers and Toby Meason accepted the amendment and motion passes.

#20, TAHU Meeting Expense Reimbursement. It was discussed at the EC meeting that any unused budgeted funds at the end of the fiscal year may be allocated to those EC/Board members who exhausted their budgets prior to the end of the fiscal year but they must submit all their expense receipts for reimbursement. There was some confusion as to how this would work and the board agreed to table this until the October board meeting.

XV. NAHU REGION VI VICE PRESIDENT'S REPORT.

Kelly Fristoe reminded board members to attend the Region 6 meeting in Tulsa, August 8-9, 2014.

XVI. 2014-15 STRATEGIC PLANNING GOALS.

This was discussed at the strategic planning meeting on July 17, 2014.

XVII. NEXT MEETING DATES.

August 8-9, 2014 – Region 6 Meeting, Tulsa, OK
August 26, 2014 – Full Board Conference Call, 9am
September 23, 2014 – Full Board Conference Call, 9am
October 23, 2014 – EC Meeting, BCBS Offices, Richardson
October 24, 2014 – Chapter Presidents and Full Board Meeting, BCBS Offices, Richardson

XIII. ADJOURNMENT.

Meeting was adjourned at 5:25pm.

ACTIONS TAKEN OUTSIDE THE EC AND BOARD MEETINGS IN APRIL.
None.