

**NCAHU Board Meeting Minutes – Strategic Planning Meeting
August 14, 2009**

A meeting of the Board of Directors of the North Coast Association of Health Underwriters was held on August 14, 2009 at Santa Rosa, CA.

Board Members Present:

Marti Murray, Theresa Rousset, Mary Landen, Tom Henry, Jane Alexander, Vickie Cardenas, Jen Barstow, Patty Mings

Board Members Absent:

Victor McKnight, Bob Aita

Guests Present:

Peggy Maas, PESC

A meeting of a quorum of the North Coast Association of Health Underwriters (NCAHU) Board was called to order at 9:30 a.m. with Mary Landen, President, presiding.

REVIEW OF MINUTES

The Board approved the minutes of the July 9, 2009th Board meeting as written. Vickie Cardenas motioned to approve the minutes, all approved.

Board Goals

Mary Landen

Mary encouraged the board to all attend board meetings. She wants to help committee chairs build their committees and create smaller tasks.

Peggy explained some changes we will see in expense reports. New reports will be much more detailed making it easier to determine exactly where funds are allocated and/or spent.

The General Liability policy is due to renew. Generally we get the renewal in August for an October 1 renewal.

There was extensive review of the budget line items, with numerous corrections and line item additions.

CAHU is giving each chapter \$500 for attendance at the convention. Patty is our CAHU Board designee and will attend the board meeting and the sales conference. Vickie will attend the board meeting only. Jane proposed NCAHU pay for Membership Chair (Vickie Cardenas) \$200 for airfare for the October 21 CAHU board meeting. Motion passed.

Tom Henry advised we have reserves in excess of the recommended amount by CAHU. Theresa Rousset suggested we offer a trip to the sales conference to one member of the general membership. Attendance at the September meeting is required. The motion was to make available to our membership reimbursable expenses up to \$500 to attend the CAHU board meeting and leadership conference (to include travel, food, lodging and registration). Motion passed.

**NCAHU Board Meeting Minutes – Strategic Planning Meeting
August 14, 2009**

In addition to the conference trip, Tom suggested we offer next year's symposium to current members at no charge. Member must register early to take advantage of the free registration. Theresa Rousset moved to waive the registration charge for regular, full NCAHU members at the 2010 Educational Symposium. The motion was passed.

Mary noted that we do not have lunch sponsors for all months, and our budget should reflect at least one meeting with no sponsor fees. The adjustment will be made.

HOSPITALITY

Jen Barstow

It was agreed that walk-in attendees who are members, at future meetings will be charged \$10 for lunch and \$10 for CE's. Non-members will be charged \$30. The increase in charges will take effect at the October meeting and will be announced at the Symposium and in the September and October flyers.

Jen presented the new contract with Wedgewood Banquet Hall, and there need to be just a couple of minor changes, then Mary will sign.

Many members have requested to pay with credit cards at the door of meetings, and there are two options for accommodating this request. We can use credit card slips, or have a laptop at the table for people to access the link and pay online. It was decided to use the laptop with the slips as a back-up. This will be the method used at the Educational Symposium also.

EDUCATION

Theresa Rousset

Theresa is hoping to fill the remaining spot for speakers at upcoming meetings. The goal is to invite speakers who have not been heard previously.

The new Foundation recipient will be announced on the next meeting flyer.

Vantreo may be approachable for media relations committee. Theresa and Vickie will approach them.

Vickie Cardenas offered the Allstate will sponsor a meeting with speaker Dr. Rick Perryman on Wellness. They will need to develop a CE course. Tom asked how this will help small group employers, and the response was it helps with absenteeism, lowering RAF's, etc. It is ambitious to try to get everything accomplished by November, but there are already some approved courses to use as guidelines. Another suggestion for a speaker is Sally Pipes from the Pacific Research Institute (PacificResearchInstitute.org).

Tom suggested a debate between the Institute and local opposition. A committee was formed (Theresa Rousset, Tom Henry, Marti Murray, Peggy Maas, and Victor McKnight). Details will be determined by the committee and the budget will add a line item for public education. Tom Henry moved to allocate \$3,000 for Public Education. The motion passed with a possible October date for the debate.

FOUNDATION

Marti Murray

We need to present a check to the Santa Rosa Junior College Nurses Association. The September meeting is a good time to present. Marti will arrange for the presentation.

**NCAHU Board Meeting Minutes – Strategic Planning Meeting
August 14, 2009**

Marti's goals are to spread the knowledge of our foundation and let people know that NCAHU gives back to the community. Marti will work with Akayla to determine the best way to communicate to the membership. She would also like to have a silent auction at the symposium. There may not be time at the end of the day, but it may work out. A number of gift baskets, \$50 gift cards and a condominium stay in Las Vegas are being offered. We will use the credit card slips from PESC rather than link on laptop. An additional line item for \$50 for new raffle tickets will be added to the budget.

MEMBERSHIP

Patty Mings

Patty handed out the minutes from the teleconference. Goals for the year are to ask each member to bring on at least one new member. Membership is declining. Reasons for the membership decline are that people are not seeing the value of membership. Patty would like to work with Theresa to assist with education. The February board meeting will be dedicated to calling non-members to ask them to join NCAHU. Peggy will have the IT people extract testimonials and cycle them on the website.

Mary will mail directories to members not attending the Symposium. Patty will call first to see if they will pick it up at the next meetings.

Theresa suggested a social meeting, or mixers, at a bar. We would offer 2 drink tickets, and sponsor hors d'oeuvres. It was agreed to add \$2,000 line item for the social to the budget.

PESC

Peggy Maas

Peggy reviewed the services PESC offers to NCAHU:

CE Filings	Meeting flyers	Meeting registration
Catering communication	Hotel contracts	Board meeting agendas
Board meeting announcements	Disbursement of Board meeting minutes	Award preparation and submission
Check requests	Financials	

ADJOURNMENT

The meeting was adjourned at 12:15 p.m.

Jane Alexander, Secretary

SIGNED:

Mary Landen, President

Date