

MINUTES | MAHU Board Meeting | Thursday, July 20th, 2023

Attendees: Mike Anderson, Genevieve Frazier, Holton Sailer, Brian Szczech, Corey Anderson, Tom Wright, Chad Levis, Sarah Olmanson, Lisa Talcott

Start Time: 9:04am

1) Call to Order

- a. Quorum: yes we have quorum 7 out of 9 are here
- b. Antitrust Statement: this was read
- c. Approve Today's Agenda | (Agenda 7.20.23): 1st Chad, 2nd Holton
- d. Approve Minutes June 15, 2023 | (Minutes 6.15.23): 1st Brian, 2nd Corey

2) President's Report | Mike Anderson

- a. Comment: update on name change and updated by-laws, these are being reviewed by NABIP

3) Treasurer's Report | Lisa Talcott

- a. Review (June Financials): Revenue is up and Expenses are down, membership is up
- b. Outstanding Invoices (Outstanding Invoices): There is a lag on when dues are due, this on track

Update Chris LeClair's Info

Try to find a way to accept electronic checks

Ubenefit didn't pay for their conference seat – can we drop this, one more reach out and then drop it
- c. Admin contract renewal (Contract 2023-2024): Motion to Approve Sandy's contract, 1st Corey 2nd Sarah

We did have a conversation with Jaffe and we will have one other meeting with another Association Management, some of the fees are bundled together, next year get a better idea of what this will look like

- d. Budget discussion: Add \$1500 for scholarships for more people to go to Conferences

Motion to Approve Budget, 1st Corey 2nd Sarah

Medicare Conference Sponsorship – what is expected – Similar as last year

When a Region Hosts the Meeting, they pay for everything, we did not know this

Membership payment unresolved topic. How MAHU gets paid from NABIP

4) Awards/LPRT | Sarah Olmanson

- a. Update: We would like to do this sooner and document.

5) HUPAC | Corey Anderson

- a. Update: Corey will do a review at the Medicare Summit, would like the board to participate

6) Legislative Report | Tom Wright

- a. Update (Legislative Report): Provide an update on Legislative Committee, What makes the most sense for education to members, update on new laws/impacts and ideas

7) PDC Committee | Holton Sailer

- a. Recap: June 14 CE lunch and Annual Meeting (Expense-Revenue & Evaluation Summary) – we are in the red because we covered extra lunches for guests of the winners
- b. September 21, 2023 – Update – Speaker and Sponsor is lined up, Sarah will review and will send CE info to Sandy
- c. October 19, 2023 – Update – Speaker is lined up, no sponsor, still need CE info from Andrew at Kavira
- d. April 24, 2024 Annual Conference:
 - o Location confirmed – Midland Hills
 - o Schedule first committee meeting in August
 - o Committee for Conference: Holton Sailer, Mike Anderson, Genevieve Frazier, Andrea Smith (August 10th at 9:30am)
 - o First tasks with goal to complete by 10/31/23: Confirm Theme, sponsor packages and speakers

8) Social Events | Holton Sailer

- a. August 9 Saints Game (Current Registration list)
 - 3 spots remain
 - 37 registered
- b. September 11 or 18? Social & Shoot – Need details.
 - September 11th
 - 11:30AM start time with lunch then shoot time.

9) Medicare Summit 2023 | Chad Levis

- a. Update
 - Presenters have been notified.
 - Two table left to be sold.
 - Reach out to Chad if you know of any sponsors or to buy tables
 - Happy hour has sold.

- More opportunities for sponsorship (breakfast/ lunch/ charging stations).
- Low fee for attendees.
- Doing well but need more sponsors.
- Charge is \$25 for members and \$39 for non-members
- Last years event was free.

10) Membership | Audrey Villeneuve & Brian Szczech

a. Current Membership List Review (Current-New & Lapsed Member Lists)

- Brian reached out to new July members.
- Xeena Cha is no longer Alexander and Haberman for lapsed membership.
- Mike reached out to Audrey for payment.
- Cory willing to be contribute to a new member breakfast.
- Looking for ways to engage new members.
 - Consistent 30 to 40 members at meetings
 - Total membership 179.

b. New members are being highlighted in monthly meeting promotional PowerPoint

- Sandy will put together PowerPoint.

c. Recognize longtime members 25-30-40 years with a certificate – Make this a plan for 2024

Annual Meeting

- Start recognizing list of legacy members for 2024.
- Sandy can pull the list of legacy members.
- Recognize legacy and new members in person.

11) Region IV Meeting in Twin Cities | Shawnee Christenson & Mike Anderson

a. Update

- No updates
- Meeting in August at Assured Partners.
- Mike is looking for sponsors.
- Shawnee not on the call.
- Registration is coming in person soon. Sandy is working on the registration waiting on a few details.
- Host state provide entertainment and food costing \$2,000.

12) Sponsorship Report | Mike Anderson

a. Renewals (Annual Sponsorship Summary)

- 11 members are coming up for renewal this month.
- Mike reaching out to renewal members.
- Tom asked to reach out to Ace Medicare provider.
- HealthPartners looking at advocate partner.

- Could be an opportunity for registration.
 - Medica potential sponsor
 - Excelsior potential sponsorship
- b. 2023 Sponsorship Brochure – Review and update (Attached)
- Rates raised in 2022.
 - Mike recommended section on sponsorship for Medicare summit.
 - \$1000 to present
 - \$500 a table.
- c. Outreach to prospective sponsors (see above)
- d. Gem Donations – How to increase member donations?
- \$1000 for sponsorship for annual Medicare sponsors for Medicare Summit.
 - \$1200 for non-major sponsors for Medicare summit.
 - Update sponsorship for Medicare Summit.
 - Increase membership through virtual meetings. Asking for a technical sponsor.
 - \$1000/ \$2000 for tech sponsor
 - 5/ 10 virtual passes.
 - 4 to 8 attendees virtually attend monthly meeting.

13) Social Media | Mike Anderson & Holton Sailer

- a. Plan Media calendar 2023-2024 & monthly analytics report for board meeting
- Not much from analytics on LinkedIn
 - 2,000 searches
 - 37 unique visitors
 - 5 new followers
 - Holton and Mike connecting on plan.
 - Sarah sharing NABIP leadership training on social media.

14) New Business

- No new business topics.

15) Next Board Key Dates and Meetings:

- Thursday, August 17, 2023 | Monthly Board Meeting | 9:00 AM – 11:00 AM | Zoom
- Mike will provide the meeting links and calendar invites and include the meeting packet in The
- Corey motioned to adjourn. Chad seconded the motion.

16. Adjourn: Time: 10:26AM