



## MDAHU Board Strategic Plan Meeting

Thursday, July 19, 2018

9:00 a.m. - 2:00 p.m.

Call In Number:    Code:

- I. Call to Order 9:07 a.m.: Michelle Howard, Lisa Maxwell, Gwyn Starr, Dustin Vanduine, Rob Roney, Dennis Morier, Victor Whang, David Engle, Ryan Combs, Paul Sherwood, Kevin Cox, Kevin Mannor, Erika Sklar, Garrett Simonis, Tracy Shippy, Jeannette Stapleton, Barb Shooshanian. Call in: None; Excused: Amy Purcilly, Steve Selinsky. Not here: None    Guests: None
- II. Approval of Minutes – No minutes to approve
- III. Dustin is going over job descriptions of all board positions and what our roles and responsibilities are for each.
- IV. Dustin states that his mission this year is to bring “value to our members”
- V. Outline of operations for the year:
  - a. Board Meetings: Dustin has given us all dates strategic plan page 7. All board meetings beginning in January may be moved to Troy, the new HAP building. This will be voted on.
  - b. Oct and Nov board meetings will follow agent meetings for 1 hour should be out by noon.
  - c. Refer to attached page for dates of upcoming events
  - d. Board training meetings in Lansing, MI August 16 10:00-3:30 p.m.
  - e. Region III meeting in Cleveland August 6-7
  - f. CapCon 2019 everyone should go to this. Highly recommended by Dustin
  - g. National Conference in San Diego, CA June 29, 2019-July 2.
  - h. Expo is May 9, 2019
  - i. Tiger Day 2019 TBD
  - j. Golf outing will be Tuesday June 18, 2019 at Links of Novi time TBD
  - k. Medicare Summit, Thursday, September 26, 2019. Agents will be able to get kits from all carriers and will be able to get certified at the summit.
  - l. Board members need to attend board meetings; should also attend member meetings but that is not mandatory
  - m. Board meetings can be attended virtually as a live webinar. Every meeting will have a different link. This will count toward you attending and your vote will count. Highly recommended to attend in person if at all possible.
  - n. Dustin wants everyone using the “Committee Reports” and have each person in charge of that report to email it to Lisa so she can write “see committee report” Committee Report template being emailed to everyone.
- VI. Committee Reports

- a. Reports are due the day before the board meeting.
- b. Dustin recommends that all Committee Chairs make Sub Committees. This will prompt more involvement from those that would like to help but cannot make the full time commitment.
- c. Membership Recruitment – All Board members to recruit 2 new members need to grow our membership. National wants 20,000 members. It has been brought forward that reimbursement would be based on how many members you recruit. 0 member recruited \$0 reimbursement; 1 member recruited equals 50% reimbursement; 2 new recruits equals 100% reimbursement.
- d. Membership Retention – Kevin Cox, Priority Health; retention needs to be 85%
- e. Legislative/Vanguard –Garrett Simonis, Plan IV Insurance Agency-we need to get more youth in our industry. Lisa and Tracy suggested going to colleges and offering scholarships to up and coming new agents. Lisa to give Garrett Phillip Hawes information.
- f. Programs – Jeannette Stapleton, AFLAC-our attendance has dropped off quite a bit. A lot happening in our industry. Need to get great speakers and topics in (think outside the box). Possible CPA to come in and talk about new tax laws in September. January meeting will be the big 3 CEO. Reach out to other carriers; new health plan coming in MI in January is OSCAR; they are located in New York. Membership meeting fee ideas being tossed around are Member \$15; Non Member \$75; Member Walk In \$20; Non Member Walk In \$100; 2018-2019 program package 7 meetings and 1 Expo \$100 (\$25 savings) Live Stream video \$20- September meeting take 20 minutes and talk about Association Health Plans.
- g. Community Service –Gwyn Starr, Priority Health; September and October bring in Suits (men’s and women’s) and donate them to charity of our choice. We will still continue with Play Works (50/50 raffle at meetings)
- h. HUPAC – David Engle, LYFE Benefits & Insurance Solutions LLC
- i. Awards – Barb Shooshanian, HAA- we are going for two awards this year: **Pacesetter Award** and the **Presidential Citation Award**-membership needs to increase by 20%; retention needs to be 85%; establish and promote speakers in our area (CPA Associations for example) make 10 presentations of legislative; have legislative meeting each year; media campaign has to be active; meet with the Department of Insurance; sponsor CE Event; social event (Tiger Day/Golf Outing); Operation Shout Out; Chapter uses social media; need to like and share on Facebook and LinkedIn website. Third award is the Legislative Award- meeting with different legislators, invite them to our events. Fourth; Education Award; Fifth; Website Award

- j. Treasurer- Amy Purcilly Mason-McBride; Amy is absent today however Barb is filling in for her as both are working together during Board transition. Barb states the following information: We need to find more ways to generate more revenue. Dustin stated to push the website and get sponsors for the website and newsletter. Keep it separate; newsletter on a monthly basis. Come up with sponsorship packages; Barb passed out snapshot of budget based on 2018. She states that we can put off 2019 budget until November 2018. Budgets are based on calendar year. Dues will be increasing to \$450 (\$5 per month) as of January 1, 2019. 75% of the dues are tax deductible. Barb is going to work with Amy to come up with a proposed budget for 2019 and go over it next board meeting.
  - k. Media/PR – Ryan Combs, BCBSM
  - l. Golf Outing –Rob Roney, LifeSecure
  - m. Professional Development – Kevin Mannor, Mannor Financial Group- March or April have a “Road Show” in Frankenmuth to do legislative update and possible CE class there. Cathy Cooper could be the speaker of this event. Dustin proposes having 2 CE events; 1 first quarter; 1 second. NAHU has certifications available on their website; Dustin to get those to Kevin.
  - n. Expo – Steve Selinsky. May 9, 2019 Steve and Karen will be heading this event. This is our largest revenue source. Changes for 2019 Expo will be all CE and 1 guest speaker and vendors will be in same location
  - o. Medicare Summit 2018- Things are going well at Motor City, vendors, sponsors are coming in. It is 99% paid for. Try to think of creative way for a different name badge. Speakers lined up. Will need help for Summit. Link is up on the MDAHU website. Share on LinkedIn and FB. We need to have 200 attendees; 20 signed up now.
  - p. Trustees –
- VII. Officer Reports
- a. President – No Report see above strategic planning from Dustin
  - b. President Elect – No additional report.
  - c. Past President –. No additional report.
  - d. Vice President – No additional report.
  - e. Secretary – No additional report.
- VIII. Old Business – No additional report.
- IX. New Business – What is keeping Board Members up at night: Garrett-more youth for Vanguard; membership; revenue
- X. Other Business- Dustin still needs bio and pic from some board members; next board meeting is August 9, 2018 third floor Southfield 9:00-11:00 a.m.
- XI. Adjournment: Dustin moved to adjourn; Rob seconded; all in favor. Adjourned at 1:17 p.m.