

IAHU Board Meeting

Meeting Minutes

November 8, 2016

Called to Order	The November 8th, 2016 Board meeting of the Iowa Association of Health Underwriters was called to order by Pres. Schreder at 3:02 PM. The meeting was held at Delta Dental
Members Present --	Lindsay, (Mueller - on Phone), West, (Shireman-on phone), Schreder, Hitchcock, Thams, Elam, Evans
Members Absent --	Rang
Minutes --	Motion by Thams / seconded by Elam to approve the October Board minutes. Motion Passed
Financials --	Motion by Evans / seconded by West to approve the October financials. Motion passed.
Presidents Report -- Lynn Schreder	Lengthily about we have appropriate people for the succession planning for Board positions. Board members should make an effort to have additional people on their Committees. President Schreder was to stress the importance of finding a happy client who will do a video about how they help Iowan Thrive. The commissioner's office has decided not to send out the memo we discussed last month about charging both a fee and commission. Discussion about the Section 1332 State waiver. Motion that we take a position to support the State applying for a Section 1332 Waiver. Motion by Lindsay / Seconded by Hitchcock Motion passed.
President Elect's Report Todd Thams	This month's report is basically the same as last month's report. A Committee will be selected in the middle to late December to begin formal work on the symposium. A couple of feelers have gone out to people that Chair Thams feels would be good speakers so that process has started. Board Member Evans shared with the Board information from the Wisconsin symposium. As a reminder our Symposium is scheduled for June 7 th & 8 th at the Marriott Downtown Des Moines. A 'Hold the Date' will be sent to our 2016 sponsors. The format will be Continuing Ed and / or a golf outing depending on the interest of the attendees on the first day. A social event for the evening of the first day. The second day will full of meetings. There was some concern about the cost of parking at the Marriott. The decision was made that part of this fee will be absorbed by the Association. Roughly 50% of the fee. There is a plan to offer 3 hours of Ethics during the day on the first day for members who choose not to golf.

Past President's Report -- No Report

Reports --

Finance: Our financial position is strong. There was conversation that just a couple of years ago our checking account balance was low. Low to the extent that the Association was totally dependent on receiving National Dues.
Bob Lindsay

Programs: Last month we did a carrier update webinar with 71 attendees. Nothing is scheduled for November. The December social is scheduled for the 20th.
James West There was discussion on the best place to have this event. The Draft House was selected – 4:00 PM to 6:00 PM. There will be one or two drink tickets for people who attend.

Communications: My report was sent to the Board. The new tag line image files have been secured. These were sent to Jacque to use for our website. 'Helping Iowans Thrive'. Our Twitter page has been updated as well. Our You Tube channel has been updated as well. There currently is just the shell.
Mike Elam Lengthily discussion on our social media pages.

Government Relations: Happy Election Day! Our Capitol Conference registration is open. Chair Hitchcock will be tracking who plans on attending. 2017 will be a big year to be involved with Washington on pending changes. \$435 for the full registration. Someone should register for Cap Con Plus and they will share the info. Insurance Day on the Hill is scheduled for the same time frame. It has been communicated to them that the IAHU will not participate this year. Estimated Head count for attendee. Evans, West, Schreder, Thams, Shireman, Elam and Hitchcock. The Association will pay most of the cost for the event but it applies only to engaged Board members. The expectation is that we sit together at the meeting and events. It is about building team work. 'You need to show up and you need to be part of the team'. The Budget is money well spent, this is a benefit to being a Board member. This is roughly set at \$1,800 per attendee. 7 attendees amounts to \$12,600.
Tracy Hitchcock

Member Services: The report was emailed to the Board. The Committee did not meet. Our membership went up one last month. Tough time for National. Down 2000 members from a year and half ago. There is a new member website.
Joe Evans Lengthily discussion on what the Detroit chapter does to drive new membership. They have gone from 250 members to 500 in under three years. Chair Evans is going to try to use some of these idea for Iowa. One specifically using programs as a way to drive interest in membership. Chair West was recognized by the Board for the excellent job he has and is doing to drive the program Committee. The membership had a \$1,000 budget approved at the beginning of our year. Chair Evans would like to give a \$25.00 gift card for any new member from now until the end of 2016. This ideas was supported by the Board. Do for referral or new member.

At Large Directors --

Western Iowa: No Report
Casandra Mueller

Central Iowa: No Report
Greg Shireman

Eastern Iowa: No Report
Jim Rang

Old Business

The Board was in a different smaller meeting room for this month's meeting. It had good technology and the fact that it was smaller everyone was close to the phone for call ins to hear. We tend to sit too far apart when we are in the Board Room. If there is no objection a request of Delta that we always use this room will be made.

New Business

President Schreder is interested in anyone's thoughts on what they are hearing in the marketplace about Health Care Sharing Ministries. It is one of the exemption to the individual mandate. This is not an insurance product. We should be thinking about this. There will be a presentation at the next month's Board meeting.