

**IAHU Board Meeting**  
**Meeting Minutes**  
**July 11<sup>th</sup>, 2017**

Called to Order	The July 11 <sup>th</sup> , 2017 Board Meeting of the Iowa Association of Health Underwriters was called to order by President Thams at 3:03 PM. The Meeting was held at Delta Dental.
Members Present --	Lindsay, Schreder, Thams, Elam, West, Hitchcock, Evans, Strouse
Members on Phone --	Mueller, Jedlicka, Meeks-Anderson
Members Absent --	Shireman
Secretary/Treasurer Report – Bob Lindsay	Motion by Schreder/ Seconded by Elam to approve the June Board Minutes. Motion Passed  Motion by West / Seconded by Elam to approve the June Financials. Motion Passed.  A check register for the year was sent to all the Board Members for review. A copy of the 2017 Budget was also presented to the Board for review. This was done because our officers change in July but the financials are based on a calendar year. It was felt it would be a good idea for the new officers to familiarize themselves with the previously approved budget for 2017.  An analysis of Symposium revenue and expense back to 2013 by year was presented to the Board for review. It should be noted that the 2017 numbers include the golf outing. Our Symposium is our main revenue source during the year.  Also presented to the Board was a report of expenses by year back to 2013 for website administration.  Discussion of the various reports followed.
President Elect’s Report/Symposium Mike Elam	No Report
Past President/HUPAC Lynn Schreder	Excited to be the HUPAC Chair. I will hold both positions. It is an expectation that if you serve on the Board you also contribute to the Association PAC (HUPAC). There are 29 Association Members who are contributing to the PAC. In region 4 Members have donated \$54,000+ to

this point. 137 Members contributing. Iowa has 29 of the 137 or 21% of the total. 14.2% of total dollars of regional contributions.

Programs/Education  
James West

There is a CE Member Meeting schedule for Thursday July 13<sup>th</sup> at Iowa Bankers. There are over 50 registered to attend. There was discussion about Member/non-Member pricing. Dr. Evans has committed to doing a Meeting in Eastern Iowa (Cedar Rapids) on August 17th. Work to secure a location is being done with Rick Jedlicka. There is a \$500 speaker fee for Dr. Evans so there will be a charge for both Member and non-Members. We are considering securing a sponsor – this would be an opportunity for companies who can't sponsor our Symposium because cost. We are planning a carrier meeting for September which should be good timing for discussion about carriers in the marketplace for 2018. Discussion about the success of combining the golf outing with the Symposium or should it be a separate event in the future.

Member Services  
Joe Evans

No formal Committee Meeting this month. Last month we had 197 Members, this month the number is 200 – up three Members. There are no National Membership contests currently. We still expect six more new members from the Symposium sponsorships. We continue to contact people with lapsed memberships to try to get them to continue. We are continuing to build our Committee. There is a new member packet from National for all new Members. We are going to do a survey to the Iowa Membership checking on their general knowledge of what benefits from Association membership are available to them.

At Larger Reports

Western Iowa  
Karey Meek-Anderson

No Formal Report but she is looking forward to working with James to bring his speakers to Western Iowa. Will use Pizza Ranch because there is no cost to use their meeting room with the purchase of coffee.

Eastern Iowa  
Rick Jedlicka

We have found a venue for the Eastern Iowa Member Meeting (PCI Building in Cedar Rapids) The Meeting will be sometime in July. Discussion on how to make this meeting information available to the Membership.

Corporate Sponsors  
Cassandra Mueller

President Thams – wants to have a meeting with some of our more significant sponsors to verify what they perceive as a value for their sponsorship. Consider uncoupling sponsorships from the Symposium? Discussion about the difficulty of getting sponsors to commit. In the past the Symposium was the driver for sponsorships.

At our next Board Meeting, Cassandra will report on her outreach to other soundings states in our region to see how they handle sponsorships.

Communications  
Tracy Hitchcock

Mike Elam - Website Report – Hits are up but is probably because of the event in July and the Symposium.

Not a lot of action on the social media front this month. 4 tweets on twitter.

Chairperson – Hitchcock lead a discussion on our website administration and the responsibilities of our third party vendor and the various Committee Chairs to make certain the information posted on our website is accurate and more importantly current. One issue the pictures on the website are extremely outdated.

Board discussion on Symposium administration – consider an RFP. Possibly a formal Association Director? Decision was tabled until next month for consideration to do an RFP for website administration and event planning (Symposium).

Awards  
Greg Shireman

No Report

Government Relations  
Marcie Strouse

Met with our Lobbyists to discuss planning for the upcoming year. To Discuss the 1332 Waiver. Several people that were consulted feel the waiver will not be approved because Medica has basically decided to stay in the state marketplace.

President Report  
Todd Thams

Looking forward to being President for the coming year and looking forward to helping President-Elect Elam with the planning for the 2018 Symposium. Detailed review of the 2017 Symposium (report attached). Discussion on possible dates and location for the 2018 Symposium. Possible Member interest survey on whether location should be downtown or not. Cedar Rapids vs. Des Moines? First step is to pick a date, then pick the location. The Marriott is holding dates for us for next year. May vs June? President Elect Elam to contact several hotels for availability and will report to the Board in August. Pricing Structure – Sponsorship structure – Split golf outing from the Symposium?

President Thams recognized Past President Schreder for her service to the Board in 2017 with a token gift of appreciation.

Old Business

Upcoming Events:

Region 4 Annual Leadership Conference in Omaha - August 24 – 25, 2017  
Capital Conference, Washington, DC - February 26 – 28, 2018.

New Business

Consider a Technology Vendor Show for Eastern Iowa. We have some Members who have expressed an interest in events in Eastern Iowa.

Committee Chairs should put together goals for their Committees

Meeting adjourned:

The July Meeting was adjourned at 4:09 PM.