

**IAHU Board Meeting
November Meeting Minutes
November 13th, 2018**

Called to Order	The November 13 th 2018 Board Meeting of the Iowa Association of Health Underwriters was called to order by President Elam at 3:05 PM. The Meeting was held at Delta Dental.
Members Present --	Lindsay, Hitchcock, Elam, West, Thams, Strouse
Members on Phone --	Mueller, Schreder, Evans, Schroeder, Meek-Anderson
Members Absent --	Jedlicka,
New Business Discussion	Presentation by Jake Ketzner and Larry Blixt requesting the Board consider contracting with their firm, Ketzner Strategies LLC for state house lobbying and other services for the 2019 calendar year. Following extensive Board discussion it was agreed to table a decision pending additional information on Ketzner agreeing to a two year commitment for their fee of \$10,000.
Secretary/Treasurer Report – Bob Lindsay	Motion West / Second Thams -- To Approve the minutes from the October Board Meeting. Motion approved Motion West / Second Strouse – To approve the Financial statements for the Month of October – Motion Passed
President Elect’s Report/ Symposium Report - James West	Because the fourth quarter is extremely busy for everyone. The Formal start of Symposium 2019 planning has not started. Planning is scheduled to start the first of January 2019. West plans for all Members of the Board to be Members of the Symposium Planning Committee. Conversation about reserving speakers for the event. It is planned to have the Planning Committee meetings immediately following the regular Board meetings.
Past President/Thams	No Report
Programs/Education Scott Schroeder	The Program Committee has suspended their meetings until after the first of the year. The eight dates for the 2019 program year have been reserved for the Johnston meeting location. The program calendar has been updated. Three of these events will be four hour CE Meetings. In Cedar Rapids, discussions are taking place with the Hills Bank to use their location for at least our October meeting. There will be one event at the Cedar Rapids Public Library and the Committee is waiting to hear from two locations for the remaining two meetings in Cedar Rapids. The Cedar Rapids meetings will be coordinated with the meetings in Johnston - they

will be held either a day before or a day after. The first event for the 2019 year will be March 20th in Cedar Rapids and the 22nd in Johnston – Long Term Care Training; a four hour session from 8:30 Am to 12:30 PM. The second meeting will be in the May time frame dealing with compliance, COBRA and Ethics.

Member Services
Joe Evans

Membership is holding strong at 197 Association Members. We had 195 members last month. The Committee has been active sending emails to lapsed members following up to make certain their lapse was not a clerical error. Other than the emails there has not been a lot of Committee activity because of everyone's fourth quarter workload. We are pushing promotional materials to the State GA's for them to distribute to their agents.

At Large Reports

Western Iowa No Report
Karey Meek-Anderson

Eastern Iowa No Report
Rick Jedlicka

Central Iowa/HUPAC There are three new members who have made the commitment to
Lynn Schreder contribute to HUPAC. This makes us roughly 16.7% of our total membership contributing to our PAC. 33 members contribute.

Corporate Sponsors Chairperson Mueller's first goal for 2019 is to find additional Members for
Cassandra Mueller her Committee. Mueller is pleased with the response she received from other Board members with suggestions on different aspects of sponsorship. These have been broken down into three main categories. An annual sponsorship (Gold Level) which would include everything for the year. All activities associated with the Symposium, our golf tournament – a foursome, speaking opportunities at our member meetings and comprehensive signage at all events. An annual sponsorship (Silver Level) includes everything that was included in a Symposium sponsorship adding a golf twosome. The third category will be ala cart pricing.

Board discussion on these three categories. Appropriate pricing for each category is the hardest issue. There will be an analysis of the sponsorship revenue the last three year to assure that the 2019 pricing is not out of line. These decisions should be finalized in December or January at the latest; hopefully in December.

Communications
Tracy Hitchcock

There has been work on putting together a template for a monthly newsletter for the Association. The first issue is planned for the end of the Month of November. One of the challenges of a newsletter is having content. Currently the planned topic areas are: Letter from the President, New Business for the Month, Programs – Save the dates, Membership, Government Relations and Areas for Sponsor visibility. Discussion on this template. Possibly a section for HUPAC. It should be noted that the format for the newsletter coordinates with our new website. Generally the content will be based on information from our monthly Board meetings.

Website discussion – should the website be password protected for Members only? The Board did not feel this was necessary.

Government Relations
Marcie Strouse

Early Registrations for CAP CON have to be in by the 28th of November. Currently seven Board members have expressed interest in attending. The event dates are February 25th through the 27th. The budget had five attendees but seven attendees will be acceptable. Generally there will be a \$1,500 per attendee cap in reimbursements. Discussion on all attendees staying at the same hotel. The Committee is considering working with the Big I for the Legislative Day on the Hill.

Presidents Report/Elam

Discussion on our Membership Appreciation / Christmas Party at the Tap Room. We have a credit there so this why we are considering the Tap Room. Possible dates. Consideration of not have an event in December and move the appreciation event closer to the legislative session.

Old Business

None

New Business

None

Meeting adjourned:

4:39 PM