

# VAHU Board Minutes

## The Beach House, Glen Allen, Virginia

### Friday, September 16 (10am-2pm)

#### In Attendance

Arty Accardo	Tim Hicks	Chris Rankar
Cameron DeBord	Matt Irvine	Josh Viles
Jessica Bagby	Mark Khatib	Lindsey Waters
Lori Carter	Heather Kochanowicz	
Brenda Cutting		

#### President's Report

**Lindsey**

**10:02 am**

Jessica makes a motion to approve the minutes from July 15, 2016, Matt seconds, all in favor, motion carriers

We are going to go thru the budget first, and then move on thru the agenda.

Region II topic, Media Chair is missing so Erika reached out me and is looking for volunteers. So if you know of anyone let her know.

Virginia Farm Bureau is looking for someone and reached out to VAHU to see if can get it out there. Is there is an issue, there could've been one in the past, but consensus of the board is to just do it as word of mouth and not through VAHU.

#### Secretary's Report

**Heather**

**10:10 am**

**Lindsey** Membership committee will discuss the issues with retention, bank drafts, and communication of updating the cards. - **Completed**

**Lindsey** Dues – find out if the state can just update the rates or if each chapter has to send it in themselves -**Completed**

**Lindsey** Talk to Jaffe about the sponsor coordination amongst all the chapters and who would be responsible for putting that together. **Completed**

**Anya** Set up a CE Day Committee call for next week. Advise committee members to review the sponsorship opportunities and secure sponsors by the end of the month **Completed**

**Lisa/Jaffe** Need a list of media contacts on the website - **Lindsey will tell Jaffe**

#### Treasurer's Report

**Brenda**

**10:10 am**

**Review Profit and Loss Budget vs Actual (attached)** – review everything from last year and were very close to what we estimated. No question on this.

**Profit & Loss History back to 2010 (attached)** – review everything and history. Concern with this because if you look back we are slowly going down, so next year is going to be hard to get back up. Good look back to see where we have been

**Budget 2016-2017 Proposed (attached)**- review everything and then addressed concerns.

- Membership Dues – we can't count on that increase right away b/c 50% of our membership renews over the summer.
- Money Market – taking that our and then using as income for 2016-17
- CE Day Income – aggressive number, but we were able to get some sponsors this year so should be okay with that #.
- Conference – we will go through a final budget for conference in the next few weeks to firm up the income estimation for Conference income.
- CE Day Expenses – is there a change in theory on making money on them? Yes
- Membership Incentives – new this year to have a campaign with membership

The big thing is the Jaffe contract because they are expensive, so we are now reviewing another proposed budget. **(attached)** Aggressive numbers to try and pay for this. 150% increase to everything, and these are the high estimations. They started in June prior to them starting in July, and have been invaluable. Concern with keeping them for the year and having the money. Other marketing company possibilities that is cheaper.

- Marketing Graphic Design and Newsletter - we can take them off with Jaffe doing that
- Newsletters – only print if we get sponsors so it will not be printed if don't get them

We need to make a decision on the budget and decide on Jaffe. Heather proposes we should keep them on for 4 months, which gives us enough time to really go thru the conference budget and then possibly have each chapter kick in money to help support it.

Edits need to take place on the proposal budget, to add Jaffe and then send it back in and email to make a motion.

**CE Pay/Professional****Anya****11:21am**

We made some money on CE day and the biggest increase was it paid for itself and with the sponsorships. We did have some positive and negative feedback in some areas. Maybe have a committee next year and that way each chapter can have some input on everything.

Arty – did the membership chair have a chance to speak about membership and did we get any new members.

Anya – In eastern we had some triage and sent non-members to a specific place

**Chapter President's Report****11:26 am****Central****Matt**

Communications/Media Chair was up in the air because of member who was seeking employment. So most likely need to find someone for that role. We are doing the Oct 5 event as well. We are also working on some membership campaigns that we will have out there shortly. Thanks to everyone who has helped with the chapter.

**Eastern****Anya**

Membership drive – started in July and goes through November. Anytime you sign up you get to attend two of our events at no charge. And you can pick what you want to do. We have 6 new members from our membership drive and summer social.

We had a good CE day but we did have a blackout and fire alarm which held it up a little.

We are doing the live from nahu event as well on Oct 5. Also looking to partner with the chamber of commerce on something coming up. December live event will be recorded and we will present this before the Holiday networking event. And we are looking to partner with charities for our holiday event, so looking at two of those – food bank and detergent.

**Northern****Heather**

Membership is down in Northern, so really need to focus on getting that up.

Sponsorship – going with annual sponsorship this year so hoping that provides some income since we still don't have much money

Events

October 5 Janet Event – Ruths' Chris

December 5 – Holiday Party

Feb – Member Meeting

March – Top Golf

June - Charity

**Piedmont****Lori**

We had a really good CE day in Roanoke. We had people trickle in and out throughout the day. Good feedback on the speakers and location. We are doing the 2 Janet events coming up on October 5 and December 10, and just need to get it on the website.

**Southwest****Amy**

Also doing the live from NAHU events. However for December they are going to do the webinar before the holiday party as a replay. CE Day and our baseball outing both went great in August and good attendance, but no new members that were directly related (a few re-joining prior).

**Membership****Josh****11:41 am**

We have been working with Jaffe and carry out their goals. Also reaching out to Erika to see if any other states offer any agency sponsorship discounts. We have had 14 new for the last month and 10 lapses. Everything is on google docs and Jaffe has loaded everything there bi-weekly. We have bi-weekly calls with Jaffe to review all the members and lapse and every member chair from each chapter is on each call. And we have a script provided from Jaffe with a whole year of how to contact and what to do. It's so easy. Then everyone can go in and make the changes all the time and it states who made the change on the document. Makes it much less work for the membership chairs. Brenda – should we send a value flyer on membership to help with the dues increase. Anya – could you send the outline the script timeline?

**Media****Lindsey****11:53 am**

Newsletter is on the site and just went out. The next one for October will be large and will have a lead story that they will pull and review with Lindsey. We will have a member spotlight, and need some suggestions. Should be an executive board member. And will still have message from the president and leg chair, membership chair. Will also have HUPAC recognition, and if you think of anything else please let Lindsey know.

What else do we want sending out for communication? Let her know or Lindsey/Cameron. Lisa is going to work on getting out the Brokers Making a Difference next.

Add something

**Legislative****Chris****11:58am**

We worked with Big I in a proposed letter to BOI concerning SEP commissions and backed off attaching our name to it as we did not

want to alienate the carrier partners.

Attempted to engage leg team to set up summer recess meetings with Congressional leaders.

CVAHU (Debbie Stocks, Lindsey Waters, Nic Carel and Chris Renkar) met with Brat this past Monday - Not aware of any other meetings held.

We are attempting to start a voluntary call the third Thursday of each month for 15-20 minutes so we can discuss ideas that have arisen, market conditions etc...

Brokers making a difference campaign officially launched during CE Week See attached flyer.

We'd like to join with Big I for Day on the Hill. There is a strong possibility that we could actually have a room at the GA Building to hold our coats, have the morning meeting there as well. Also, it could serve as a "Help Room" in the event a member receives a question that is out of their wheel house.

CVAHU Luncheon Changes for Day on The Hill. - Wednesday Feb 1, 2017

- 1) Not going to be at Crowne Plaza - Construction ongoing there.
- 2) Bob Bradshaw has secured The Hilton Downtown (formerly Hilton Garden Inn) NO ROOM CHARGE and only \$1000 minimum food cost. This is CVAU born expense not VAHU
- 3) They would like to join us as well...have requested it be billed as Insurance Agents day on The Hill as opposed to VAHU etc...

## Communications

Jessica

12:37 pm

## Awards

Lindsey

12:50 pm

Reminders from Jill

Approved budget on the website- once we approve it

Current P& L needs to get on the site – Lindsey will handle

100% board filled sent to NAHU – Done

Strategic Plan – Add to site (already sent to Jill that day)

Member Survey – send all to Lindsey

Leg will get stuff to

Dates times of all calls

Media – post a list of media contacts to the website, press hits

## HUPAC

Tim

1:12 pm

Getting access to the site to get all the info. We have been approached by northern members about starting a Virginia PAC. Why have we not gotten NAHU to help with something like that. We need to decide if this is something that we can start, have a committee to figure it out and oversee it. Matt – likes that idea b/c NAHU doesn't really do anything on the state level in case of emergency. It will take a lot of work. Chris will start to research and form a committee to present to the board.

## Conference

Lindsey/Heather

1:18 pm

Conference will be May 22-23 at Virginia Beach – Sheraton. Start early Monday morning at Top Golf, then CE course, followed by networking boat cruise. Tuesday is a full day like it's been in years past. Look at adding spouse costs for Monday. Also checking to see if we can extend the room block.

## Closing/Adjourn

Lori

2:07 pm

Jess makes a motion to adjourn the meeting. Lori seconds. All in favor, nobody opposes. Motion carries

## ACTION ITEMS

**Lisa/Jaffe** Need a list of media contacts on the website -

**Lindsey/Jill** Add a google drive for awards and Jill can monitor this and everyone will upload all the attachments for the awards