

## **Board Meeting Minutes**

Friday, June 9, 2023 8:30am – 11:45am

The Canadian Medstore-One Senior Place, Altamonte Springs

Present: Angela Mlynarski, Morgan Campbell, Chris Yarn, Jen LaTour, Rhett Robbins, Ashley Kapostins, Jacqueline Perez, Don Griesheimer, Stacy Murphy, Erica Berezcki (proxy for Central), Carol Taylor, Tammy Cravotta, Dave Sherrill, Julie Parks

Absent: Corey Lilburn, Michael Teller, Josh Hoppe, Tonda Lawson, Artie Hoffman, Janet Blum, Angela Cervio

8:38 AM Call to Order/Introductions – Angela Mlynarski

**Antitrust statement was reviewed.**

8:38 AM Minutes from April Meeting

- Morgan made a motion to approve the minutes as distributed; Jen seconded. All in favor. Meeting minutes from April are approved.

8:39 AM President's Report – Angela Mlynarski

- Trying to decide what is going to happen with the SW Chapter. Survey sent out for ideas on what to do. Getting ready for symposium (offering assistance when needed). Preparing for Strategic Planning this afternoon. No one had questions at this time. Thank you to everyone who is here.

8:44 AM Treasurer's Report – Josh Hoppe – Dave Sherrill presented for Josh Hoppe

- \$218,500 on hand (per balance sheet) – mostly symposium revenue. \$2,000 in the relief fund, probably need to reimburse those chapters that gave (Miami and Palm Beach). Dave will get those checks cut.
- Almost \$52k more revenue at this point than last year, but because symposium is 5 weeks earlier this year.
- Dues revenue is down. This appears to be a national issue. Membership numbers are up but dues revenue is down. Need to figure out what's happening.
- Spent \$5k less at this point than we had last year.
- Net operating income – approx. \$99k
- Symposium - \$39k shy of revenue budgeted, believe we'll get to the number we budgeted
- Budget v actuals is fairly well on track.

8:57 AM Executive Director Report – Dave Sherrill

Worked on SW FL chapter survey to determine future of chapter moving forward.

I have continued to work on securing sponsors for symposium and getting everything in from them. I've continued to manage the registration site and enter deposits as they come in from EventBrite. Keeping the website up to date with paid sponsors as they come in and have worked with Christi on all of the logistics. I've used marketing pieces that Rachel has designed for us to send out several email blasts marketing the symposium.

I typed and distributed the minutes from the April board meeting that Rachel so graciously took on paper for us.

Our name change has been completed at our bank, and in Quickbooks Online. I need to order new checks, but have been waiting to confirm that we will have enough funds in the budget to cover this. We have \$500 currently available in office expense, so we should be fine and I will get new checks ordered, soon.

The first meeting of the 23-24 Board will be Wednesday 7/19, 12:30-4 at the Rosen Centre Hotel

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I met with Barbara Rennard about changes to our bookkeeping. Much of what she was suggesting, is already being done, but she wanted to add a couple more classes, and suggested that I should allocate some of my Executive Director fee to Symposium Expense and any other major events we do. She said that less administrative costs looks better for a non-profit organization. She did say that she will continue to handle our tax filings and be our “pro-bono” accountant for the foreseeable future.

I put together and distributed the May Newsletter with Brittany’s assistance in gathering content and have started the June one. Just waiting for some more content to get it out, hopefully early next week. I also edited and distributed the 2 legislative updates that Rhett put together for us.

I’ve continued to work with Angela in pulling together next year’s board and have sent reminders out to the chapters to submit their leadership rosters for 2023-2024. I know these have been submitted: Broward, Capital Area, Central, Miami, Tampa Bay and Florida. Any that are outstanding, need to be submitted, ASAP. If not in before 7/1, no communications will go to chapter leaders and you won’t have access to eCommerce. I also worked with Angela to put together dates for next year’s meetings and the legislative team to decide on a target date for Day on the Hill.

I continue to track the member meeting attendance hours as I receive sign-in sheets from the chapters. Please remember to send to me after each meeting.

I sent the bank statements for April and May to Josh to reconcile the bank accounts and confirmed that all is good. I ran the financial reports for this meeting and printed copies for those attending.

I worked with Jen and the Awards Committee on requesting Florida Awards Applications. I updated the Chapter of the Year Application with Morgan’s help to get it right. I have collected the award applications that have been submitted and scheduled a meeting with the committee to select the winners next week.

I did my best to coordinate with all of the local chapters and with the registration list on the NABIP site to appoint delegates for NABIP Convention. I shared the spreadsheet of who was appointed, with the Board.

The best way to reach me is always email at [info@nabipfl.org](mailto:info@nabipfl.org). If you need to speak to me, please call me at my office 407-831-5000. If I’m not there, you can contact me via my cell at 407-221-5082.

9:20 AM Past President’s Council Report – Ashley Kapostins

- Ashley does not have a report for this role.

9:20 AM Professional Development Report – Carol Taylor for Michael Teller

- Several CE courses have been filed; 2-3 have been approved for credit in the last few weeks
- Process for CE credits during symposium being filed hopefully end of next week – still waiting on a few outlines for that
- Reminder: if course is already filed, need 30 day advance notice of instructor wanting to teach it; if new course needs 30 days for approval plus 30 days to approve instructor; outline gets reviewed (not slide decks)

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9:24 AM Legislative Report – Corey Lilburn

- Corey did not provide a report. Carol Taylor gave an update, since she has been on all leg calls. Gov DeSantis is running for president. Day on the Hill is tentatively set late January. Day on the Hill will be happening while the legislature is in session. Because it is busier when they are in session, schedules could change with short notice.

9:28 AM NABIP PAC Report - Terry Singleton – Terry did not provide a report

9:29 AM FAHU-PAF Report – ?? -No word from Bill Hepscher since his report at the last meeting

9:29 AM Agent’s Representative – OPEN

- No report; Ashley explained the historical reasoning for the Agent’s Rep position

9:32 AM Chapter Development & Leadership Report – Julie Parks

- All but 2 chapters got certified this year; goal is to get those remaining certified (looking for Blue Ribbon of Excellence award)
- Follow National’s presidents timeline model for 2023-24
- Call with SW FL chapter Monday, June 12, to see if they can identify the leadership to continue as a chapter.

9:35 AM Benefits & Medicare Symposium Report –Morgan Campbell

- Going well; event planner is helping a ton
- \$15k away from goal in sponsorship revenue (set for \$150k)
- Agenda is set
- Next thing to work on – legislative meet and greet; still planning on doing that but need the legislators (need for Tuesday, July 18; 5pm-6:30pm)
- Chris Yarn will be MC for the General Sessions and Benefits Track
- FL Insurance Commissioner will come to close out the symposium on Wednesday
- Attendees – 135 give or take, 175 total (about 40 vendors)
- Marcy Buckner was coming, but now she is leaving NABIP so Janet Trautwein will be here to speak
- Jacqueline brought up a “pinning” ceremony for Chapter Presidents to pin their members at the symposium
  - Agenda is super tight, may want to announce and recognize all members and they get a pin at registration?
  - Ring the bell if someone joins during the meeting – make a big deal of it
  - Dave will find out if National will get us pins and at what cost

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Membership – Rhett Robbins

### **Membership Data Pulled 6/07/2023**

<b>Chapter</b>	<b>New Members</b>	<b>Total Members 6/23</b>	<b>Total Members 4/23</b>	<b>Member Enrollment Change</b>	<b>New Growth %</b>
Capital	6	61	53	8	13.1%
Dade	1	37	39	-2	-5.4%
Southwest	0	36	40	-4	-11.1%
Gulf Coast	4	60	56	4	6.7%
Jacksonville	2	68	66	2	2.9%
Broward	0	64	64	0	0.0%
Palm Beach	3	111	114	-3	-2.7%
Tampa Bay	11	132	126	6	4.5%
Central	5	154	155	-1	-0.6%
<b>Total</b>	<b>32</b>	<b>723</b>	<b>713</b>	<b>10</b>	<b>1%</b>

- 723 total members as of 6/07/2023
- 32 New Members were Added from April to May
- 22 Members Lapsed
- 10 Net GAIN of Membership

**Shout out** to the **Capital** for 13.1% Membership Growth percentage AND **Gulf Coast** for 6.7% increase since April. **Keep up the Great Work!**

1. New Membership Campaign for new Board Year, 2023 to 2024 – **IDEA**
  - 1<sup>st</sup> campaign - Fall: August 1, 2023 thru Oct 31, 2023
  - 2<sup>nd</sup> campaign - Spring: February 1, 2024 thru April 30, 2024
  - Highest % Average between New Member Chapter Growth AND LinkedIn Growth Followers Wins per campaign.
  - \$500 PAID to the winning Chapter for Membership Growth per campaign.

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### **2. Increase Exposure to potential new NABIP members.**

a. LinkedIn Followers – Ask members & all visitors to follow.

b. MailChimp Marketing –

- \$20/mth for 500 emails
- \$60/mth for 1,500 emails
- \$135/mth for 10,000 emails

c. Chapter Newsletters

d. Emails to Non-Members – Sample Ideas Only

CF – 3 new attendees from 1 email blast

i. Support your career – JOIN NABIP

ii. CE Credits available thru NABIP

iii. Special Pricing to FL Symposium NABIP Members

iv. Leadership Academy certificate.

v. Leadership Mentor Program

vi. Broker 2 Broker Discussion Group

vii. Power Hour webinar monthly

viii. Happy Hour Podcasts

ix. America's Benefit Specialist Magazine

x. Local Chapter meetings monthly

xi. Annual Conventions

xii. Day on the Hill

xiii. Capital Conference

xiv. REBC Designation

xv. Board position opportunities

e. Use a QR Code generator – Free at – Linktr.ee

- LinkedIn – your NABIP <chapter>
- New Member Application – JOIN NOW!
- Website to NABIP <chapter>
- Welcome New Members to NABIP.org
- NABIP PAC – donation page
- QR Code example – CF and Florida


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Here is your unique Linktree QR code that will direct people to your Linktree when scanned.



 [linktr.ee/nabipcf](https://linktr.ee/nabipcf)

### **NABIP Florida QR code**



### 3. Agency Dues Model

- Agency Dues Model – FL-based Brochure
- Ask chapter members for Agency names to target.
- Invite targets to a meeting and be part of the chapter.
- Focus on the blueprint for extracting the greatest value flyer.

### 4. Need a list of activities that meet our Awards Chair commitments.

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10:03 AM Retention Report – Haylie Allegra – Haylie did not provide a report

10:04 AM Break

10:15 AM Election – Ashley Kapostins

- Formally presenting slate of officers for 2023-2024 Board Year
  - Angela Mlynarski– President
  - Morgan Campbell – Pres Elect
  - Chris Yarn– VP
  - Jen LaTour– Treasurer
  - Tammy Cravotta – Secretary
  - Ashley Kapostins– Acting Immediate Past President
- Carol made a motion to approve this slate and to approve Angela’s appointment of Ashley to fulfill the duties of Immediate Past President for the year. Don seconded. All were in favor. Slate is elected.

10:18 AM Awards Report – Jen LaTour

- Waiting to hear about Landmark Award at National
- Working with state committee for FL state awards in July
- Setting up 2023-24 folders for awards submissions for next year
- A lot to chat about during strategic planning

10:24 AM NABIP Foundation Update – Julie Parks – Julie had nothing to report.

Ashley gave a brief update, since she is on the NABIP Foundation board. There has not really been any activity, because they are waiting for the new CEO to come on board, before making any major decisions.

10:30 AM Ways & Means Report – Holly Thomas – Holly did not provide a report

10:30 AM Media Relations/Communications Report – Brittany Livingston (Angela read submitted report)

- Continue to share marketing for symposium on social media
- Keep sending information for newsletter
- Symposium marketing should be coming out soon (Facebook); Rachel has done all of the promo cards on speakers

10:31 AM Chapter Reports

- **Jacksonville – Carol Taylor**
  - Carol’s final president report
  - Rhett O’Doski did a Tallahassee Update for their virtual chapter meeting
  - 4 hour ethics & law CE scheduled for June 21 (11 people registered so far)
  - Not planning a July meeting
  - August – social event, possibly inviting legislators who are free for recess
- **Capital Area – Don Griesheimer**
  - Doing well
  - Asked about terms Board serves; everyone doesn’t have to be on the same 2 year term
  - Chapter is doing amazingly well per Angela
  - Taking August off, all meetings scheduled until December
- **Tampa Bay - Tammy Cravotta**
  - Final president’s report
  - Passed gavel to new president
  - Grew membership; new board came to meeting yesterday

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- Taking July off; scheduled August-October; take November and December off
- Need to find new meeting space for next year
- **Palm Beach - Stacy Murphy**
  - 4 hour CE in May (18 people attended) Law and Ethics
  - Strategic planning meeting on May 19
  - Have all meetings until April 2024 have been planned (no meeting in July)
  - August – kickoff “Getting the Most of Your Membership” – Angela will be in attendance
  - Changed sponsorship setup for next year; \$15k in sponsorships 2022-23
    - Lowest sponsorship is \$495 – 1 minute commercial and ad placement
    - Did away with vendor expo
    - Panelist sponsorship - \$695
    - Lunch sponsor - \$795; 5 minute commercial and ad placement
    - Partner sponsor - \$995; 10 minute commercial and placement on panel
    - Diamond sponsor – set up a table at event, lunch provided, plus all the perks of other tiers
  - Had their mixer 6/8
  - Michele Malooley stepped down from Board but on membership committee
  - AMWINS eager to organize all the social mixers
  - Board slots are all filled; Stacy is President again next year
- **Miami - Jacqueline Perez**
  - Chapter was Silver certified
  - Website completed
  - April 18 Board meeting to attract more members/Board positions
  - Reviewed meetings from January – April 2023
  - Able to offer Spanish Ethics course
  - Savoy spoke in May, always meet last Wednesday of every month at Cooper’s Hawk
- **Central Florida - Erica Berezki (in for Chris Kinley)**
  - Growing, membership has been strong
  - Working with Dave on who we’re sending invites to meetings. Added large list of agents
  - Event at Oviedo Brewing in May; recruited last slot for the Board
  - Charity golf tournament in April with NAIFA
  - 2023-24 board established; meeting in 2 weeks to approve budget
  - Strategic planning and leadership training in July (July 11)

11:11 AM Old Business –

- None

11:12 AM New Business –

- None

11:14 AM Adjourn

- Carol made a motion to adjourn, Tammy seconded it. All were in favor. Meeting adjourned at 11:14am.