



NABIP Utah General Board Meeting Minutes

June 4, 2025 9:00 AM – 10:00 AM.

Attendees: Nicole, Erick, Kortnie, Bryce, Larry, Andrew, Spence, Meredith, Lindsay, Ernie, Roya, Matt, Lynn, Evelyn

Summary

Upcoming Events and CE Updates

The meeting covered several key updates and announcements. Andrew read an antitrust statement emphasizing the importance of avoiding discussions on pricing and boycotting carriers. He reviewed the agenda, noting that last month's minutes were approved via email. Upcoming events include a Think Tank focused on legislative topics, a Pack Breakfast on July 9th, a Financial CE on July 11th, and a Strategic Planning Meeting on July 16th at Matt's office. An additional CE in August will focus on self-funding with a group captive, and ideas for a CE in October were discussed, with Nicole suggesting topics like employee or broker mental health.

October Events and Speaker Planning

The team discussed upcoming events and speakers for October, deciding to have Christian conduct a Medicare AEP kickoff presentation. They also considered having Dave do another PBM presentation, as Andrew found it valuable. Nicole mentioned that a fertility fee request from a Wyoming company was denied due to insufficient CE content, which led to an angry response from the company. Andrew noted he was avoiding a conversation with a woman who wanted to discuss taxes with him.

PAC Fundraiser and Board Updates

Nicole announced a pack breakfast fundraiser for PAC donors, with a \$50 donation required for attendance. Andrew shared positive feedback about NABIP's reputation for legislative involvement across the US. Bryce announced his departure from the board due to a new

project at Cigna, and NABIP requested a replacement for the secretary position, with Andrew indicating he had a potential candidate in mind.

AI Note-Taking and Treasury Update

The meeting began with a discussion about note-taking and recording, where Bryce mentioned using AI software to summarize transcripts. Andrew expressed gratitude for Bryce's contributions and mentioned the need to find replacements for Bryce's role. Roya then provided a Treasury update, noting that she had received reports from Meredith and was reviewing them with NABIP's assistance. NABIP reported that golf expenses were lower than the previous year, and it appeared the event did not result in a loss, which was seen as a positive development.

Membership Role Transitions Discussed

The team discussed changes to membership responsibilities, with Lindsey taking over from Roya to handle membership emails and in-person events, while Jaffe will manage automated emails. Roya mentioned a potential candidate from her office for the awards position that Bryce previously handled, and agreed to follow up after her honeymoon. Andrew confirmed he would pay his membership dues to avoid any membership status issues.

Membership Retention and Engagement Strategies

Nicole reported that an email last week upset many members and anticipated membership fluctuations, but she mentioned that James McDonald, a broker who had been difficult to track down, is now joining with his entire office of eight people. Nicole emphasized the challenge of retaining members, noting that while recruitment is successful, renewal rates are low. Andrew suggested organizing quarterly one-year anniversary parties for members to celebrate their membership and encourage renewals, while Roya mentioned plans for new member lunches that were delayed due to her recent move. Nicole and Meredith discussed including member milestone anniversaries in the newsletter, though Meredith noted potential accuracy issues with the NAB system.

Social Media Strategy Planning

The team discussed social media strategy, with NABIP suggesting the need for someone from their group to manage social media content. Andrew agreed to work with Meredith to determine how to split up social media responsibilities, considering both content creation and consistency. Roya suggested resurrecting their Instagram account, which Nicole confirmed was currently inaccessible. The group decided to explore using Hootsuite for managing multiple

platforms, with Roya volunteering to handle Instagram posts, while Andrew and Meredith would coordinate content creation among team members.

PAC Funds and Event Planning

The group discussed upcoming events and financial matters. Roya announced her new role on the Regional Board in addition to her State Board involvement. Nicole reported on a recent PAC expense approval and the current PAC account balance of \$47,000, which is significantly higher than usual. They discussed plans for upcoming events, including a June 26th event with the Speaker of the House and a potential golf tournament in September. Nicole emphasized the importance of staying involved at the local level and mentioned the possibility of hiring a bill writer to help pass laws beneficial to their industry.

Industry Advocacy and Relationship Building

Nicole discussed the importance of supporting the industry by opposing unnecessary bills and maintaining relationships with key figures. She mentioned that Evelyn, who represents their interests in the Capitol, has had her contract renewed at \$3,300 per month, and plans are in place to arrange meetings with Mike Schultz and other influential figures. Nicole emphasized Evelyn's effectiveness in securing meetings and her strong reputation, and mentioned plans for an in-district meeting with federal representatives during the summer.

Board Leadership Transition Meeting

The meeting focused on the transition of board roles, with Nicole stepping down as president and Andrew taking over. Roya mentioned she would provide her credit card information to set up her account, as she had recently changed her address. The group expressed appreciation for Courtney's contributions and support during her time on the board. They discussed upcoming events, including a strategic planning meeting in July, and noted that Roya still needed to confirm a date for a group lunch or breakfast.