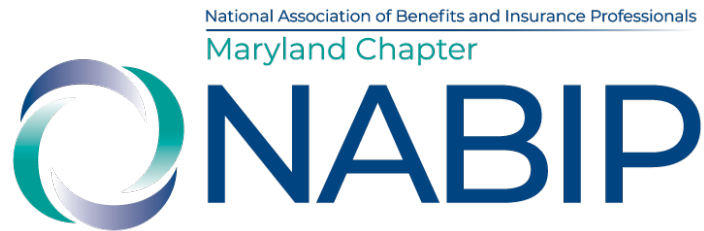


**2023 -2024 Strategic Planning Meeting  
August 8, 2023  
Minutes**

1. Call to Order – Nancy called meeting to order 9:04am
2. President's greeting/engagement – Nancy greeting Board, thanked them for commitment to our Association
3. Bryson – Leg team updates – Bryson stressed we need to get our PAC in order with bookkeeping, needs to be in compliance with fundraising rules, looking at co-sponsor for Evening in Annapolis and CE, mentioned Pam Bidle and also in Sept with Dawn Guile (sp) – insurance litigator
4. Board Updates – Nancy
  - a. Banking – almost done – name change & signers
    - Consider CD investment – Board approved 100k 7 months
  - b. Gift for Monica – still needs to be done \$250 GC + flowers – coordinate w/MS – Monique volunteered to take to Monica
  - c. President's Message – anything I missed – Nancy share topics so far – Nancy shared awards MD, Medicare Summit, virtual CE, we need you, did you know
  - d. PAC – Monica signer, no one else – need to fix and determine plan
  - e. Board positions – review and confirm filled & what needs to be done/changed
    - Sponsorship – Michael
    - Treasurer – Michele
    - Awards – Colette
      1. Strategic plan – what constitutes “strategic plan” for awards
    - HUPAC – Aaron – will need to build presence in this area
    - Professional Development – confirmed Matty
    - Secretary – confirmed Melissa
    - Medicare Summit – Alyssa
    - GCCF – Monique/Christie/Jasmine
    - Membership – Jasmine, Christie & team
    - Communication – Justin
    - Legislative – Glenn



- Member At large - Joe
  - f. Medicare Summit – need bodies to help with registration
  - g. Surety bond – current amount \$25k
  - h. Anything I forgot...
5. Financials – budget & sponsorship
- a. Fixed costs to cover – Jaffe, Lobbyist, etc.
  - b. 2023-24 sponsorship package – committee and next steps – finalizing budget the will communicate package should be similar to last year
6. Programming –
- a. Expo considerations – venue, budget, consolidate to one day? Group agreed to keep two day event for in-person networking
  - b. Other events – meet the Board, meet National President, CE's, AI, marketing
7. Other open items versus time? Takeaways
- a. Changing member appreciation from Dec to on the road maybe Top Golf
  - b. Contacting the Nationals for support (McGriff, HILB, ISIS, BRP, NFP, Assured Partners, OneDigital, Alera, Accusure, HUB, BBG, Risk Strategies, Marsh, Lockton, Willis
  - c. Need another Board body from BenefitMall – Nancy to contact Sean
  - d. Jasmine idea – come up with a value statement, our talking points
  - e. Having a presence at Cap Con, National, President should attend
  - f. Try to get CE's approved in DC, VA too
  - g. Consider hosting Region 2 2024
  - h. Advertising in DMV – iHeart radio, postcards, newsletter, will National advertise for us, BenefitsPro, LinkedIn influencer – Jasmine connected Nancy to Eric S and new National CEO – Jasmine suggested social media templates to make it easy for sponsors and Board to advertise
  - i. Joe suggested Fall membership drive in conjunction with plan to tackle nationals including “here's what your membership gets you”
8. Closing – Nancy adjourned at 11:07am