

CAHIP–Los Angeles

Board of Directors Meeting Minutes

Date: July 17, 2025, 10am via Zoom

1. Call to Order

President Bruce D. Benton, RHU, REBC called the meeting to order at 10:04 AM and welcomed attendees to the launch meeting for the 2025–2026 Association Year.

2. Roll Call / Attendance

In attendance: Bruce Benton, Dede Kennedy, Kerry Wright, Jonathan Edwards, Naama O. Pozniak, Tiffany Cammarata, Victoria Saucedo, Patrick Snitchler, Elka Soussana, Josh Kaufman, June Taylor, Michael Patton, Dave Sherrill

A quorum was established.

3. Agenda Approval

Motion to approve the agenda was made by Dierdre Kennedy, seconded by Kerry. Motion carried unanimously.

4. Approval of Minutes

Minutes from the June 12 meeting were reviewed.

Motion to approve by Dierdre Kennedy, seconded by Kerry. Motion carried unanimously.

5. President's Report – Bruce Benton

- Reviewed outcomes from national and state association activities.
- Highlighted successful convention with strong energy and attendance.
- Discussed upcoming Region 8 Meeting (Seattle, September 20–21, 2025).
- Outlined strategic goals: financial security, programs, and membership growth.
- Reminded board members to submit three goals for the strategic plan.

6. Immediate Past President's Report – Dierdre Kennedy

Focus on governance and nominations. Encouraged board to identify and recommend potential future leaders.

7. Treasurer's Report – Tiffany Cammarata

- Finance Committee reviewed year-end financials.
- Current year closed at a loss, primarily due to underperformance at convention and loss of a programs director early in the year.
- Projections for next year are optimistic, with events expected to generate revenue.
- Motion to accept June financials: made by Naama O. Pozniak, seconded by Elka Soussana. Motion carried.

8. Committee Reports

Membership (Naama O. Pozniak):

- Membership count at 241.
- Goal to return to 400 members.
- Actively pursuing outreach, renewals, and new member engagement.

Programs (Victoria Saucedo):

- Working with Kapsher Consulting on scheduling events for the year.
- Focus on Holiday Party and Medicare Summit.
- Emphasis on converting event attendees into members.
- An October in-person meeting was proposed, coinciding with open enrollment and potentially including panels and brunch.
- Consideration was given to using Eventbrite and offering free registration for non-members to drive engagement.

Medicare Summit

- - Scheduled for September 4, with registration and keynote speaker confirmed.
- - Sponsor packet is live online; promotion will continue across all channels.

Legislative (Patrick Snitchler):

“Big, Beautiful Bill” policy updates were shared by Patrick, particularly changes to HSA eligibility and Medicaid considerations.

Governance:

- Three P&P reviews due this calendar year.

Communications (Jonathan Edwards):

- Jonathan reported strong email open rates; communication efforts to expand via Eventbrite and multi-platform outreach.
- Schedule Communications Committee meetings. (3rd Tuesday or Thursday @ 8:30 AM).

Fundraising Strategy

- - Bruce will launch a general fundraising appeal to 250 industry contacts.
- - New sponsorship models to be developed with Ashley.
- - The board discussed enhanced use of social media and LinkedIn to attract sponsors.
- - Bruce emphasized the need for an up-to-date, actionable contact database.

9. Old Business

Strategic planning and event calendar development.

Budget discussions to continue at next meeting.

10. New Business

Consideration of providing stipends for board members and potential new members to attend Region 8 Meeting.

Emphasis on social events and sponsorship opportunities.

11. Adjournment

There being no further business, President Bruce Benton adjourned the meeting at 10:41 AM.