



OAHU Board Meeting
December 15, 2021
GoTo Meeting

In Attendance:

Frank Spinelli, Sandra Moody Gresham, Kelly Belote, Bill Barrett, Ingrid Martin, Jessica Kauffman, Kim Kinnard, Dee McFarland, Bob Lackey, Debbie Bogdan, Rich Muccio & Bob Nicolls

Administration: Becky McWilliam, Mary Ferretti

The meeting was called to order at 9:03 am

Branding and Marketing

The board would like J&M to announce all incoming local presidents on social media and the local's media outlet. To create event flyers, to include, how to increase chapter awareness. Create blogs that will bring professionals and consumers to our website.

We need to increase LPRTs, 30 to 40% eligible but has not taken the 10 minutes to fill the application out; OAHU does refund the cost.

We need to increase donations for the OAHUPAC and HUPAC. Have all board locals and state focus on OAHUPAC, we should add links to registration forms to donate. It was suggested that John Dodd send a letter to all local/state boards to have them concentrate on this. John also will send the current OAHUPAC/HUPAC giver list, every board member should be donating.

Financial

CCI has been declining since 2018. In 2018 the amount was \$184,00; in 2019 the amount was \$174,000; in 2020 the amount was \$162,000; this appears to be due to lack of participation. It was suggested that the high producers should let the rest of us know why/how it works for them. We would like a 60-day distribution of the funds, if it goes longer than 60 days then a check should be written out for the locals mirroring the last years payment. It was mentioned that could cause issues because if the amount lowers every year then we would be paying them too much if we mirror the past year. We believe the formula should be redone. J&M will ask CCI if it is possible to break the report down by OAHU chapter.

Committees

The board should keep an eye on the committees/oversee. We should find one goal for the committee to accomplish.

EB is assigned to helping with the locals committee chairs: Frank Spinelli will oversee the “strategic planning” committee; Bill Barrett will oversee the “endorsed program” committee; We will ask if Sarah Richardson will oversee the “vanguard” committee; Sandra Moody Gresham will oversee the “membership” chairperson/ NAHU would like two chair people on membership; Kelly Belote will oversee the “membership retention” chairs/NAHU wants 2 chair people on the this; We will ask Matt Byrne if he would like to oversee the “PR/Media Relations” chair.

Upcoming Events/Calendar

The agenda has been sent for the Leadership Summit. The DAS is not happening.

Open enrollment is coming up, we need to aggressively advertise, and state can cover cost for the locals.

Legislative

John McGough is retiring, and he has a lobbyist firm that he is looking to recommend to us to move forward with. J&M will be taking over the PAC administration and John is working with Sheri to get everything turned over to J&M.

Meeting adjourned at 10:38