



Arizona In-Home Care Association September 19, 2019 In-Person Board Meeting Minutes

Those present: Zach Shaw Aaron Sinykin Lisa Martinez
 Steve Thompson Monica Bananto Keffory Levy
 Bob Dailey Linda Thompson

Via Zoom Karen Heyse

Those Absent: Dayna Klecak Tom White

The meeting was then called to order by Zach Shaw at 11:35 AM, and roll call was taken.

Minutes: No discussion occurred; Keffory moved to approve, Monica seconded and all approved.

Treasurers Report: There was quite a bit of discussion about three line items in the financial report. Bob and Zach will discuss after the fact.

Conference 2019 Final Report: Linda gave the rundown of the final numbers. Zach said that for future events, follow up will be necessary because at the 2019 event, Comfort Plus fell through the cracks (did not register for a table, although staff prepared to exhibit). Overall, 2019 was a success and now planning has begun for 2020.

Membership: Zach reported that he had not contacted anyone; Aaron is working with EDPDA members; Keffory is working 4 leads, Lisa and Steve have no one; Linda reported that she's working 4 possible new members from conference attendee list.

Board Growth: Nothing is happening here, but now that conference is over it needs to become a big focus for 2020 board. It is also necessary to define the role of the Secretary to round out the Executive Committee.

Committee Reports:

Conference 2020: 1. Need to push benefits and value of sponsorships; 2. Add social media blasts featuring one sponsor per year per post to the benefits list. It was also suggested that a poster board be created listing all 2019 sponsors that can be displayed at ed meetings and expos. Linda will create and send to board for approval.

Education: In Dayna's absence, Linda reported that there would be no September meeting and that she did not know what Dayna had planned for the remaining months in 2019. Karen reported that she had nothing planned in the way of a formal meeting.

Zach reported that Home Care Pulse is interested in presenting a webinar to AZNHA members, and that Mutual of Omaha is interested in doing something.

Karen asked that Linda send her a list of Tucson conference attendees and she will reach out to each of them by phone.

Keffory suggested perhaps a roundtable lunch or morning coffee with no agenda might be used in Tucson so that attendees could kick around ideas for gaining momentum in Tucson. Zach reminded everyone that the board had approved \$200 to be used to host this type of event in Tucson.

Lisa offered to feature AZNHA at Hospice of the Valley's holiday events.

Communications: Zach committed to recording the first "fireside chat" in September or early October.

AHCCCS: Aaron reported that the EDPDA board is meeting to work on 2020 strategy – developing the pitch and game plan to AHCCCS and the legislature. He also reported that the new background check requirements will be effective October 1 (must have full background check every 3 years, but no physical fingerprint card. If fingerprint card is available, checks can be done annually with no hoops to jump through)

Legislative: Steve mentioned that Krystal (HCAoA) had approached Steve and Aaron regarding Lobby Day 2020. Steve would like to have a short meeting at the HCAoA Conference in Tucson next week to discuss.

Benefits: Zach will have more to report at the October board meeting after he speaks with Don Irish. He asked how the board suggests handling the following:

Do you have to be an associate member to offer our agency members discounts or benefits? It was suggested that non-member associates offering discounts would be given an AZNHA membership for the remaining 3 months of 2019 only – if they do not renew in January at full price, their advertising disappears off the AZNHA website.

Linda mentioned that Healthy Cells Magazine had been given a complimentary membership through end of 2019 in return for their offer of discounted advertising for AZNHA members.

Blog Post: Both new blog posts submitted for review were approved. Linda reported that the plan was to post one new post per month, and once each new posting had been made to the website to ask Monica to do a social media blast.

New Business:

Plan for 2020:

- Focus on EPDPA and AZNHA re. memberships
- Fireside chats for communications
- Ongoing work by team fo4 2020 conference
- Have Executive Committee defined and in place by end of 2019

ACMA: It was determined that the Board did not want to spend \$750 to exhibit at this conference.

Fall Coalition: Zach will be attending their September event and will report in October.

He is also attending a caregiver event and will focus on resources/benefits as a good incentive to work for an AZNHA agency.

The next meeting will be virtual on Thursday, October 17 from 11:30 AM to 1:00 PM.

The meeting was adjourned at 12:55 PM

Respectively submitted by
Linda Thompson, Board Administrator