AHCC 2019 BOARD OF DIRECTORS' RETREAT

AGENDA

New Mexico Mutual
5201 Balloon Fiesta Pkwy NE
Albuquerque, NM 87113

November 20, 2018
7:45 am – 4:30pm

“STRONG HEALTH FOR A STRONG FUTURE”

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>7:45 – 8:15am</td>
<td>BREAKFAST</td>
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<tr>
<td>8:15 - 8:45 am</td>
<td>Welcome by Norm Becker, President, New Mexico Mutual</td>
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<td>Opening Remarks by Ernie C’deBaca, AHCC President/CEO</td>
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<td>Call to Order and Welcome by Dennis Garcia, Chair</td>
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<td>Approval of October 24th, 2019, Board of Directors’ Meeting Minutes</td>
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<td>Acknowledgement of Incoming Board Members</td>
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<td>Treasurer’s Report</td>
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<tr>
<td>8:45 - 9:00 am</td>
<td>Transition: Gavel passed from Outgoing Chair Dennis Garcia to Incoming Chair Mary Martinez</td>
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<td>Vote on 2020 Executive Committee Slate, presented at the October 24th Board meeting</td>
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<td>New Chair’s Vision by Mary Martinez, Chair</td>
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<td>Time</td>
<td>Event</td>
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<tr>
<td>9:00 - 9:30 am</td>
<td><strong>Board Orientation</strong> by Ernie C'deBaca, AHCC President/CEO</td>
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<tr>
<td>9:30 - 10:30 am</td>
<td><strong>El Portal</strong> – board members must bring their laptops/tablets</td>
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<tr>
<td>10:30 - 10:45 am</td>
<td><strong>BREAK</strong></td>
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<tr>
<td>10:45 am - 12:00 pm</td>
<td><strong>Board Engagement</strong> - discussion led by Mary Martinez, Chair</td>
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<td>12:00 - 1:00 pm</td>
<td><strong>LUNCH</strong></td>
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<td>12:30 – 1:00 pm</td>
<td><strong>Presentation by Mike May</strong>, Director of Workforce Learning, Future</td>
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<td>1:00 - 2:15 pm</td>
<td><strong>Focused Education</strong></td>
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<td>1:00 - 2:15 pm</td>
<td><strong>Interactive Team Development</strong>, Discussion &amp; Brainstorming – led by</td>
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<td><strong>JP Espinoza, Board Member</strong></td>
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<td>2:15 - 2:30 pm</td>
<td><strong>BREAK</strong></td>
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<tr>
<td>2:30 - 3:00 pm</td>
<td><strong>Chamber Development</strong> by Pamela Weese Powell</td>
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<tr>
<td>3:00 – 3:30 pm</td>
<td><strong>Further Discussion</strong> by Mary Martinez, Chair</td>
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<td>3:30 - 4:00 pm</td>
<td><strong>Introduction of Avanzar members</strong> by Tessah Latson, Director of the</td>
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<td><strong>AHCC Barelas Economic Opportunity Center (BEOC)</strong></td>
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<td>4:00 - 4:30 pm</td>
<td><strong>Appetizers &amp; Drinks</strong></td>
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**FUERTE SALUD PARA UN FUTURO FUERTE**
AHCC BOARD OF DIRECTORS’ RETREAT
November 20, 2019
8:15am – 4:30pm
New Mexico Mutual
5201 Balloon Fiesta Pkwy NE, Albuquerque

MINUTES

Meeting Called By:  Dennis Garcia

Voting Members Present:  Dennis Garcia, Mary Martinez, Anthony Tenorio, Joan Tafoya, Robert Dzur, Eric Herrera, Scott Aelts, Hank Andrews, Deanna Archuleta, Phil Casaus, Brian Chavez, Morris Chavez, Tyler Chavez, Casey Anglada DeRaad, JP Espinoza, Steven Lucero, Chriselle Martinez, Melonic Mathews, Sherman McCorkle, Leonard Sanchez, Angela Serrano de Rivera, Rebeca Aldrete Baca

Voting Members Excused:  Erin Gandara, Rudy Beserra, Rebecca Butler, Brian Charlton, Samuel Garcia, Mike Kivitz, Johnny Montoya, Gary Sanchez, Joe Trimble

Ex-officio Members Present:  Raquel Reedy, Eliseo Torres, Ed Manzanoares

Staff and Guests:  Staff: Connie Lee, Shannon Jaques, Bea Davalos, Angelique Baca, Annette Pitera

Guests:  Norm Becker, Mike May, Misti Gallegos, Melissa Michelle, Maricela Lucero

Minute Taker:  Annette Pitera

I.  Call to Order
    Dennis Garcia called the meeting to order at 8:35am.
    Welcome remarks by Ernie C’de Baca, President and CEO of the Albuquerque Hispano chamber of Commerce.
    Welcome remarks and brief overview of New Mexico Mutual history and unique architecture by Norm Becker, President of NM Mutual.
    Each board member introduced themselves.
    Motion to approve the Executive Committee slate was passed.

II.  Passing of the Gavel
    Ceremonial passing of the gavel from Dennis Garcia to Mary Martinez, the AHCC incoming chair.
    Welcome remarks by Mary Martinez and comments on her vision for the new board year: sharpen our view and focus our energy.

III.  Approval of Board Meeting Minutes, October 24, 2019
    Minutes were approved.
IV. Introduction of New Board Members
   Henry L. Andrews, Verus Research
   Casey Anglada DeRaad, New Space NM
   Deanna Archuleta, XTO Energy
   Rebecca Butler, Coca-Cola North America
   Brian Charlton Blue Cross Shield of NM
   Tyler Chavez, Valley Fence Company
   Steven Lucero, NM Hispanic Medical Association
   Angela Serrano de Rivera, NM Gas Company

V. Officer’s Reports
   A. Treasurer’s report: reviewed and presented by Eric Herrera, Treasurer. Motion to approve the Treasurer’s Report passed.

VI. 9:30 am – 12:00pm
   - Ernie C’deBaca showed the AHCC Convention & Tourism video on Albuquerque, created in collaboration with the City of Albuquerque, with whom the C&T department has a contract to promote Albuquerque as a business and leisure destination.
   - Ernie C’deBaca reviewed the 2020 Board Orientation Manual.
   - Shannon Jaques, AHCC director of membership, reviewed the Chamber’s website, back office membership platform, and member programs.

12:45 pm – 1:10pm
   - Mike May, Director of Workforce Learning, Future Focused Education, introduced the board to their program on paid work experience for high schoolers outside the classroom, inside the workforce. He was accompanied by his program team and a student who has just completed the program.

1:10pm – 3:00pm
   - Membership Driving Membership, by JP Espinoza
     Creating a “How To” to support the Chamber’s efforts:
     - The Chamber provides answers to questions prospective members did not know they had
     - Join the Community
     - Join a movement
     - Help them combat the fear and anxiety of being a business owner
     - Help them break false beliefs (have no money, sounds good but they don’t think they will get anything out of it, they want a result, feel confident, be prepared, be successful, make their dream come true, hope, faith)
     - Create like-minded experiences (connect)
     - Altruism – help other companies
     - Investing in the community
     - Engage – not just Connect
     - Board members to connect with membership and membership events
     - Connect to an identity
     - Improvement Offer (possible connotations are - based on the past, existing, more incremental, carry failure to next step) VS New
Opportunity Offer (possible connotations are - new beginnings, could be limitless, no pain of disconnect, replace their dream)

BOARD ENGAGEMENT
- Networking: small groups within the Chamber
- Board forums/committees – getting to know each other better (such as the Membership Committee)
- Accountability coaches
- Capitalize on momentum
- Board mentoring opportunities (Thrive)
- Chair a Chamber committee
- Create a separate committee as needed

LACK OF BOARD ENGAGEMENT
- Time vs Commitment
- Definition of engagement
- Fear of over-commitment

3:00 pm – 3:30pm
- Board development, by Pamela Weese Powell
  Ms. Weese Powell is assisting the Chamber in its fundraising efforts for the 2020 Gala, and presented a plan for board members to assist them in raising money for the Gala.
  A competition to sell Gala sponsorships and/or tickets was suggested.

3:30 pm – 3:50pm
- Introduction of the AHCC AVANZAR pilot program members by Tessah Latson, Director of the AHCC Barellos Economic Opportunity Center.
  Certificates were presented to the program members by Mary Martinez, Chair, and Ernie C’deBaca, President/CEO of the Chamber.

VII. Adjournment
Mary Martinez adjourned the meeting at 4:00pm.

The December 17th Board of Directors’ meeting has been cancelled

Joan Tafoya, Secretary   1/22/20