



Brian Sandoval
Governor

Florence Jameson, MD
Chairwoman

Bruce Gilbert
Executive Director

Silver State Health Insurance Exchange

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<https://www.nevadahealthlink.com/sshix/>

Silver State Health Insurance Exchange (SSHIX) Board Meeting **Approved Minutes** Thursday, April 14, 2016

Meeting Location:

Silver State Health Insurance Exchange
2310 South Carson Street, Suite 3A
Carson City, NV 89701

Videoconference Location:

Silver State Health Insurance Exchange
150 N. Stephanie St., Suite 100
Henderson, NV 89074

Members Present

Henderson:

Florence Jameson, MD
E. Lavonne Lewis
Jose Melendrez

Carson City:

Dr. Erin Grinshteyn
Betsy Aiello (for Richard
Whitley, Non-Voting Ex-
Officio)
Debi Reynolds (for James R.
Wells, Non-Voting Ex-Officio)

Members Absent

Angie Wilson
Valerie Clark
Commissioner
Barbara Richardson
(Non-Voting Ex-
Officio)

Staff Members Assisting

Bruce Gilbert, SSHIX
Athena Cox, SSHIX
Melissa Martinez, SSHIX
Janel Davis, SSHIX
Dennis Belcourt, DAG

I. Call to Order, Welcome, Roll Call, Announcements

Chair Dr. Florence Jameson called the 1:30 p.m. meeting to order. Roll call was taken by Executive Director Bruce Gilbert; a quorum was noted. There were no announcements.

II. Public Comment

There was no public comment at this time.

III. Approval of the minutes of the March 10, 2016 Board meeting

There was no discussion regarding the minutes. The following action was taken:

MOTION To approve the minutes of the March 10, 2016 Board meeting.
BY: Mr. Melendrez
SECOND: Ms. Lewis
PASS: Unanimously

IV. Executive Director's Report

Mr. Gilbert presented his report and answered Board questions.

V. Marketing & Outreach Overview

Ms. Davis presented the report. Patty Halabuk with Penna Powers presented an overview of our off-season marketing campaign strategy. There were Board questions, with input by Andres Ramirez of Ramirez Group.

VI. Discussion and possible action regarding dates, times, and agenda items for future meetings

Items for future meetings included a report on creative concepts and an entire marketing plan, also answers on the platform moving forward. No action was taken.

VII. Public Comment

Mr. Len Barend, broker, expressed concern as to whether existing clients will have to be reenrolled in the system again. Mr. Gilbert responded that for 2017, there will be an opportunity for an automatic reenrollment.

VIII. Adjournment

Dr. Jameson thanked Board members, the audience, and staff. The meeting was adjourned.