

# San Joaquin Valley Insurance Authority

## BOARD OF DIRECTORS

SUSAN B. ANDERSON

JUDITH CASE

MIKE ENNIS

ALLEN ISHIDA

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PETE VANDER POEL

Meeting Location:  
Fresno County Employee Retirement  
Association Board Chambers  
1111 H Street  
Fresno, CA 93721  
April 20, 2012  
9:00 AM

**AGENDA DATE:** April 20, 2012

**ITEM NUMBER:** 5c

**SUBJECT:** Receive and File Report on SJVIA New Member Marketing Activity

**REQUEST(S):** That the Board receive and file a report of current SJVIA Marketing Activity

### **DESCRIPTION:**

On November 5, 2010, to allow for growth of the SJVIA your Board approved Member Underwriting Guidelines and the SJVIA Growth Implementation and Marketing Plan. These documents provide the framework for the prudent growth of the SJVIA which will facilitate fixed cost reductions and pricing stability over time.

Gallagher Benefit Services (GBS) at the direction of SJVIA Staff have since undertaken several marketing efforts to identify and make contact with prospective member entities to consider joining the JPA. These efforts have consisted of participating in events and highlighting the potential benefits of joining the SJVIA. Most notable growth opportunities are updated summary of marketing efforts is below:

City of Tulare: 356 employees, intent to join SJVIA 7/1/12 (pending Board approval).

County of Kings: 1,019 employees, reviewing SJVIA proposal for 7/1/12 effective date.

City of Coalinga: 90 employees, reviewing SJVIA proposal for 7/1/12 effective date.

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County of Santa Cruz: 2,000 employees, securing data to needed to begin underwriting process for potential 1/1/13 effective date.

City of Bakersfield: 1,000 employees, City will be sending RFI to SJVIA in early May as first step in exploring a potential 1/1/13 effective date.

Central San Joaquin Valley Risk Management Authority: The Central San Joaquin Valley Risk Management Authority (RMA) consisting of 55 members of incorporated municipalities from Kern County in the south to Sutter County in the North. The RMA has established an AdHoc Committee to evaluate SJVIA Membership. The Committee is scheduled to meet on April 17, 2012. Staff will provide an update to the Board regarding outcome of that meeting..

Ongoing Marketing Efforts: In addition to the above activities, the SJVIA is anticipating potential new members and anticipates ongoing marketing and underwriting activities in the coming months. We will continue to communicate the progress and status of these events as they are developed.

**FISCAL IMPACT/FINANCING:**

None

**ADMINISTRATIVE SIGN-OFF:**



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Paul Nerland  
SJVIA Manager



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Jeffrey Cardell  
SJVIA Assistant Manager