



SJVIA

San Joaquin Valley
Insurance Authority

BOARD OF DIRECTORS

SUSAN B. ANDERSON

JUDITH CASE

MIKE ENNIS

ALLEN ISHIDA

PHIL LARSON

DEBORAH POOCHIGIAN

PETE VANDER POEL

Meeting Location:
Tulare County Employee Retirement
Association Board Chambers
136 N. Akers Street
Visalia, CA 93291
July 20, 2012
9:00 AM

AGENDA DATE: July 20, 2012

ITEM NUMBER 5c

SUBJECT Receive and File Report on SJVIA 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 the 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.

The SJVIA has been active in discussions with the Central San Joaquin Valley Risk Management Authority (RMA). The RMA, consisting of 55 members of incorporated municipalities from Kern County in the south to Sutter County in the North, established an AdHoc Committee to evaluate SJVIA Membership.

AGENDA: San Joaquin Valley Insurance Authority

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The Committee met on April 17, 2012 and Gallagher and SJVIA staff provided a presentation to the Committee with follow up questions and answers. This was the second presentation to the RMA that followed a presentation to their Executive Committee in February of this year. The RMA has not made a decision to add the SJVIA benefit program to their membership requirements nor have they made a formal endorsement. However, they forwarded SJVIA information to all 55 of their member Cities asking those with interest to follow up directly with the SJVIA. At the present time, 32 of those member cities have responded with information requested to develop SJVIA rates and are at various stages in the underwriting process.

Additional direct marketing efforts are under way to prospective members who are not affiliated with the RMA. These include several larger cities, counties, and special districts.

Following are a few notable SJVIA new member opportunities:

- City of Tulare: 356 employees, joined SJVIA 7/1/12.
- County of Kings: 1,019 employees, reviewed SJVIA proposal for 7/1/12 effective date but elected not to join this year. Follow up activity will be focused on potential 2013 entry.
- City of Coalinga: 90 employees, reviewed SJVIA proposal for 7/1/12 effective date but elected not to join this year. Follow up activity will be focused on potential 2013 entry.
- County of Santa Cruz: 2,000 employees, currently part of CalPERS. Underwriting is in process for potential 1/1/13 effective date.

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.

AGENDA: San Joaquin Valley Insurance Authority

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FISCAL IMPACT/FINANCING:

None

ADMINISTRATIVE SIGN-OFF:



Paul Nerland
SJVIA Manager



Jeffrey Cardell
Assistant SJVIA Manager

**BEFORE THE BOARD OF DIRECTORS
SAN JOAQUIN VALLEY INSURANCE
AUTHORITY**

IN THE MATTER OF Receive and File Report on SJVIA Marketing Activity

RESOLUTION NO. _____
AGREEMENT NO. _____

UPON MOTION OF DIRECTOR _____, SECONDED BY
DIRECTOR _____, THE FOLLOWING WAS ADOPTED BY
THE BOARD OF DIRECTORS, AT AN OFFICIAL MEETING HELD _____
_____, BY THE FOLLOWING VOTE:

AYES:
NOES:
ABSTAIN:
ABSENT:

ATTEST:

BY: _____

* * * * *

That the Board received and filed a report of current SJVIA Marketing Activity