

## **AAC Executive Committee Minutes (Virtual Meeting)**

December 18th, 2025

### **Call to Order and Roll Call 12:00 MST**

The meeting was called to order by Dr. LeBaron. Roll call was taken and a quorum was confirmed.

**Dr. LeBaron moved to approve the November Minutes.**

**Motion seconded by Dr. Muchnij. Motion passed unanimously.**

**Dr. LeBaron moved to approve the Agenda.**

**Motion seconded by Dr. Muchnij. Motion passed unanimously**

### **Reports of Officers and Committees:**

- Kris reported that the bylaws voting process was progressing favorably. Several constructive recommendations were noted for future refinement. Final approval of the bylaws will precede consideration of the proposed six-month budget.

### **Audit and Budget:**

Dr. Muchnij presented the audit and financial report, including current account balances and expenses. Kris reported that a six-month operating budget for the fiscal year is in development and will be presented for Board approval at the next meeting following bylaws finalization.

### **Education and Policy:**

Mr. Lazzara reported that the convention speaker list was nearing completion. A continuing education (CE) application is scheduled for submission by mid-February. The Board discussed outreach strategies to increase attendance, including direct phone calls, email outreach, and social media engagement. The Board agreed that convention registration setup will be finalized following an upcoming meeting with TCS.

### **Convention Registration Fees**

**Motion:** To approve updated convention registration pricing as presented.

- Early-bird member registration: \$99
- Non-member registration: \$129
- \$100 differential between member and non-member pricing
- CA and additional fees adjusted to \$29, \$49, and \$79

**Vote:** Motion carried unanimously.

A proposal to sell Hawaiian shirts for \$25 was discussed but was not included in the motion.

### **Government Relations:**

Kris reported on meetings with lobbyist, Mr. James Candland and staff from Dr. Werner's office, as well as potential legislative activity related to vaccination policy. The Board discussed the need for clearer communication and defined expectations for lobbyist engagement.

Dr. Bogash agreed to prepare a written document outlining past presidents' concerns, expectations, and priorities regarding lobbyist performance for presentation at the next Board meeting.

### **Political Action Committee (PAC) Formation**

**Motion:** To approve the formation of a Political Action Committee (PAC) to support AAC legislative advocacy efforts.

**Vote:** Motion carried.

### **Membership and Marketing:**

Chrissy and Jayme reported that recent social media outreach resulted in three (3) new members, including one premium member. Ongoing initiatives include outreach to newly licensed chiropractors and non-member doctors through email, Facebook, and phone contact. Jayme presented social media analytics demonstrating increased engagement, including thirty-three (33) new followers and increased website traffic. The Board agreed to launch a "Members on the Move" initiative to highlight member activities, with Dr. Hargrave serving as the pilot participant. A casual networking mixer aimed at engaging younger doctors was proposed for mid-to-late February at Arizona Wilderness (downtown location).

Lisa and Mr. Lazzara will review state-by-state CE approval requirements and determine which states AAC should apply to for convention continuing education credit.

Dr. Brungard reported that remaining membership outreach packets would be distributed among Board members.

Plans for a patient-facing mini-site were discussed, with a meeting with TCS scheduled for early January.

The Board discussed coordination opportunities between upcoming ChiroCongress events in Kentucky and Wild Horse Pass. Opportunities to align promotion efforts and encourage attendance were explored.

### **Past Leadership:**

Dr. Bogash reported that a meeting will be held this month to reconvene the Past Leadership. Furthermore, the EC invites AAC Lobbyist, Mr. James Candland, to all EC meetings moving forward. Dr. Bogash to create a lobbyist expectations document to ensure proper coverage from AAC lobbyist.

### **New Business:**

- Discussion occurred regarding improving signage for upcoming events.

- The ACA Engage event was noted, with Chris already registered.
- Clarification was provided regarding AAC's 501(c)(3) status and MAC promotional hours.

### **Action Items discussed**

- Finalize convention speaker list and schedule
- Complete CE application by mid-February
- Review CE approval requirements by state
- Secure 2–3 additional regional chiropractic delegates
- Finalize speaker contract and publish on AAC website
- Complete and post vendor booth forms
- Complete exhibitor kit and update registration pricing
- Meet with TCS to finalize registration setup
- Confirm CA licensure speaker participation
- Prepare six-month budget for next Board meeting
- Provide analytics report to Dr. LeBaron prior to January 22 meeting
- Complete PAC formation within two weeks
- Prepare lobbyist expectations document
- Launch “Members on the Move” initiative
- Meet with TCS to plan patient-facing page
- Plan February networking mixer and continue membership outreach
- Facilitate AHCCCS meeting regarding medical loss ratio and TPA issues
- Consider hosting sponsor dinner in February or March

### **Adjournment**

There being no further business: the meeting was adjourned at **1:04pm MST**