



**NYLICA Board of Director's Meeting**  
**Tompkins Financial Center**  
**Batavia, NY**  
Friday, March 1, 2024

Meeting was called to order by President David Rule at 3:13pm.

**Roll Call:** David Rule, Dennis Bliss, Linda Rule, Derek Cassiano

**Via Phone:** Derek Decker,

**Also Present:** Maura Dibble, Pam Bliss

**Minutes** – Dennis Bliss made the motion to accept the printed minutes from the October 14, 2023 meeting seconded by Linda Rule. Carried unanimously.

**Treasurer's Report -** Dennis Bliss made the motion to accept the Treasurer's report and file for audit and pay Maura's expenses. Seconded by Derek Cassiano. Carried unanimously.

**Old Business:**

- **Membership & Dues:** - As of 2/24/2024 we are bordering on 200 paid members; this is the lowest numbers in years. We still have some Safety Group members not paid, we have lost 16 members due to retirement, sold or went out of business or passed away.
- **Safety Group #562** – All thought it was a productive meeting, and glad that we will again be able to offer 30% up front discount and 40% dividend.
- **Annual Meeting in January -** There is a page in your packet of information. It was expensive, due to the food, but I think that everyone who either participated, or heard about the convention thought it was an excellent idea and something that we should continue.

**New Business:**

- **LICA Winter Meeting in Virginia Beach** – Maura Dibble attended. The National Winter Convention in Virginia Beach was a huge success. There were very interesting and informative tours, one was a Military Aviation tour, and the other was of Colonial Williamsburg. Then came the committee meetings that were well attended and generated some good ideas and discussions. The seminars were motivating and timely. The LICA Ladies auction raised \$5,000 for the National LICA Scholarships. The LICA Educational Foundation for Veterans Raffle had 3 winners out of 10 from New York. Then there was an idea from the attendees to have a "Polar Plunge". The Atlantic Ocean at Virginia Beach was 45 degrees! 35 dedicated or crazy LICA members made the plunge and raised almost \$9,000.00 for the LICA Educational Foundation for Veterans

- **Hard Hat** – The dates are March 20 & 21, 2024. Jerry Biuso and Allison Hack will be attending from National LICA. We really need to go all out, as this is the only membership drive that we have. We will look for some other opportunities like last year to attend to attract new members.
- **September - Golf Outing** – It will be on September 6, 2024. We are hoping to repeat last year's turnout and sponsorship, which was the best ever. We need all the help we can get for this, before and during golf
- **May 6, 2024 - LICA Foundation for Veterans Golf** – Maura has attended the last two years and NYLICA has sponsored a golf sign. Linda Rule made the motion for Maura to attend, seconded by Derek Cassiano, carried. Derek Cassiano made the motion to sponsor a golf sign, seconded by Linda Rule. Carried
- **June 13 & 14, 2024 – LICA Water Management Forum** – will be held at St. Joseph's College in Rensselaer, Indiana. National is giving all the states a booth at the forum. There are also numerous sponsorship opportunities. Linda Rule made the motion for Maura to attend the Forum, seconded by Derek Decker. Carried. Dennis Bliss made the motion to sponsor the logo, seconded by Derek Cassiano, carried.
- **Directory and Promotional to Members** – This would be the year that we send out a directory. We do it every other year. National does send one annually. The past years with the promotional items we sent to members garnered a positive response. The Board agreed not to publish the directory, they feel it is redundant due to National publishing one every year. We will look into pull over hooded sweatshirt with a logo, and safety reflective material.
- **Digital Marketing** – This has just come together. We have talked with 3 different marketing firms and think that HIBU might be a good fit for us. Their proposal is printed out for all to review. Due to the lower number of members and the fact that they were able to show that there were over 4,000 searches in New York State for Workers Compensation for Contractors, this might be a good idea to explore. This is for a 6-month contract. Derek Cassiano made the motion to try it for 6 months, seconded by Derek Decker, carried.
- **Next meeting** – TBD sometime in May/June
- Derek Cassiano made the motion to adjourn at 4:02 m seconded by Linda Rule. Carried

Respectfully Submitted, Maura Dibble