**Meeting minutes phone conference call**

February 18, 2016

Present: Marcy, Rod, Josh, Karen, John, Holly, Ruth

**I. Call to Order at 6:03 p.m. EST**

**II. Approve Minutes of December, 2015 teleconference**

Minutes approved

**III. Finances and Fundraising**

a. 2015 Year End Figures  
Report from Josh: We need more help working on QuickBooks. From what he can tell, we’re looking at about a $50,000 deficit. Several causes: PMA not paying as much. Not as many lists available for fundraising. Some of our campaigns came back underperforming compared to prior years.

Rod says PMA is looking to bring in someone to set up a fundraising structure for them. Will happen beginning of summer.

b. Hiring development director.   
Josh says advertising for this will begin this month. Leda will be leaving in a month or so. Nastassia doing very well. With our new website coming up, we’ve got good prospects for bringing our fundraising up.   
  
**IV. Biennial Conference**

a. Program at funerals.org/conference

Josh asks everyone to consider putting together an alternative program in the event of a cancellation. Ruth is willing to do a course on merging affliiates. A talk about why affiliates die and what can be done about it.

Josh set price in hopes that we might make a profit. Ruth suggests asking affiliates to publicize the conference on their websites. Ruth and Josh will talk about fundraising and entertainment. Considering a one-woman show by a woman performer who Ruth is familiar with. John will check out a local author.

b. CEUs---Karen Smith and John Lantz

Karen and John doing a great job on this. John received confirmation from a judge for a panel discussion just today.

**V. Regulatory Issues**

**Dismissed into executive session 6:35-6:47 p.m.**

Karen reports that her funeral provider complaint filed in Tennessee is being pursued by district attorney. John suggests following up with DA’s office.

**VI. Website**

a. Project is 2/3 complete and will be done before conference so it can be shown off. Within next six weeks we’ll have a functional website that we’ll be testing to make sure it all works. Josh asks that everyone taken a look. Ruth suggests sending style sheets to affiliates. Print materials will be updated to match. Decision to show it off at the conference.

b. Samples of the **desktop/computer-based** site can be seen here:

<https://invis.io/7B5VH80HE>

c. Samples of the **mobile phone/device** version can be seen here:  
 <https://invis.io/5Y5VH6EF2>

**Next phone conference set for 6 p.m. EST May 5.**

Meeting adjourned at 6:56 p.m.