**Funeral Consumers Alliance semi-annual board of trustees meeting**

June 23-25 • Atlanta Georgia

KEY: Action items in red. Motions in blue.

**Thursday, June 23, 2016**

**Members present:**

Ruth Bennett (outgoing)

Rod Stout

Holly Shreve Gilbert

Marcy Klein

Karen Smith

John Lantz

Executive Director Josh Slocum, with voice but no vote

AGENDA

**I. Meet and Greet**

**II. Approve agenda, approve minutes of May, 2016 Teleconference meeting and teleconferences—pp. 2-3**

**III. Finance and Fundraising (to be repeated at June 25 meeting)-pp. 12-13**

a. Income and Expense, Year to Date 2016

b. Balance Sheet, Year to Date 2016

c. Job search for development director

**IV. Conference Update and Last-Minute Housekeeping**

a. Report on attendance

b. Fundraising at Closing Banquet—Josh Slocum and Ruth Bennett

**V. New Website**

a. Visual Demonstration—Josh Slocum

b. Questions and Discussion

Meeting called to order at 12:05 p.m. by Ruth Bennett

1. **Meet and greet.**
2. **Approve agenda, approve minutes of May, 2016 Teleconference meeting and teleconferences – pp. 2.-3**

Unanimously approved.

**III. Finance and Fundraising (to be repeated at June 25 meeting)-pp. 12-13**

**Income and Expense, Year to Date 2016**

Ruth would like to see yearly comparison and John would like to look at year-to-year for the past five years.

Rod inquires about the office expenses, which seem high. Josh is going to review.

**Balance Sheet, Year to Date 2016**

Approved.

**Job search for development director**

Josh has advertised but isn’t getting any qualified bites. He’d like advice or ideas from those who may have hired for a similar position. He will talk with PMA, who has some experience at this.

**IV. Conference Update and Last-Minute Housekeeping**

John says everyone from the Memorial Society of Georgia has been incredible, hosting registering, offering hospitality.

**Report on attendance**  
 84 as of today

**Fundraising at Closing Banquet—Josh Slocum and Ruth Bennett**

Our leaders will put on a royal dog and pony show.

**V. New website**

Josh presents new website, designed by Verde Media. Overwhelming  
approval.

**VI. John Lantz on guidance and standards for affiliates**

At the time of “at need” funeral planning, the consumer is uniquely vulnerable for a number of reasons.

John advocates for an online pricelist that is searchable by zip code for prices of burial and cremation services.

He proposes offering incentives such as providing LINKS and asking for some of the providers to set the example.

Proposed setting up a separate membership group for industry professionals.

Discussion about conflict of interests and opportunities/risks for working with industry professionals as members

Action item: Karen to research the ethical concerns of accepting donations from industry professionals.

Action item: Josh, add review of our bylaws concerning donations to fall agenda.

Meeting adjourned at 2:24.

Ruth’s final adjournment.

**Sunday, June 26, 2016**

**Members present:**

Rod Stout

Holly Shreve Gilbert

Marcy Klein

Karen Smith

John Lantz

Nancy Petersen (incoming)

George Sanders (incoming)

Philip Olson (incoming)

Alison Rector (incoming)

AGENDA

**VI. Governance**

a. Schedule Fall, 2016 Board Meeting and Between-meeting Teleconferences

b. Board appoints President, Vice-President, Treasurer, and Secretary

c. Appointment of Committees—Executive (standing committee of the four officers), Fundraising, Affiliate Relations, Legal, Personnel, Publications. Note: the board has the authority to appoint ad hoc committees. Committee members need not be only members of the FCA national board. In fact, it is strongly recommended to reach out to knowledgeable people among the general membership, past board members, and colleagues you trust in

your own professional circles, for service on committees.

**VII. Executive Director’s Report**The ED report references items throughout the agenda. It is more of a guiding/informational document than an action item needing consideration of its own – p. 4

9:45—10:30

**VIII. Affiliate Relations**

a. Round-up of common affiliate needs and concerns—Josh Slocum

b. Assignment of FCA Affiliates to be contacted and coached by each board member

c. Appointment of coordinator for support and relationship - building with potential volunteers to form new FCA affiliates in areas not currently served

d. Discussion and timing of 2016 Affiliate Survey to gather basic facts

10:30 — 10:45

**Break**

10:45 — noon

**IX. Ongoing and Upcoming Projects**

a. Completed Consumer Federation of America/FCA online funeral price disclosures survey recap

b. Upcoming CFA/FCA survey of hidden crematory fees at funeral homes

c. Upcoming CFA/FCA survey of non-declinable service fees at funeral homes

d. Petitioning the FTC to Re-Open the Funeral Rule in 2016

e. FCA testimony to Congress on HR 5212, The Bereaved Consumer’s Bill of Rights Act of 2016 – p. 7

12:00 to 12:45

Lunch

12:45 to 1:45

**X. Finances and Fundraising (continued from June 23 board meeting)**

a. Income and Expense, Balance Sheet, Year to Date 2016

b. Assignment of Board Fundraising Goals and Commitments

c. Development Director

1:45 — 3:00

TBD by board

Adjournment

Meeting called to order at 9:06 a.m.

**VI. Governance**

**Schedule Fall, 2016 Board Meeting and Between-meeting Teleconferences**

Fall meeting scheduled for November 11-13 in Detroit.

Teleconference scheduled for Tuesday, Sept. 6, 6 p.m. ET

**Board appoints President, Vice-President, Treasurer, and Secretary**

Karen nominates Marcy for president

Unanimous approval

Rod nominates Karen for vice president

Unanimous approval

Discussion regarding outside audit. FCA hasn’t done this in some time, Board members will explore options for auditors and report during fall meeting. Our by-laws require a yearly audit, but it is very expensive and hasn’t been done in some time. We discussed revising our by-laws to require less-frequent auditing.

Action item: Josh will do some research and add this item to the fall agenda.

John nominates Alison for treasurer, second by Karen

Unanimous approval

Josh noted that as treasurer, Alison needs to be set up as signatory for the accounts.

Action item: Josh will set up the paperwork and forward to Marcy, who will sign and then send to Alison.

Marcy nominates Holly for secretary, second by Rod

Unanimous approval

**Appointment of Committees**

Executive – officers

Fundraising – Josh suggests that board members sign commitments regarding how much money they will solicit. All board members should be on the committee. Marcy will ask Ruth if she is interested in chairing.

Affiliate Relations – John will chair, Philip, Nancy and George will serve.

Legal – Josh will contact Tanya Marsh to see if she is interested. David Morrison volunteers to serve on legal committee.

Personnel –   
Karen moves to eliminate personnel committee,   
Marcy seconds.   
Unanimous agreement.   
Executive committee will serve as personnel committee.

Executive committee will complete Josh’s performance review during or prior to the fall meeting.

Publication and multimedia outreach – Marcy, Holly, Rod, Phillip, George and Josh (all will contribute as necessary)

**VII. Executive Director’s Report**

No questions on the report.

Regarding conference, next conference include a conference registry for attendees so they can communicate; make sure check off list of attendees is alphabetical.

**VIII. Affiliate Relations**

**Round up of affiliate concerns**

Discussion about status of affiliates for perspective for new board members. Affiliates are part of FCA and most are compliant, but some are resistant. Dialogue regarding potential strategies for dealing with affiliates who don’t want to share mailing lists.

Phillip proposes encouraging affiliates to build relationships with related non-profits like National Home Funeral Alliance and Green Burial orgs. end of life coalition.

**Assignment of FCA Affiliates to be contacted and coached by each board member**

Agreed to allow continuing Board members to keep existing affiliate contacts if they wish, or can they request changing some.

Action item: Board members should tell Josh and Marcy any preferences.

Action item: Marcy and Josh will collaborate on assigning affiliates to each Board member, and send list to group.

**Appointment of coordinator for support and relationship - building with potential volunteers to form new FCA affiliates in areas not currently served.**

Nancy volunteers.

**Discussion and timing of 2016 Affiliate Survey to gather basic facts**

Marcy suggests streamlining the survey. Josh suggests combination of fact-finding and relationship building. Assess what they know and what they don’t know. Josh suggests drafting the questions, sending them, and then do a follow-up call. Nancy suggests having two surveys, one that is simple and one that is more complex.

Action item: Marcy and Josh will complete questionnaire by August so data can be collected before composing fall fundraising letter. Suggestion to use Survey Monkey as on option for completing.

**IX. Ongoing and Upcoming Projects**

**Completed Consumer Federation of America/FCA online funeral price disclosures survey recap**

Josh and Nastassia working on survey of how many funeral homes are selling cremation without disclosing that the crematory fee is not included which they plan to release in September to media.

**Petitioning FTC to open the rule:**

David Balto representing us pro-bono to open the rule. There will be accompanying publicity.

**FCA Testimony:**

Nothing to report. This bill will not see the light of day.

**X. Finances and Fundraising (continued from June 23 board meeting)**

Acknowledegment that Nastassia is doing a fabulous job. Interactive with board members is exemplary, professional, prompt and courteous.

Action item: Put phone-a-thon on fall agenda.

IDEA: Ask your fans and family to give to FCA in lieu of a birthday gift.

IDEA: In lieu of flowers, support FCA

Action item: David Morrison will send FCA his suggestion for bequest requests for newsletter articles. Someone should follow up with him if this is not received soon.

Miscellaneous

Action item: Please review website and send to Rod and he can collate and give to Josh.

11:42 motion to adjourn by Rod, second by Phillip

**Action item recap:**

Karen to research the ethical concerns of accepting donations from industry professionals.

Josh, add review of our bylaws concerning donations to fall agenda.

Josh will research and add audit solution item to the fall agenda.

Josh will set up the paperwork to add Alison as signatory and forward to Marcy, who will sign and then send to Alison.

Board members should tell Josh and Marcy any preferences about which affiliates they want to contact.

Marcy and Josh will collaborate on assigning affiliates to each Board member, and send list to group.

Executive committee will serve as personnel committee.

Executive committee will complete Josh’s performance review during or prior to  
fall 2016 meeting.

Regarding conference, next conference include a conference registry for attendees  
so they can communicate; make sure check off list of attendees is alphabetical.

Nancy volunteers to be coordinator for support and relationship - building with potential volunteers to form new FCA affiliates in areas not currently served.

David Morrison will send FCA his suggestion for bequest requests for newsletter articles. Someone should follow up with him if this is not received soon.

Action item: Marcy and Josh will complete affiliate questionnaire by August so data can be collected before composing fall fundraising letter. Suggestion to use Survey Monkey as on option for completing

Action item: Put phone-a-thon on fall agenda.

IDEA RECAP:

IDEA: Ask your fans and family to give to FCA in lieu of a birthday gift.

IDEA: In lieu of flowers, support FCA