Funeral Consumers Alliance

Minutes of semi-annual board of trustees meeting

Nov. 11–13, 2016 • Detroit Michigan

KEY: Action items in bold. Motions in italics.

**Friday Nov. 11, 2016 , 7 pm to 8:30pm**

Members present: Marcy Klein, John Lantz, Phil Olson, Nancy Petersen, Alison Rector, Josh Slocum, Karen Smith, Rod Stout Absent: George Sanders

Excused: Holly Shreve Gilbert

**Saturday Nov. 12, 2016, 9am to 3:12pm**

Members present: Marcy Klein, John Lantz, Phil Olson, Nancy Petersen, Alison Rector, George Sanders, Josh Slocum, Karen Smith, Rod Stout

Excused: Holly Shreve Gilbert

**Sunday Nov. 13, 2016, 10 am to 11:08am**

Members present: Marcy Klein, John Lantz, Nancy Petersen, Alison Rector, George Sanders, Josh Slocum, Karen Smith, Rod Stout

Absent: Phil Olson

Excused: Holly Shreve Gilbert

**AGENDA**

Additions to Agenda:

Personnel Committee and Josh’s review

Aligning with like-minded groups

Looking into Google Ad Sense

Blog Posts , board members contribute writing (add to Sect. IV)

**I. Approval of Minutes and call to order**

Friday 7:07pm by Marcy

a. June 2016 Minutes – Unanimously accepted

b. September, 2016 Teleconference Minutes- Unanimously accepted

**II. Finances and Fundraising**

a. YTD 2016 Income v Expense Budget v Actual with 2015 YTD for comparison- reviewed and discussed

b. YTD 2016 Balance Sheet with 2015 YTD for comparison- reviewed and discussed

c. Proposed 2017 Budget- Unanimously accepted

d. Major Undertaking Campaign (replaces “phone-a-thon)- presented by Josh with Major Undertaking Committee. Goal is $50,000 by Dec. 31, 2016. Campaign letters on FCA letterhead were distributed to each board member, with instructions for use and suggestions for approaching donors.

Action Step: Each board member will make a commitment stating “By Dec. 31, I’ll make a goal of getting $\_\_\_\_\_\_\_ in contributions for the Major Undertaking Campaign.” Board commitments will be submitted to Josh as soon as possible.

**Action item: Board members will each approach donors, personalizing the letter provided.**

**Action item: Josh will contact PMA friend Susan Howlett, Seattle-based author of Boards on Fire! Inspiring Leaders to Raise Money Joyfully.**

III. Executive Director’s Report- presented by Josh

IV. Ongoing and Upcoming Projects

a. Standardized format for funeral home price lists—John Lantz

**Action item: John will work with Josh on creating a standardized GPL template**

b. October 2016 Cremation Options and Disclosures report

c. January, 2017 Report on SCI (Dignity Memorial, corporate) cremation prices and SCI online price disclosures

d. FTC Funeral Rule amendments

e. Revision of pamphlets and literature with new styles, report on website—Marcy Klein

**Action item: Marcy is working on finishing the remaining brochures**

**Action item: Rod will ask PMA for advice about how they translate brochures into other languages, specifically Spanish**

**Action item: Josh will make affiliate pages at funerals.org available for browsing by visitors and other affiliates.**

**Action item: Each board member will write one blog post each quarter (4 posts per year) for the website BLOG The Daily Dirge. Email blog text to Nastassia (cc Josh) and she will post on the blog.**

2016/2017 Blog-writing commitments

* Karen- Jan. 2017 , May 2017, Sept. 2017
* Alison- Dec. 2016, Feb. 2017, Oct. 2017
* Nancy- Nov. 2016, March 2017, June 2017
* Phil- Jan. 2017, May 2017, July 2017, Aug. 2017
* George- Dec. 2016, Feb. 2017, May 2017, July 2017
* Rod- Dec. 2016, May 2017 , Sep. 2017
* Marcy- Jan 2017, June 2017, Aug. 2017, Nov. 2017
* John- Nov. 2016, Jan. 2017, April 2017, July 2017
* Holly – date commitments coming later

**V. Affiliate Relations**

a. Report on Affiliate phone calls and results from all board members – 4 board members reported on their affiliate calls, others are still working on their lists.

**Action item: Board members complete all affiliate phone calls by Dec. 31. Report results to Josh. Let Marcy, Josh and Nastassia know if you find incorrect contact info for affiliates or new info for affiliate contacts.**

**Action item: Josh will try to access existing Google doc with notes from previous years’ phone calls to affiliates.**

b. Update on Affiliate surveys (SurveyMonkey)- 8 are completed

**Action item: Josh will try to identify which affiliates are responsible for the 8 completed surveys**

**Action item: board members will encourage affiliates they**

**call to complete the survey**

**VI. Governance**

a. Discussion of amending bylaws to address donations from industry—Karen Smith

**Action Item: All board members will read the 3 articles provided by Karen before the Jan. 25 teleconference board meeting.**

1. Ethics and Nonprofits from Stanford Social Innovation review
2. AFP Code of Ethical Standards, and
3. AFP Guidelines to the Code of Ethical Principles and Standards, read “Principles for Good Governance and Ethical Practice” Sect 27-33, the Responsible Fundraising section.

**Action item: Karen will draft a new policy for the board and Josh to read before the spring board meeting 2017.**

b. Discussion of finding audit process for FCA books

**Action Item: put this on the spring board meeting agenda**

**VII. Staff**

a. Executive Director performance review- a written evaluation was completed by Personnel Committee (Karen, Marcy and Alison) with Josh. Josh discussed his 2017 goals with the committee. The committee recommends considering a 2% salary increase for Josh next year.

**Action item: The board will conduct a salary review of all FCA staff positions in the coming year**

**Action item: Alison will research compensation packages at other nonprofit organizations, specifically via the Maine Association of Nonprofits (MANP)**

b. Discussion of staff job descriptions

**VIII. Miscellaneous**

a. Decide date and location of spring, 2017 board meeting

May 19– 21, Seattle Washington.

**Action Item: Rod will ask Katrina Spade, Urban Death Project, if she will be available in Seattle those dates.**

b. Set dates for interim teleconferences: Wednesday Jan. 25, 7pm EST and Wednesday March 22, 7pm EST

Meeting adjourned at 11:08 am on Sunday Nov. 13, 2017

Meeting minutes respectfully submitted by Alison Rector, FCA Treasurer

**Action item summary:**

All: Approach donors for ANGEL fundraising campaign, personalizing the letter provided before the end of the year.

All: Complete all affiliate phone calls by Dec. 31. Report results to Josh. Let Marcy, Josh and Nastassia know if you find incorrect contact info for affiliates or new info for affiliate contacts.

All: Conduct a salary review of all FCA staff positions in the coming year

All: Read the 3 articles provided by Karen before the Jan. 25 teleconference board meeting.

All: Write one blog post each quarter (4 posts per year) for the website BLOG The Daily Dirge. Email blog text to Nastassia (cc Josh) and she will post on the blog.

All: Encourage affiliates you call to complete the survey.

Allison: Research compensation packages at other nonprofit organizations, specifically via the Maine Association of Nonprofits (MANP)

John: Work with Josh on creating a standardized GPL template

Josh: Try to access existing Google doc with notes from previous years’ phone calls to affiliates.

Josh: Make affiliate pages at funerals.org available for browsing by visitors and other affiliates.

Josh: Put finding an audit process on the spring board meeting agenda

Marcy: Work on finishing the remaining brochures.

Josh: Identify which affiliates are responsible for the 8 completed surveys

Rod: Ask Katrina Spade, Urban Death Project, if she will be available in Seattle during spring meeting dates

**Blog commitment calendar:**

* December 2016: Alison, George, Rod
* January 2017: Karen, Phil, Marcy, John
* February 2017: Alison, George
* March 2017: Nancy, Holly
* April 2017 John, Holly
* May 2017: Karen, Phil, George, Rod
* June 2017: Nancy, Marcy
* July 2017: Phil, George, John
* August 2017: Phil, Marcy
* September 2017: Karen, September
* October 2017: Alison, Holly
* November 2017: Nancy, Marcy, Holly

**Blog summary:**

* Karen- Jan. 2017 , May 2017, Sept. 2017
* Alison- Dec. 2016, Feb. 2017, Oct. 2017
* Nancy- Nov. 2016, March 2017, June 2017
* Phil- Jan. 2017, May 2017, July 2017, Aug. 2017
* George- Dec. 2016, Feb. 2017, May 2017, July 2017
* Rod- Dec. 2016, May 2017 , Sep. 2017
* Marcy- Jan 2017, June 2017, Aug. 2017, Nov. 2017
* John- Nov. 2016, Jan. 2017, April 2017, July 2017
* Holly – March 2017, April 2017, October 2017, November 2017