Funeral Consumers Alliance

Board of Trustees Videoconference Meeting

December 19, 2018

**Agenda**

I Call to order

II Approval of draft minutes from videoconference meeting of October 10, 2018

III Finance and Fundraising

IV Ongoing Projects

V Affiliate Relations

VI Location of next in-person board meeting

VII Location of 2020 Biennial Conference

**Members in Attendance:** Ruth Bennett, Alison Rector, Karen Smith, Rod Stout,

Nancy Petersen, John Lantz, Marjorie Focarazzo

Josh Slocum, Executive Director

I **Call to Order**: By President, Ruth Bennett at 7:08 pm Eastern Time.

II **Minutes:** approval of draft minutes from October 10, 2018 videoconference

approved as written.

III **Finances and Fundraising**

1. Income vs Expenses, year-to-date as of December 10, 2018

* Dues revenue higher this year than last year, same time
* Question on unemployment insurance for 2018: no increase; result of claim from prior support staff’s termination
* Slight increase in rent

1. Balance Sheet, year-to-date as of December 10, 2018: no questions or discussion
2. Board Fundraising Report

* Allison reports from Maine a gift, due to a legacy, and donation to National will be made from it
* Josh discussed conference on the type of donor who would or may leave a legacy gift to FCA, although IRA’s and insurance policies may be better for FCA as beneficiaries
* Determine generic legal language that can be placed in wills
* Fundraising letter mailed at Thanksgiving time

\*better than last year

\*tracking in entirety rather than by affiliates/area, but can still

track by zip code

\*to date, a little more than $5000 has been received

\*Social Media fundraising is working well

d) 2019 Budget

* Suggestion to reduce retirement contribution in 2018 to 6% and further to 5% in 2019
* ~$11616 deficit in 2019
* Sale of Books: $15000

\*Increase of sales in Spanish version

* Motion to adopt made by Allison; seconded by Rod; unanimously passed 2019 Budget

IV **Ongoing Projects**

1. Update on FTC Amendment: Josh stays in touch with CFA, but not much

is happening

* Funeral Rule should be addressed in 2019

V Affiliate Relations

a) California Affiliates: Ruth has spoken with those kin the San Diego area

* San Diego Memorial Society is serving southern California
* LA disaffiliated a few years ago

\*suggestion to turn finances and member names over to FCA of

CA and merge with other affiliates

* Sees positive changes
* Ruth is willing to go there is necessary to assist them; provide training, build leadership and board development

**ACTION:** Josh to reach out to affiliates per Ruth before the holidays

**ACTION:** Josh to follow-up with Nora at Oregon after the holidays

1. Canadian Memorial Society

* Use a lot of our materials and intellectual property
* “Before I Go” sell in Canada for a comparable price to that of US with a percentage to National for each sale; suggested sale price for affiliates to sell to members is $15
* Recognize FCA National and include link

**ACTION:** Josh to contact Canadian Memorial Society

VI Next in Person Board Meeting: late spring 2019 in Salt Lake City

VII 2020 Biennial Conference

**ACTION:** Josh to speak with Joyce Mitchell about holding the 2020 Biennial

Conference there

VIII Miscellaneous

1. **ACTION:** Karen to send Bylaws Revisions to Committee in February
2. Video Project to begin in early 2019
3. Suggestion to revisit mission and vision and how they relate to affiliates
4. Next Video Conference Feb. 20th at 7 PM eastern time

Motion to adjourn made by Nancy, seconded by Rod; unanimous approval at

8:13 pm

Submitted by

Marjorie Focarazzo

February 4, 2019