# **Funeral Consumers AllianceBoard of Trustees TeleconferenceTuesday, September 5, 2017, 7 pm Eastern Standard Time**

Members present: Marcy Klein, Phil Olson, Alison Rector, Josh Slocum, Karen Smith,

Rod Stout

Members absent: John Lantz, Nancy Petersen and John Abraham

**Meeting called to order at 7:06 p.m.**

*Call-in: Dial (641) 715-3580; when prompted enter your access code: 804926*

**I. Call to Order** a. Approval of Minutes from May 19-20, 2017, Board meeting

Unanimously approved

**II. Finances and Fundraising**
 a. January 1 – August 30, 2017; Income v Expense YTD

Discussion about board expense and reimbursement by donation. Hopefully the board expense won’t be too far above budget.

 b. January 1 – August 30, 2017; Balance Sheet YTD

Need to ask for a $10,000 liquidation to checking account to pay for some large mailings.
Alison will call Josh tomorrow.

c. Sample donor thank you call—Alison R, 20 minute time-slot
Alison asks whether board members would be willing to make some calls just to thank donors. Karen offers to take on all 36! But names will be split up. Alison “practices” the thank you call with her friend Molly, who is actually a donor. We agree to make the calls work as a “focus group” session as well. Alison will put together a spreadsheet to log information from repsonses to questions we ask during the calls.

**III. Biennial Planning**

1. Report on suggested speakers—committee.

Josh is going to talk to official from Final Exit (Hemlock Society). Some concerns expressed by

Karen and Phil about being cautious in appearing to “endorse” their practices. We need to

explore further.
 b. Melissa Unfred, blogger “The Modern Mortician,” confirmed as speaker – Josh S.

Discussion about social media to reach young people and possible session at conference.

Phil suggests Tamara Kneese or a broader speaker about the intersection of social media and

funeral practice. Phil will reach out to her. Josh asks that we keep churning ideas for speakers

and sessions. Please share via email.

**IV. Ongoing Projects**

 a. Meeting with Consumer Federation in DC, networking with funding agencies—

 Josh S

b. FTC Funeral Rule Revision—Josh S
Nothing new to report here. Nothing we can do right now that will affect how quickly they go through the funeral rule review.

c. Reaching out to American Hospital Association—Josh S

Josh is going to be traveling to Boston and DC and will be reaching out to CFA and engaging in other networking opportunities.

**V. Governance**

a. Approval of bylaws amendments regarding donations from the industry – Karen Smith

Holly makes a motion to approve the revision to Article XVI: Gifts/Donations and Restriction on Activities.

Phil seconds

Karen suggests that we send this revision to affiliates to notify them of the changes.

Holly, Karen, Rod, Marcy and Alison approve.
We will take a formal vote at the November meeting. This will be placed on the agenda.

**V. Next in-person meeting, November 10-12, Detroit**

 a. Report on transportation and accommodations—Holly S

Holly has room for four guests (if someone doesn’t mind the basement) and Karen has room for two. Holly will email information about local hotels.

Meeting adjourned at 8:18 p.m. EST

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