Funeral Consumers Alliance

Board of Trustees Videoconference Meeting

October 10, 2018

**Agenda**

I Call to order

II Approval of draft minutes from videoconference meeting of August 15, 2018

III Finance and Fundraising

IV Affiliate Relations

V Governance

VI Ongoing Projects

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

John Lantz, Noor Rabah, Marjorie Focarazzo

Josh Slocum, Executive Director

I **Call to Order**: By President, Ruth Bennett at 7:04 pm Eastern Time.

II **Minutes:** approval of draft minutes from August 15, 2018 videoconference

approved as written.

III **Finances and Fundraising**

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

* Decrease in overall revenue with most coming from affiliates in Arizona, Georgia, Bay Area of California
* Concerns raised on amount of dues paid to National, especially from those affiliates with large memberships and receive considerable amounts in donations

\*can the amount be capped?

\*system is based on flat rate of 15%

\*partner more with affiliates for fundraising and help in the

understanding revenues will be shared

\*not all affiliates pay dues or share their mailing list(s),

although the minimum dues to National is $50 if no

memberships or donor monies are received

1. Balance Sheet, year-to-date as of October 2018: no questions or discussion

* Karen Smith, donated honorarium from Death Salon; Karen to reach out to Patty for their mailing list

1. Fundraising letter to be mailed immediately after Thanksgiving

* National is still trying to get mailing lists from affiliates
* 125 letters already mailed to donors making $100 or more pledge; letters personally addressed and hand signed; received $1100 to date with the average gift being $99.00
* Looking for grant money; concerns with meeting criteria
* FaceBook page not registered for fundraising

**ACTION:** \*10-11-2018 email from Josh, finished process making FCA eligible for donations

IV **Affiliate Relations**

1. Declining affiliate health and dues: 2014 thru 2017, a steady

decline

* John Lantz spoke on a new affiliate, FCA of Georgia, a 501 c (3) who is keeping the old memorial society in conjunction with the new organization until National requirements are met
* Questions raised: (1) what can National do for affiliates? (2) what should be the business model?
* Suggestion: reach out to attendees at the Death Salon for additional contacts

1. Oregon Memorial Association about rejoining National FCA

**ACTION:** Ruth will contact

1. FCA NYC/LI: may be dissolving; dispersing funds

* Could be an opportunity to create a new affiliate in the NYC area: an advocacy and educational group who would do the organization’s work, such as the price surveys

V **Governance**

a) Concerns whether we are violating our own bylaws regarding board

members; should they be revised?

b) Ad hoc committee: Ruth, Karen, Marjorie to review current bylaws;

revisions to be made by Nov. 1st; videoconference on Friday, Nov. 9th at 3 PM EST

**ACTION:** Josh to email bylaws

**Videoconference postponed until December**

1. Sarah Chavez, alternate to complete the board, has no responded to any

emails

**ACTION:** decision needs to be made regarding Sarah’s completing

the board

1. **Josh’s annual review in November; to be reported in December**

VI **Ongoing Projects**

1. Update on FTC amendment: Josh will have a face-to-face meeting in DC; solicit support from Consumer Federation of American and AARP
2. YouTube Videos: kit has been ordered; will share with board members for input and to critique once completed
3. Consultation fee?

VII **Misc.**

1. **ACTION:** Josh to provide to board 2019 budget
2. **Think about:** location for 2020 Biennial Conference
3. **Next Videoconference:** Wednesday, December 19th at 7 PM, EST

Adjourn 8:13 pm

Submitted by

Marjorie Focarazzo

November 27, 2018