Funeral Consumers Alliance

Board of Trustees Videoconference Meeting Minutes

April 8, 2020

**Agenda**

**I.** Approval of minutes from February 19, 2020 meeting

**II.** Finances and Fundraising

a. Year to Date Income vs. Expense plus four prior years

b. Year to Date Balance Sheet plus four prior years (see accompanying

narrative explanation)

c. Fundraising strategy for remainder of year (to discuss: acquiring donor

lists, board participation in getting lists and financial gifts from affiliates)

**III.** Governance

a. Reminder of upcoming election tally and results---Alison Rector

**IV.** Conference 2020

a. Postponed until September 24-27  
 b. Possibility of cancellation

c. Possibility of doing online conference

**V. Ongoing Projects---***reporting and information only, all well under control*

a. FTC Funeral Rule Review comment period extended until June 15, 2020

b. FCA’s 20-page submission is drafted; will be submitted closer to deadline

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

Nancy Petersen, John Lantz, Marjorie Focarazzo

**Excused:** Karen Smith

Guests, Board Candidates: Kristin Mouton, Dianna

Repp, Katherine Ortiz

Josh Slocum, Executive Director

I **Call to Order**: By President, Ruth Bennett at 7:09 pm Eastern Time.

II **Quorum** established.

III **Welcome and** **Introductions** of Board Candidates.

IV **Minutes:** approval of draft minutes from February 19, 2020.

* Add the word **Minutes** to the heading for clarification
* Moved to accept with correction, Alison Rector; seconded by Ruth Bennett; motion carried

V **Finances and Fundraising**

* Explanatory Notes: appreciative for added information; add Josh’s name and date to document; include as part of minutes
* a) and b) Profit/Loss Statements and Balance Sheet
* approx. $123,000 in investments as of today, which equates to a 18%-20% loss.
* Under Liabilities and Equity:

Endowment: (1) Josh was not involved with National FCA when initiated; (2) vague on its reason for establishing;

(3) exists on paper only; (4) can be changed by decision of board.

* Ruth has suggested to change its name to avoid confusion.
* Discuss further at future meeting.
* Balance Sheet: income vs expenses almost balance due to increase in donations.
* (c) Fundraising was much better in 2019 than in previous years; fall donations had been doubled than earlier in year.
* Josh would like to work with members on developing fund raising strategies for remainder of the year.
* Which is better or gets more of a response: paper letters or emails? When is a good time to send either?
* E-appeals: to send with stories regarding Covid 19 deaths. Communications surrounding Covid 19 deaths has increased concerns and worries from consumers.
* Keep in better contacts with affiliates.
* Produce short video.
* May be a good time to ask for bequests, especially from long-time donors. Pamphlet located on website,

VI **Governance**

* Five (5) board seats to fill with two (2) alternates
* Ballots have been mailed to all affiliates; deadline to submit is April 21st.

VII **Conference 2020**

* + Postponed until Sept. 17th thru 20th.
  + Need to decide on whether to cancel completely? Replace with a virtual conference? How long would it take for Josh to prepare for a virtual meeting? Suggested time frame would be 2-3 months.
  + Live Virtual Conference or video conference online?
* Live conference may draw more people?
  + Canceling outright could cost FCA $15,000, but hopefully hotel would not pursue due to cancelation is due to conditions beyond FCA’s control.
  + When to meet in person with new board?
  + **Video conference, May 13th, 7 PM EST: will know more of the status of the country but need to decide.**

VIII **Ongoing Projects**

* (a) The Funeral Rule: comments deadline has been extended to June 15, 2020.
* Josh’s submission is ready to go; will submit at last possible minute.
* Affiliates should submit comments as an affiliate as well as individual comments from members and board.
* This would be a good time to encourage GPLs be placed online to provide consumers with access to information.

IX **Thank you** to Josh for the videos.

X **Next video conference meeting** will be June 9th at 7 PM, EST with both

outgoing board members and newly elected board

XI **Adjourned** at 8:07 pm EST.

Submitted by

Marjorie Focarazzo

April 16, 2020