Funeral Consumers Alliance

Board of Trustees Videoconference Meeting Minutes

July 20, 2021 7:30 pm EST

*To join the Zoom meeting, put this link in your web browser’s URL address bar:  
https://us02web.zoom.us/j/2811916531*

AGENDA

**I. Call to Order  
  
II. Approval of draft minutes from June 14, 2021 meeting**

**III. Finances and Fundraising**

a. Investment portfolio increased in value by $10K in Quarter 2. Current investment value is $186,892

**IV. Governance**

a. Appointment of Elections Committee (deadline is now)

**V. Conference Planning**

a. Programming ideas for fall virtual conference (see ED Report)

b. Conference dates: October 15-17, 2021

**VI. Completed Projects**

a. White paper on FEMA funeral money

b. State board website ratings with Consumer Federation of America

c. Funeral Rule response from FTC (we’re still waiting)

**VII. Ongoing/Upcoming Projects**

a. Evaluating state board efficacy

b. Online classes for FCA affiliates (see ED report)

**MINUTES**

**Members in Attendance:** Ruth Bennett,Katherine Ortiz, Dianna Repp,

Kristin Mouton, Marjorie Focarazzo

Josh Slocum, Executive Director

**Members Excused:** Rod Stout

I **Call to Order** by Vice President Ruth Bennett at 7:49 pm.

II **Quorum** established.

III Minutes of the June 14, 2021 as presented.

IV Finances and Fundraising

* No reports presented this meeting since they were discussed at the June Meeting.
* Vanguard investment portfolio has grown in value by $10,000 since the first quarter of 2021. Total investment portfolio value today is $186, 892.
* Josh did tell us total assets including cash is $50,000.

V Governance

* Elections Committee must be established: requirements are one board member and two non-board members
* Marjorie volunteered to chair the committee
* Suggestions of non-board members to ask
* Karen Smith, a former board member
* Steve McCarthy
* Marcy Klein, a former board member
* Alison Rector, a former board member
* Jim Bates
* Cassidy Stout
* Slated of Candidates need to be ready by January 2022.
* Leaving the Board:
* Ruth Bennett
* Rod Stout term is ending
* Sarah Jane Lambring, resigned due to medical concerns and has 2 years to complete on her term
* Josh has provided Marjorie with a list of potential candidates to contact, but all affiliates will be contacted with the process.

VI Conference Planning

* Program ideas for Fall 2021 Virtual Conference
* October 15th thru Oct. 17th
* Ten (10) workshops/talks over a three-day period, to include live presentations
* Theme?
* Some workshops need to be confirmed for date and time
* Questions/Answers:
* How long should each presentation be? Approx.

1 ½ hrs. with questions and answers

* Time between each presentation? 15 minutes
* Josh will give the opening
* Keynote Speaker (s) ?
* Charge for conference? $75 to include recording; prorate for partial program of $30 or $25/day; charge for access to recordings after conference by non-attendees.
* Presentations:
* Anna Swenson
* FEMA reimbursement on funerals (deaths due to COVID)—Victoria
* Ruth Bennett: using the newsletter to make money

VII Completed Projects

* White Paper on FEMA funeral money
* Mailed (USPS) to all US House Representatives and Senators
* Emailed to each board member and volunteer in FCA
* Press Release needs to be noteworthy for the general public to pay attention to it or take it seriously
* State Board website ratings with Consumer Federation of America
* FCA had a teleconference with CFA regarding the states’ funeral board websites
* Concerns SCI is purchasing a number of funeral homes and cemeteries under unethical conditions; they are keeping the original names to avoid any detection
* Attended by press with an article in the NY Times and other papers
* Josh had three interviews from radio stations
* Funeral Rule is still on hold with the FTC
* Contact with FTC attorneys suggested resubmission of a formal petition asking for reform
* Josh updated the 2016 petition and sent it to David Balto, who helped with the cowriting: waiting for a response

VIII Ongoing and Upcoming Projects

* Conferring with Steve Brobeck, FCA regarding funeral regulatory boards
* Examine industries’ and consumers’ ratio of sitting board members for rating
* Online classes for FCA affiliates
* PMA is holding two classes for FCA leaders
* Content Management Systems for websites
* Customer Relationship Manager systems for websites
* Both are on software to update FCA sites
* Create professional documents
* Utilize databases to track members’ donations
* Classes can be found on National FCA’s website for registration on July 27th and August 3rd

IX Next meetings are August 17th and Sept. 21st, EST

X Meeting adjourned at 8:36 pm by general consensus

Submitted by

Marjorie Focarazzo