Funeral Consumers Alliance
June 10, 2012 Board of Directors
DRAFT Meeting Minutes
June 7, 2012
Tucson, Arizona

The meeting was called to order at 9:04 AM. In attendance were Laurie Powsner, Nancy Petersen, Ruth Bennett, David Morrison, Joyce Mitchell, Jim Bates, Barbara Van Droof, Rodger Ericson and Don Mertic. New board members attending were Karen Smith, John Abraham and Jim Null. Also present were Executive Director Josh Slocum (with voice but no vote) and guests from around the country.

President Laurie Powsner asked to approve the agenda and it was approved with no objection.
The minutes of the OCT 2011 in person board meeting and various teleconferences were accepted as presented.

We then moved into Board Orientation and there was a discussion of the Board Orientation materials. Some important things to keep in mind: Leda deals with ordering materials and the database (but works just MON/WED/FRI), Sherry interfaces with affiliates and takes care of money issues and Josh is the public face of FCA National, handles policy issues or "tough-nut" questions. When making A/R calls it would be good to remind affiliates to send affiliate board lists sent directly to Leda. Jim Null requested a line be added in the bylaws indicating when board terms start and end.

Laurie agreed to send out the template for business cards to all Board members.

Affiliate Relations calls are the most important tasks of Board members. Calling each Affiliate at least a couple of times a year is a way to share best practices, help problem-solve, get updated mailing lists and rosters of current affiliate board members .Each affiliate should be familiar with the resources available on the www.funerals.org website under Affiliate Relations. This is an invaluable tool to help build and sustain our nearly 90 affiliates.

Conflict of Interest statements were distributed and all Board members are required to sign them and did. Copies are kept in the national office.

We had a tutorial on Google Docs. There are many tutorials on YouTube on how to use the various features. This is a useful tool and we will be using it more and more as we move forward.

Video teaching you how to get a Google account without a gmail account (using your own email): http://www.youtube.com/watch?v=gJpkRbNto7E

Video with simple introduction to Google Docs: http://www.youtube.com/watch?v=OBh8bMC7XEU

Executive Director's Report – The FCA and the National Home Funeral Alliance have issued a joint position paper on the legal rights to home funerals. This is a particularly useful tool in states where home funerals are prohibited or where they are under attack.

There has been great feedback from Josh's appearance on 60 Minutes. We still need a sponsor in the U.S. Senate for the bill regulating cemeteries. We also need the Funeral Rule updated to reflect the rise of the Internet.

We adjourned for lunch at 12 pm and resumed at 12:55 pm.

Josh is planning on putting out our E-Newsletter every two months. It is great way to keep in touch with affiliates and members across the country. Everyone we have an email address for will get the e-newsletter.

The Board Orientation conversation continued. – Best Practices can be found on the www.funerals.org website under the Affiliate Resources tab on the left. This is an incredibly valuable resource for the national Board members and all our affiliate board members.

Finances – We are in good shape financially and finished 2011 about $5,000, to the good – for the first time in years. A fundraising letter was just dropped this week to about 2,500 names in FCA national's database.

Treasurer David Morrison, with the advice and approval of the Investment Committee, moved that we sell our American Funds Capital World (CWGIX) and divide the proceeds in thirds and purchase American Funds Tax-Exempt Bond A (AFTEX), American Funds Inter. Bond Fund (AIBAX) and American Funds US Government Sec. A (AMUSX). Ruth seconded. The motion passed without objection.

David also moved, with the advice and approval of the Investment Committee, that we sell all the Vanguard Wellington (VWENX) and purchase Vanguard Wellesley Income (VWINX). Ruth seconded. The motion passed without objection.

Laurie has finished a revision of the Before I Go (BIG) kit. It is much more thorough and should be something we can market. It is up-to-date, comprehensive and useful. The price to affiliates has not yet been determined but should be about $5 or so with a suggested retail price of $12 -$15. We are still working out the electronic version that folks can fill it out on their computers. Joyce, Barbara, Rodger and many others also contributed to the revision.

Josh proposed some changes to our Bylaws. Rodger moved and Joyce seconded the first suggestion – to strike the last clause of ART IV, Section 7 and correct the punctuation. So it will now read ***7. The bylaws of each Affiliate shall provide that, in the case of dissolution, the membership list and any assets shall be conveyed to Funeral Consumers Alliance, Inc.*** The motion passed with no objection.

The next proposed change was made by Ruth and seconded by Nancy and adds a new Section 8 to Article IV. The new language reads ***8. Affiliates formed after June 1, 2012 shall provide FCA annually with a complete mailing list of local contacts, members, and donors. This list shall include email addresses and phone numbers should the affiliate have such data.*** The motion passed without objection.

Laurie suggested forming a small committee to propose a new balloting system. Ruth agreed to look into online voting systems and report back at the SEP teleconference. Any changes to the Bylaws can be dealt with after a new system has been determined. Ruth and Jim Null will investigate different voting methods for electing FCA Board members and report back at the SEP teleconference.

Barbara Van Droof will work with Karen Smith on developing questions to help vet candidates for future Board positions.

There was a discussion about how many ballots each affiliate should get when voting for Board members. John, Don and Ruth will put together a proposal for the October Board meeting.

The Sunday, June 10 meeting will start at 11A.

The meeting adjourned at 4:10P with no objection.
Ruth E. Bennett, Secretary

NOTE—The next teleconference will be TUE SEP 13th at 5P PDT/8P EDT and the next in-person meeting will be OCT 14-15 with the place to be determined.

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Laurie Powsner called the meeting to order at 10:10AM. Also in attendance were Rodger Ericson, Nancy Petersen, Ruth Bennett, Karen Smith, John Abraham, Barbara Van Droof, Jim Null, Don Mertic and Executive Director Josh Slocum with voice but no vote. David Morrison arrived around 12PM.

John Abraham asked to add to the agenda :

- a review of salary/benefits of staff
- staff evaluation of board members
- discussion of planned giving
- October meeting place and date
- evaluation of this Biennial and what the future FCA conferences should look like.

There was no objection and these topics were added.

Affiliate Relations

New Affiliates: There is a new affiliate , FCA of Southern California,that is doing great work. including the area's first comprehensive price surveys by county The FCA of South Dakota is now up and running but needs some check-in. The still-forming FCA of Tallahassee is taking baby steps and needs more coaching. FCA of Charleston, SC, is just beginning and Jim will coach them. The Five Valleys Memorial Society in Missoula dropped out of FCA several years ago but may want to return. Barbara will coach them.

Dead Affiliates: The FCA of the Mohawk Valley in New York has been absorbed by the FCA of Central New York. FCA of Hawaii has money but no volunteers, and the money appears to be missing. We are working to find out what the problems are and to help fix them.

There was a discussion of the importance of protecting our copyright by sending a cease and desist letter to Los Angeles Funeral Society for use of our name. Laurie will ask Lamar to do this for us.

Biennial Wrap-up –

Feedback seemed to be mostly positive particularly with the ease of access and that everything was close together. Leda will put together all the data and comments and send it out to Board members. Josh and Ruth will write an Affiliate Check List for the hosting affiliate. There were a few negatives during this conference that we can improve on for future biennials but most attendees had a wonderful time and thought everything went wonderfully!

John proposed that Josh, Sherry and Leda do evaluations of Board members.

The National Home Funeral Alliance has a board meeting scheduled in October in Techny, IL, and representatives proposed that we have our Fall Board meeting the same weekend as they have also proposed that we co-sponsor a conference in 2014. After some discussion, Rodger moved that we have our Fall Board meeting in the Nashville area as this is where we hope to have the conference. Ruth seconded. There were no objections. Josh will advise us of details.

The 2014 Biennial Planning Committee is Ruth, Karen, John, David, Nancy and Jim.

Appointment of Officers and Committees
New officers for the next two years are Laurie Powsner as President, Rodger Ericson as Vice President, Ruth Bennett as Secretary and David Morrison as Treasurer. There were no objections.

The Executive Committee is the four officers.

Affiliate Relations will be done by the Board members who have volunteered with Laurie, Joyce Mitchell, Rodger and Nancy as the actual Committee.

The Legal Committee will be Lamar Hankins as Chair with David Morrison. Ruth will talk to Ron Zack to see if he might be interested in serving on this committee and David will be asking Gere Fulton.

The Personnel Committee is Laurie and Nancy.

The Finance Committee is David, Michael Rulison, Don Edwards and Phyllis Byard.

The Publications Committee is Marcy Klein, Karen and Jim Null with Laurie and Josh.

The Conference Committee is listed above.

The Elections Committee is Barbara and two other non-Board members.

The Fundraising Committee will be John, Jim, Josh and Nancy with Jim and John working on Planned Giving.

At 3:03P the Board went into Executive Session to discuss staff, salary and benefits.

The Executive Session ended at 3:36P.

Ruth moved that staff salary remain as is and will be discussed as part of the 2013 budget process at our Fall Board meeting. Laurie seconded the motion. There were no objections.

David is planning on performing an internal audit of FCA.

Ruth suggested that we spend some time at the Fall Board meeting doing goal-setting.

John suggested that we do an analysis of how the Board meeting went and that we set up a formal system to critique Board meetings. Laurie will develop evaluation form to be distributed at each board meeting.

The meeting was adjourned at 3:50P with no objection.

Task List
June, 2012 Board Meeting

Josh—

- Update bylaws on paper and on the Web.
- Work with John and Ruth to put together a planned giving plan to present at the Fall meeting.
- Work with Karen Smith to find hotels in Nashville area for the Fall meeting (with attention paid to those that might work for the 2014 national conference)

Laurie

- Send out an updated list of affiliates and reassign new states to new Board members
- Appoint someone to lead goal-setting discussion at Fall board meeting

John Abraham

- Discuss evaluating the Board members with Josh

Barbara Van Droof

- Appoint two members—who are not on the FCA Board— to the Elections Committee

Nancy Petersen

Talk to Mindy Moore about participating in the Fundraising Committee