



MEETING MINUTES

**AFCCA Board of Directors Meeting
St. Francis Cemetery • Phoenix, AZ**

**Thursday, July 13, 2017
10:30 AM – 12:30 PM**

In attendance:

Board

Mike Darus, President
Amie Gazda, Vice President
Russell Persinger, Secretary
Steve Palmer, Treasurer
Hillary Adair
David Walker
Ethan Bueler
Dan Salter
Liz Zeig
Donna Backhaus

Absent

Joseph Lange
Greg Coury
Steve Handley
Paul Neville

Guests

Renee and Chip Wittrock, Wittrock Financial

Staff

Heather Long, Executive Director

Call to Order

Meeting Called to order at 10:35 AM by President, Mike Darus

Special Presentations

Renee and Chip Wittrock – Wittrock Financial Group
Investment Account

Board of Directors to discuss presentation and a committee led by Steve Palmer and Russel Persinger will meet with Wittrock Financial again before making any final decisions.

Reports

1. President's Report

Mike Darus welcomed new board members for the 2017-18 Term, and officially announced the new Executive Officers as: Mike Darus President, Amie Gazda Vice President, Russell Persinger Secretary and Steve Palmer Treasurer.

New this year is a document Heather created that includes duties of each officer and director, Whistleblowers Policy, Conflict of Interest Policy and Document Retention/Destruction Policy.

AFCCA Mission

Encouraging the continuance of education of our members, promoting high ethical standards in our industry, and providing advocacy for death care professionals and the families they serve.

MEETING MINUTES

There are a few tweaks that will happen before next meeting, but then each member of the board from here on out will sign this upon taking office.

- a. Presidential Appointments Mike Darus filled the following appointments:
 - i. Supplier Reps – Steve Handley, Handley Precast Systems and Liz Zeig, PBF MFG
 - ii. Education Rep – Donna Backhaus, CGCC Mortuary Sciences College
 - iii. NFDA Policy Board Rep – The first choice had to respectfully decline, so Mike asked current policy board rep, Steve Palmer, to help reach a decision. The policy board rep will be announced at next board meeting.

2. Secretary's Report

Russell Persinger presented the May 10, 2017 Meeting Minutes as well as the June 8, 2017 Annual Membership Meeting Minutes.

Motion to approve the minutes from the May meeting and the Annual Members Meeting made by Dan Salter, seconded by Steve Palmer. Motion approved unanimously.

3. Treasurer's Report

Steve Palmer presented the Fiscal Year End P&L and Balance Sheet.

Motion to approve the minutes from the May meeting and the Annual Members Meeting made by Dan Salter, seconded by Russell Persinger. Motion approved unanimously.

4. Executive Director Report

- a. **Convention Recap:** The 2017 Convention had a \$10,000 revenue outcome, which was \$2000 more than the prior year. This is great news as the Wigwam was a bit more expensive than Wild Horse Pass. We were lucky to have a higher sponsorship this year.

The survey results proved to mostly be a positive reflection of this year's conference. Results will be posted on the website.

To address some issues with educational programming, Heather is hoping to have more input from board members on speakers so that she doesn't struggle to fill all the required CEUs.

- b. **NFDA International Convention and Expo:** This year's conference will be held in Boston. Heather is asking to use part of the travel budget to attend this year since she did not attend last year. Her goal for attending these trips is to recruit new vendors, scope out speakers and attend her meeting with other state executive directors.

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Motion to send Heather to the Boston NFDA Convention made by Dan Salter, seconded by Hillary Adair. Motion approved unanimously.

5. Legislative Update

- a. **Governor's Orders** – Judy Stapley has provide a report to the Governor concerning the processes of the State Board, Licensing Structure and Educational Requirements. Heather will follow up with Judy to see what final report entailed.
- b. **Unitrust Implementation** - The goal is to provide enough revenue to provide for the perpetual maintenance of cemetery properties, current limitations make that increasingly difficult in a persistently low interest rate/bond yield market.

AFCCA would like to work towards sending out an education piece to smaller cemeteries who may not know about their option to utilize and how to get involved.

Dan Salter believes that SCI could provide a PowerPoint that explains the endowment care that we could provide to all cemeteries.

6. National Updates

- a. ICCFA – Nothing to report.
- b. NFDA Bylaw Changes – The NFDA recently proposed some bylaw changes that could potentially affect state association relationships with the NFDA. The most problematic issue is requiring most the AFCCA Board to be NFDA members, when half of our board consists of cemetarians, who may not be licensed funeral directors. Steve Palmer will address this at his Policy Board meeting in Coeur D'Alene, and Heather will also address this at her Executive Directors meeting with NFDA. NFDA has been taking feedback positively and has no intention to damage relationships. A policy board report will be provided by Steve Palmer upon his return.

7. Supplier Representative Report

Liz Zeig had not major updates at this time. She is preparing a report from the Supplier Representative meeting that was held at the annual convention. She and Steve Handley will go over this in detail at the next meeting. She did mention that they did receive some great feedback and some ideas for our next convention that will help with building relationships with our vendors.

8. Foundation for Children Report

- a. The Foundation for Children is still finalizing their board of directors, but did decide to keep the Executive Officers in place for another year. Karen Ritz as President, Liz Zeig as Vice President, Ron Adair as Secretary and Steve Handley as Treasurer.

MEETING MINUTES

- b. The Foundation for Children voted yes on switching banks from Chase to Midfirst Bank.
- c. Foundation began planning for the fundraiser at Fall Festival and plan to sell mystery boxes again this year since it was such a great success last year. They also had input for a location this year, some ideas were OHSO, McFate or The Covenant.
- d. The Annual Convention fundraisers raised \$4000 for the Foundation this year
- e. Heather found a new program called GroupRaise that works with various restaurants to donate a portion of sales on a particular day to 501c3 companies. She chose two different locations and will be sending out the information to the boards. If it is successful, the Foundation will do this a few times a year.

9. Education Report

- a. A new committee is being formed to approve CEU programs and is led by Donna Backhaus. They have goals to provide higher quality training content that can be offered to all licensed funeral directors in the state, as well as offered at our annual convention.

Business Items

1. Banking Transition

- a. Vote Needed: Transfer accounts from Chase to MidFirst Bank

Motion to move bank accounts from Chase to MidFirst Bank made by Steve Palmer, seconded by Russell Persinger. Motion approved unanimously.

2. Committee Assignments

- a. Membership Committee: This was decided that membership retention and growth is up to each board member.
- b. Legislative Committee: Led by Ethan Bueler
- c. Funeral Home Council: Led by Amie Gazda
- d. Cemetery Council: Led by Daniel Salter

3. Fall Festival Pre-Planning

Heather will begin getting quotes from various locations and pass along information to the board. A location and date will be set before the next meeting.

Adjournment

Meeting adjourned at 1:59 PM by President, Mike Darus

Next Full Board Meeting – Thursday, September 14, 2017 at 10:30 AM; St Francis Cemetery unless otherwise noted.

AFCCA

PROFIT AND LOSS

July 2016 - June 2017

	TOTAL			
	JUL 2016 - JUN 2017	JUL 2015 - JUN 2016 (PY)	CHANGE	% CHANGE
INCOME				
5000 INCOME ACCOUNTS				
5100 MEMBERSHIP DUES		500.00	-500.00	-100.00 %
5101 Firms				
5101a Firm Small & Gov Est. 300	3,950.00	3,900.00	50.00	1.28 %
5101b Firm Multi Est. 500	3,833.33	4,000.00	-166.67	-4.17 %
5101c Firm Multi-Large Est 1100	2,933.30	4,375.00	-1,441.70	-32.95 %
5101d Firm Combo 1500	3,250.00	3,750.00	-500.00	-13.33 %
5101e Firm Corp 3500	9,916.67	14,000.00	-4,083.33	-29.17 %
5101f Firms 7 + establish 3000	1,750.02	0.00	1,750.02	
Total 5101 Firms	25,633.32	30,025.00	-4,391.68	-14.63 %
5102 Firm Sponsorships	0.00		0.00	
5102b Firm Donation Bronze	1,916.70	750.00	1,166.70	155.56 %
5102e Firm Donation Gold	1,166.68	1,500.00	-333.32	-22.22 %
Bronze Firm Membership	750.02	0.00	750.02	
Total 5102 Firm Sponsorships	3,833.40	2,250.00	1,583.40	70.37 %
5103 Suppliers				
5103a Supplier Regular 375	8,687.50	10,312.50	-1,625.00	-15.76 %
5103b Supplier Bronze	1,000.01	1,000.00	0.01	0.00 %
5103d Supplier Silver	3,583.31	3,000.00	583.31	19.44 %
5103e Supplier Gold	4,062.50	3,000.00	1,062.50	35.42 %
Total 5103 Suppliers	17,333.32	17,312.50	20.82	0.12 %
5104 Individuals	675.00	810.00	-135.00	-16.67 %
Total 5100 MEMBERSHIP DUES	47,475.04	50,897.50	-3,422.46	-6.72 %
5200 CONVENTION				
5201 Exhibits	14,290.00	15,480.00	-1,190.00	-7.69 %
5202 Registrations	14,862.50	10,830.00	4,032.50	37.23 %
5203 Meals	10,270.00	8,450.00	1,820.00	21.54 %
5204 Sponsorships	14,920.58	5,800.00	9,120.58	157.25 %
5205 Golf	5,650.00	6,740.60	-1,090.60	-16.18 %
5207 Advertising	425.00	325.00	100.00	30.77 %
Total 5200 CONVENTION	60,418.08	47,625.60	12,792.48	26.86 %
5300 SPECIAL EVENTS				
5301 Fall Social Event	4,950.00	2,695.00	2,255.00	83.67 %
5302 Fall Social Sponsorship	1,743.39	2,500.00	-756.61	-30.26 %
Total 5300 SPECIAL EVENTS	6,693.39	5,195.00	1,498.39	28.84 %
5400 EDUCATION PROGRAMS				
5401 Crematory Op. Cert.	4,025.00	4,595.00	-570.00	-12.40 %
5402 Maintenance Seminar	4,180.00	3,670.00	510.00	13.90 %
Total 5400 EDUCATION PROGRAMS	8,205.00	8,265.00	-60.00	-0.73 %
Earned Revenues				
Dividends Securities	-348.41		-348.41	

	TOTAL			
	JUL 2016 - JUN 2017	JUL 2015 - JUN 2016 (PY)	CHANGE	% CHANGE
Total Earned Revenues	-348.41		-348.41	
Total 5000 INCOME ACCOUNTS	122,443.10	111,983.10	10,460.00	9.34 %
5800 Dividend	950.48	4,823.11	-3,872.63	-80.29 %
Services	3,500.00		3,500.00	
Tax Refund		60.05	-60.05	-100.00 %
Total Income	\$126,893.58	\$116,866.26	\$10,027.32	8.58 %
GROSS PROFIT	\$126,893.58	\$116,866.26	\$10,027.32	8.58 %
EXPENSES				
6000 EXPENSES				
6100 Membership				
6105 Promotion Expenses	226.55	71.15	155.40	218.41 %
6106 Credit Card fees	1,508.05	0.00	1,508.05	
Total 6100 Membership	1,734.60	71.15	1,663.45	2,337.95 %
6200 CONVENTION				
6201 Audio Visual	4,388.00	4,895.00	-507.00	-10.36 %
6202 Food & Beverage	28,044.55	19,353.67	8,690.88	44.91 %
6203 Exhibits		-250.00	250.00	100.00 %
6204 Golf Tournament	3,217.70	4,519.60	-1,301.90	-28.81 %
6205 Sleeping Rooms	1,202.80	706.84	495.96	70.17 %
6206 Promotion	114.87	420.77	-305.90	-72.70 %
6207 Postage	117.60	54.00	63.60	117.78 %
6209 Supplies/signs, etc	1,640.47	2,122.04	-481.57	-22.69 %
6210 Speaker Expenses		1,207.20	-1,207.20	-100.00 %
6211 Awards	553.10	468.37	84.73	18.09 %
6212 Gifts	1,403.64	478.95	924.69	193.07 %
6214 Photographer	700.00	1,000.00	-300.00	-30.00 %
6216 Deposit	9,000.00	5,500.00	3,500.00	63.64 %
Total 6200 CONVENTION	50,382.73	40,476.44	9,906.29	24.47 %
6300 SPECIAL EVENTS				
6301 Fall Social Event	4,851.60	2,040.22	2,811.38	137.80 %
Total 6300 SPECIAL EVENTS	4,851.60	2,040.22	2,811.38	137.80 %
6400 EDUCATION PROGRAMS				
6401 Crematory Op Certification	1,123.37	1,603.83	-480.46	-29.96 %
6402 Maintenance Seminar	1,353.95	1,418.57	-64.62	-4.56 %
Total 6400 EDUCATION PROGRAMS	2,477.32	3,022.40	-545.08	-18.03 %
6500 COMMUNICATIONS				
6501 Newsletter	577.57	208.01	369.56	177.66 %
6503 Website	397.00	1,117.49	-720.49	-64.47 %
Total 6500 COMMUNICATIONS	974.57	1,325.50	-350.93	-26.48 %
6600 SCHOLARSHIPS				
6601 Wm Aaron Scholarship	1,000.00	1,000.00	0.00	0.00 %
Total 6600 SCHOLARSHIPS	1,000.00	1,000.00	0.00	0.00 %
6700 OPERATIONS				
6701 Postage/shipping	167.04	106.14	60.90	57.38 %
6703 Printing- general items	59.80	147.91	-88.11	-59.57 %
6704 Office Supplies	44.18	209.54	-165.36	-78.92 %
6705 Mailbox rental	168.00	168.00	0.00	0.00 %

	TOTAL			
	JUL 2016 - JUN 2017	JUL 2015 - JUN 2016 (PY)	CHANGE	% CHANGE
6707 Telephone/fax/Internet	196.97	1,472.41	-1,275.44	-86.62 %
6708 Credit card fees	210.04	1,591.79	-1,381.75	-86.80 %
6709 Gifts	160.69	199.17	-38.48	-19.32 %
6710 Board Meetings	516.42	743.30	-226.88	-30.52 %
6711 Insurance	1,337.00	1,227.00	110.00	8.96 %
6712 Mileage	589.46	504.66	84.80	16.80 %
6713 Dues & Subscriptions	1,168.90	300.00	868.90	289.63 %
6714 Corporate Filing Fees	10.00	10.00	0.00	0.00 %
6718 Bank fees	1,427.38	805.58	621.80	77.19 %
Quickbooks Accounting Software	364.78	336.72	28.06	8.33 %
Total 6700 OPERATIONS	6,420.66	7,822.22	-1,401.56	-17.92 %
6800 PROFESSIONAL FEES				
6801 Lobbyist	2,000.00	17,000.00	-15,000.00	-88.24 %
6802 Assn. Management	32,500.00	29,340.00	3,160.00	10.77 %
6803 CPA - Tax Preparation	4,853.46	10,215.36	-5,361.90	-52.49 %
6804 Legal Fees-Consulting	16,000.00	1,000.00	15,000.00	1,500.00 %
6805 Professional Seminars/Events	1,031.45	449.00	582.45	129.72 %
Total 6800 PROFESSIONAL FEES	56,384.91	58,004.36	-1,619.45	-2.79 %
6900 TAXES				
6901 Federal taxes	6,063.76	4,970.00	1,093.76	22.01 %
6902 State Taxes	50.00	50.00	0.00	0.00 %
Total 6900 TAXES	6,113.76	5,020.00	1,093.76	21.79 %
Total 6000 EXPENSES	130,340.15	118,782.29	11,557.86	9.73 %
7400 Travel Expenses				
7401 Travel Transportation	2,041.63	1,015.84	1,025.79	100.98 %
7402 Travel Lodging	2,781.25	1,383.02	1,398.23	101.10 %
7403 Travel Meals	97.49	270.42	-172.93	-63.95 %
7405 Misc Travel Fees	76.00	250.00	-174.00	-69.60 %
Total 7400 Travel Expenses	4,996.37	2,919.28	2,077.09	71.15 %
Investment Fees	1,483.06	0.00	1,483.06	
QuickBooks Payments Fees	414.93	149.70	265.23	177.17 %
Suspense	-1,387.00		-1,387.00	
Uncategorized Expense				
Transfer to Foundation for Children	2,650.00		2,650.00	
Total Uncategorized Expense	2,650.00		2,650.00	
Total Expenses	\$138,497.51	\$121,851.27	\$16,646.24	13.66 %
NET OPERATING INCOME	\$ -11,603.93	\$ -4,985.01	\$ -6,618.92	-132.78 %
OTHER INCOME				
7000 OTHER INCOME				
7100 Gain on Sale of Inv - ST		9.91	-9.91	-100.00 %
7200 Gain of Sale of Inv - LT	2,009.62	400.99	1,608.63	401.16 %
Total 7000 OTHER INCOME	2,009.62	410.90	1,598.72	389.08 %
Unrealized gain/loss on investment	2,241.93	-3,836.53	6,078.46	158.44 %
Total Other Income	\$4,251.55	\$ -3,425.63	\$7,677.18	224.11 %
OTHER EXPENSES				
7500 OTHER EXPENSE				
7501 Investment Expenses		1,772.48	-1,772.48	-100.00 %

	TOTAL			
	JUL 2016 - JUN 2017	JUL 2015 - JUN 2016 (PY)	CHANGE	% CHANGE
Total 7500 OTHER EXPENSE		1,772.48	-1,772.48	-100.00 %
Total Other Expenses	\$0.00	\$1,772.48	\$ -1,772.48	-100.00 %
NET OTHER INCOME	\$4,251.55	\$ -5,198.11	\$9,449.66	181.79 %
NET INCOME	\$ -7,352.38	\$ -10,183.12	\$2,830.74	27.80 %

AFCCA

BALANCE SHEET

As of June 30, 2017

	TOTAL			
	AS OF JUN 30, 2017	AS OF JUN 30, 2016 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1100 CHASE BANK	21,781.80	47,262.66	-25,480.86	-53.91 %
1300 Chase Investment	2,454.07	2,147.69	306.38	14.27 %
Total Bank Accounts	\$24,235.87	\$49,410.35	\$ -25,174.48	-50.95 %
Accounts Receivable				
Accounts Receivable	6,370.58	3,505.60	2,864.98	81.73 %
Total Accounts Receivable	\$6,370.58	\$3,505.60	\$2,864.98	81.73 %
Other Current Assets				
1301 Chase Securities Account	123,846.85	114,243.29	9,603.56	8.41 %
2100 Prepaid deposit Convention	1,000.00	0.00	1,000.00	
Total Other Current Assets	\$124,846.85	\$114,243.29	\$10,603.56	9.28 %
Total Current Assets	\$155,453.30	\$167,159.24	\$ -11,705.94	-7.00 %
TOTAL ASSETS	\$155,453.30	\$167,159.24	\$ -11,705.94	-7.00 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
Accounts Payable	2,738.79	23,291.69	-20,552.90	-88.24 %
Total Accounts Payable	\$2,738.79	\$23,291.69	\$ -20,552.90	-88.24 %
Other Current Liabilities				
3000 CURRENT LIABILITIES	0.00	0.00	0.00	
3801 Due to Foundation	1,910.00	1,910.00	0.00	0.00 %
Total 3000 CURRENT LIABILITIES	1,910.00	1,910.00	0.00	0.00 %
3200 Membership Dues	35,429.96	25,770.00	9,659.96	37.49 %
3700 Unrealized Gain on Inv	6,539.38	0.00	6,539.38	
Income Taxes Payable	5,020.00	5,020.00	0.00	0.00 %
Total Other Current Liabilities	\$48,899.34	\$32,700.00	\$16,199.34	49.54 %
Total Current Liabilities	\$51,638.13	\$55,991.69	\$ -4,353.56	-7.78 %
Total Liabilities	\$51,638.13	\$55,991.69	\$ -4,353.56	-7.78 %
Equity				
4100 Net assets, beginning balance	111,167.55	121,350.67	-10,183.12	-8.39 %
Net Income	-7,352.38	-10,183.12	2,830.74	27.80 %
Total Equity	\$103,815.17	\$111,167.55	\$ -7,352.38	-6.61 %
TOTAL LIABILITIES AND EQUITY	\$155,453.30	\$167,159.24	\$ -11,705.94	-7.00 %