



# Arizona Funeral, Cemetery and Cremation Association

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## BOARD OF DIRECTORS MEETING

St. Francis Catholic Cemetery  
2033 N. 48<sup>th</sup> Street  
Phoenix, AZ  
Thursday, July 11, 2013  
11:00 am

## MINUTES

In attendance:

### Board

David Long, President  
Paul Neville, Vice President  
Amie Gazda, Secretary  
Mike Darus, Treasurer  
Jim Ahearne  
Bill Addison  
Derek Beach  
Jeffrey Cruz  
Joe Salyards  
David Eaton

### Guests

Liz Semerjibashian, Kurtis Lauffer, Tim Metcalf

### Staff

Heather Long, Executive Director

### Absent

Steve Palmer  
Donna Backhaus  
Butch Hampton  
Steve Handley

### 1. Call to Order

Meeting called to order at 11:08 by President David Long

### 2. Reports

#### 1. President's Report

David Long spoke with Steve Handley and Dave Eaton about returning as our supplier representatives and Donna Backhaus as the Education Representative, and they have all for the 2013-2014 Fiscal Year.

Steve Palmer is running as the NFDA At-Large Representative, and we feel he will most likely be voted in, therefore we need to think about who would be available to take the spot as the NFDA Representative for the AFCCA.

David welcomed our newly appointed Board Members: Joe Salyards, Amie Gazda and Jeffrey Cruz.

#### 2. Secretary

Amie Gazda presented the minutes of the June 6, 2013 meeting.

■ **Motion to approve the minutes of the June 6, 2013 meeting was made by Amie Gazda. Seconded by Jim Ahearne. Motion carried unanimously.**

#### 3. Treasurer

Tim Metcalf with JP Morgan Financial gave a report on our Financial Status. Investment accounts are slow and steady, which is good. Stocks are doing well and will continue to rise.

Mike Darus did not have the general financial report ready, but will send out a summary to the members. He will have the report to go over in August.

■ **Motion to approve the table the financial report was made by Jim Ahearne. Seconded by Bill Addison. Motion carried unanimously.**

**4. Executive Director**

Nothing new to report. Heather is working on tying up loose ends from convention and get everything in order for the new fiscal year.

**5. Legislative Committee**

All new legislative reports are current on the website.

**6. Education Committee**

Nothing new to report.

**7. Membership Committee**

We will be gearing up to send out membership renewal notices in the next few months with changes to the form concerning donations to the Foundation for Children.

**8. NFDA**

Nothing new to report.

**9. ICCFA**

Nothing new to report.

**10. Supplier Report**

Dave Eaton reported that suppliers felt that their wasn't enough attendees at the event to make it worth their while, however they seemed content with the setup and the over all feel of the event.

**11. Foundation for Children**

The Foundation received several a \$1000 grant from the Sun City Rotary and \$1200 from KPNX-TV, 12 Who Care Grant. The Convention Poker Tournament raised \$4000 and the AAJHSC raised \$4600 to give to the Foundation. In the Foundation board meeting, a Foundation Development Committee was created to not only work on fundraisers, but to communicate our Foundation to the public and find new sources of fund development. We have decided to resurrect the idea of Tribute Cards, where firms can purchase packs for ten cards, where each card is a \$10 donation to the Foundation for Children in honor of a loved one. Families really appreciate the cards in honor of their loved one, and have claimed it means more to them than a regular thank you card. Finally, they would like to increase membership dues by \$75, which will then go directly towards Foundation for both Firms and Suppliers. \$75 covers one pair of eyeglasses for a child, which is the highest requested item of the Foundation.

**Motion to include \$75 into membership dues made by Bill Addison. Seconded by Jim Ahearne. Motion carried unanimously.**

**3. Continuing Business**

a. Convention 2013 Recap

Final numbers have not been recorded, but it is estimated that the annual Convention produced around \$13,500 in revenue for the Association. This is much higher than last year's convention, though lower than years prior. This may be due to a few factors like higher cost for food at the Pointe Tapatio and fewer sponsors than years prior.

a. New ideas for convention 2014:

Instead of having suppliers do their 30-second elevator pitch during the supplier reception when it is loud and distracting, they will be given time slots in between speakers while there is a captive audience.

We will have lower sponsorship levels, starting at around \$200, so that we can win by volume and making sponsorship opportunities more available to smaller firms and vendors.

We would like to use the same blanket registration fee model next year, with lunch tickets remaining separate. Perhaps changing the fees to tiers, similar to the way membership dues are created for smaller and larger firms.

It will be important to make sure that attendees know that they must pay any fees in advance in order to attend any events (golf, lunches, dinner, etc.). They can pay at the door or prepay online, but they will not be billed afterwards for their lunches, golf or any other items.

b. Intern Trainee Bill

Jan Brewer officially signed the Bill and will go into effect on September 15, 2013. David Long sent a letter to the distribution list announcing this great news.

c. State Board Safety Net Issue

The outline written by Mike Darus has been given to the State Board and they need to approve the outline. Any Funeral Home that volunteers to be on the list as a Safety Net Location, would be working under the umbrella of the State Board therefore covered by any liabilities.

The next step is to approve the outline, and then Rudy and Gary will work it out on the State Board side. The AFCCA will need to ask our Firm Members if they would like to be on the rotation list for funeral homes that have lost their FD License. This list will then be broken up by area of Arizona, such as West Valley, East Valley, Tucson, Yuma, North, etc.

4. New Business

a. Fall Festival Planning – Committee Set Up

The date for the Festival was decided to be the first Saturday in November, which is November 2<sup>nd</sup>.

Since Lucille's BBQ was so well received last year, we will be holding it there again. We will need to find out capacity numbers from Lucilles and then offer "limited tickets" to the event.

b. Yarnell Firefighter Services

Butch Hampton and his team have been working extremely hard to take care of the families in Prescott. As an association, we thank him for being an example for our industry of the type of compassion that comes with being a Funeral Home Owner and Director. We will be asking to see what all had been done from other industry professionals (volunteers, donations, etc) so that we can properly thank each of them.

5. Future Agenda Items

- a. New Fiscal Year Budget – August Meeting
- b. Safety Net Member Response

6. Next meeting

The next meeting will be Thursday, August 8, 2013, 11:00, at St. Francis Cemetery. Pizza and Calzones will be served on the request of Jim Ahearne.

7. Adjourn

■ **Motion to adjourn the meeting made by Mike Darus. Seconded by Jim Ahearne. Motion carried unanimously.**

Meeting adjourned at 1:27 pm.

Respectfully submitted by Amie Gazda; prepared by Heather Long