



# Arizona Funeral, Cemetery and Cremation Association

---

## BOARD MEETING

Resthaven Park Mortuary & Cemetery  
Phoenix, AZ  
Thursday October 16, 2014  
11:00 am

## MINUTES

In attendance:

### Board

David Long, President  
Paul Neville, Vice President  
Mike Darus, Treasurer  
Amie Gazda, Secretary

### Staff

Heather Long, Executive Director

### 1. Call to Order

Meeting called to order at 11:15 AM by President David Long.

### 2. Reports

#### a. President's Report

David Long, Amie Gazda and Steve Palmer just returned from the NFDA convention in Nashville, where he participated in the hall of delegates and the electing of the new NFDA President, Rob Moore. They all enjoyed the convention and were able to connect with some of our Arizona vendors.

#### b. Secretary

Amie Gazda presented the minutes of the September 11<sup>th</sup>, 2014 meeting.

**Motion to accept the September 11<sup>th</sup> report made by Paul Neville, seconded by Mike Darus. Motion carried unanimously.**

#### c. Treasurer

There was no report this month. An update will be given to the full board in November.

#### d. Executive Director

Nothing new to report.

### 3. Continuing Business

#### a. Fall Festival

We will be making a push to get registrations and sponsorships. Board members are encouraged to reach out to their vendors to specifically invite them to attend and sponsor. At this time we do not have any sponsors, but we feel confident that we will have 5-10 by the event. Registration is slow, but steady, as it usually is. We are aiming for 100 people in attendance.

#### b. Membership Drive BBQ

Despite earlier discussion to have membership BBQ in January, it was thought this may be too early, so a date in March may be better. Instead of a membership drive, it can be an industry appreciation event.

We would like to encourage non-members to attend and if they join up at the event, we can give them free tickets to convention, or something along that line.

Heather will look into having something to giveaway, such as golf shirts, hats or cups. We would also like to have a bouncy house, face painter, clown, popcorn and cotton candy machine for the kids.

#### **4. New Business**

##### **a. Investment Account**

Currently our Investment account is set at 65% bonds, 35% stocks. The board is considering adding more to the stocks, as we don't have plans to tap into the investment account. The executive board would like to suggest a change to 60%/40% to be voted on in November, assuming there are no more major hiccups in the stock markets.

##### **b. Convention 2016**

Should we begin looking for locations now or are we going to attempt to change the format. The board is still not decided that changing convention as it stands now will be a good idea, in terms of length and timing. However for 2015, we would like to bring back breakout sessions and have one keynote speaker each day.

##### **c. Maintenance Seminar**

We would like to start planning speaker topics. Location will be at East Resthaven Mortuary and Cemetery. Steve Handley suggested a session on how to deal with families and unusual requests and how to provide great customer service on the grounds.

Scott Mendocino from ICCFA has a great training program for his own grounds crew, so he may be a good contact for a speaker.

#### **5. Future Agenda Items**

#### **6. Adjourn**

■ **Motion to adjourn the meeting made by Paul Neville. Seconded by Amie Gazda. Motion carried unanimously.**

Meeting adjourned at 1:18 pm.

Respectfully submitted by Amie Gazda; prepared by Heather Long

The next board meeting will be Thursday, November 13 at 10:30 AM, to be held at St. Francis Cemetery.