



MEETING MINUTES

AFCCA Board of Directors Meeting
Green Acres Mortuary • Scottsdale, AZ

Thursday, May 17, 2018
10:30 AM – 12:30 PM

In attendance:

Board

Amie Gazda, Vice President
Steve Palmer, Treasurer
Greg Coury
Ethan Bueler
Hillary Adair
David Walker
Paul Neville
Liz Zeig
Donna Backhaus

Special Presentation

The Loyalty Zone

Absent

Russell Persinger, Secretary
Dan Salter
Steve Handley

Staff

Heather Long, Executive Director

Guests

Jim Ahearne
Ron Adair
Ann-Marie Harris

Call to Order

Meeting Called to order at 10:35 AM by Vice President, Amie Gazda

The Loyalty Zone Presentation – TLZ would like to partner with the AFCCA to help our organization find out from existing members and lapsed members what they think about the Association. TLZ would like to be an AFCCA Member, attend the annual conference as a vendor, two tickets to social events and possible opportunities to present to our members.

In exchange, they will do a phone survey to current members, lapsed members, and firms that never have become members so that we can get a better understanding of what we do well and what we are lacking in.

Motion to move forward made by Steve Palmer, seconded by Greg Coury. Motion approved unanimously

Reports

1. Secretary's Report

Amie Gazda presented the March 8, 2018 Meeting Minutes.

Motion to approve the minutes from the January 2018 meeting by Steve Palmer, seconded by Paul Neville. Motion approved unanimously.

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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.



2. Treasurer's Report

a) Approval of P&L and Balance Sheet

The board would like to meet with the CPAs to get a better understanding of the membership due accrual and gain transparency. Heather will invite the CPAs to the annual meeting.

Motion to accept the treasurer's report as of February 28 made by Hillary, seconded by Greg Coury. Motion approved unanimously.

3. Executive Director Report

We selected The Boulders Resort and Spa as our 2019 Site, however there is a need for a credit card guarantee. They will not charge the credit card as we were approved for the Direct Bill Application, they just have a policy to have a credit card on file for all groups.

Jim Ahearned offered his credit card to be on file for our group. Heather will finalize with the site before the June 2018 Conference.

4. Legislative Update

John and Trish will be attending the June Member's Meeting to give a full report of the 2018 session.

5. National Updates

a. ICCFA

Hillary was elected to the ICCFA Board of Directors in April, serving a three-year term.

b. NFDA

Hillary Adair, Steve Palmer and Heather Long attended the Advocacy Summit

We were excited to right away have Kristen Sinema's office tell us that they were on board for The BRAVE Act, which is designed to improve existing benefits for veterans regardless of where they die. We had a good response at every meeting we attended.

We did not have anyone interested in co-sponsoring the LATTIS Act at our meetings, but we did stir up interest in the fact that there is not current regulation over Whole Body Donor institutes. This bill is in it's beginning phases, so we were mostly trying to start the conversation.



Leadership Conference in Asheville, NC in July. Hillary will be attending the policy board meeting prior to the conference. Heather will not be attending the Executive Director Meeting as the cost would have depleted the 2018-2019 travel budget drastically.

The NFDA International Conference and Expo will be held in Salt Lake City, UT in October. First west-coast conference in a long time!

6. Supplier Representative Report

Several vendors were interested in taking time to reach out to firm members to invite them to the 2018 Conference in June. Heather will be sending them a list of who has registered and who has not. Hopefully this will generate a few more attendees.

7. Foundation for Children Report

The Foundation is ready to go with the Tailgating Fundraiser in June. They will be having a silent auction on top of the beer pong, cornhole and bingo tournaments. We are anticipating this to be a fun get together for everyone.

The board approved \$1700 to pay for a Partial Denture for a 6-year old child in Flagstaff.

8. Education Report

The recent commencement ceremony had 30 students graduating from the 2017-2018 Mortuary Science Program. Amie Gazda presented the William Aaron Scholarship to Amber Hardin.

Donna serves on the American Board of Funeral Service Education and is interested in talking about the guidelines and getting input from our members in Arizona. She would love to have an opportunity to host a round table discussion at our conference next year.

Business Items

1. Legacy Funeral Services, LLC Issue

This is an internet based, father & son business, that continues to get shut down in different states, so they just start up in a new state. They also go by the name of Heritage Cremation Provider, LLC. They have recently been taking calls in Arizona, however they are not licensed in Arizona. They receive calls from families and meet to get funeral services planned and then they outsource to funeral homes. Sometimes over promising what can actually be delivered by funeral homes, which will put actual licensed funeral establishments in trouble with the State Board.

The association will be sending out a refresher email on this issue to the members and non-members, working with Judy Stapley to communicate possible repercussions to working with this group.



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The board would like to possibly look into legislation to create a law for advertising in AZ without a physical address.

2. 2018 Convention Committee Report

- a. Of the Year Nominations – Heather will send out the nominations to the group to vote on winners so that Heather can get the awards ordered.
- b. Everything else for the conference is on schedule.

Adjournment

A motion to adjourn the meeting by Hillary Adair, seconded by Greg Coury. Motion carried unanimously.

Meeting adjourned at 12:13 PM by Vice President, Amie Gazda.

Next Full Board Meeting – Thursday, July 12, 2018 at 10:30 AM; Green Acres Mortuary & Cemetery Market Office unless otherwise noted.