



# MEETING MINUTES

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

**Thursday, September 13, 2018  
10:30 AM – 12:30 PM**

## **In attendance:**

### Board

Amie Gazda, President  
Ethan Bueler, Vice President  
Steve Palmer, Treasurer  
David Walker, Secretary  
Renee Corbelli  
Hillary Adair  
Paul Neville  
Liz Zeig  
Steve Handley

### Absent

Dan Salter  
Greg Coury  
Russell Persinger  
Donna Backhaus

### Staff

Heather Long, Executive Director

### Guest

Ann-Marie Harris

### Special Presentation

Ivan Vallejo-Balboa | The Loyalty Zone

## **Call to Order**

Meeting Called to order at 10:41 AM by President, Amie Gazda

## **The Loyalty Zone Presentation**

Ivan with TLZ presented a condensed version of the results from the survey they did on our behalf. These results will be used to identify Key Performance Indicators and guide the Board of Directors on the areas that we can improve in order to receive a 10 out of 10 score from members every time. The board worked together to brainstorm ideas on the top 6 drivers that were communicated to the surveyors by our members/non-members.

## **Reports**

### **1. Secretary's Report**

David Walker presented the July 19, 2018 Meeting Minutes and the Annual Business Meeting Minutes.

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

### **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

**Motion to accept the treasurer's report as of June 30 made by Paul Neville, seconded by Hillary Adair. Motion approved unanimously.**

The Tucson convention did not yield the revenue needed to cover expenses until membership dues are collected. The board of directors reviewed upcoming expenses and decided that \$10,000 would be enough to cover expenses and give a cushion as needed. Money will be transferred back to the investment account as soon as we recover revenue.

**Motion was made to move \$10,000 from Investment account to Checking Account to cover expenses through end of the year was made by Steve Palmer, seconded by Paul Neville. Motion approved unanimously**

## 3. Executive Director Report

Heather received an Engagement Letter from HBL CPA's in Tucson that showed that their monthly expenses only covered reconciling accounts, no reporting and basic questions answered. Heather is concerned that we may be paying too much for a small amount of accounting. The board would like to investigate new CPAs in the valley that are specific to Non-Profit needs. Heather will find 2-3 protentional CPAs and invite them to present at the next board meeting.

## 4. Legislative Update

Trish Hart emailed Heather concerning Proposition 126. Prop 126 would **Prohibit New or Increased Taxes on Services Initiative**, is on the ballot in Arizona as an initiated constitutional amendment on November 6, 2018.

We have been asked by the Arizona Association of Realtors who is organizing the Prop 126 campaign to endorse Prop. 126 as a supporter.

The AFCCA Board of Directors decided that we will not be providing a statement endorsing for Prop 126.

## 5. National Updates

- a. ICCFA

There will be a board meeting at Fall Management Conference, however Hillary Adair will not be attending. She will update the board with any information she receives from the meeting minutes

- b. NFDA



NFDA has launched a new program called Youths and Funerals that will work towards changing children's perception of death and attending services. It is important to start with a younger generation so that they can see the value of a funeral, learn about grief and understand that death is a part of life and should be honored. They have created collateral for members to use to discuss with families the importance of a child's participation in a memorial or funeral service. Collateral can be found on the NFDA website after members log-in.

In the past election, there was one contested seat, Secretary, and Jack Mitchell won this seat. The limited supplier membership also passed, allowing suppliers who have been actively supporting the NFDA to become members and continue their support of the association.

Hillary will be attending the International Convention & Expo in Salt Lake City on behalf of the board as our NFDA Policy Board Representative.

## 6. Supplier Representative Report

Nothing new to report

## 7. Foundation for Children Report

For the Fall Mixer Fundraiser, the board will bring back the Mystery Box sales and will also include a Wine Pull option, as well as 50/50 raffle. There will be \$20 Boxes and Wine Option and \$40 Mystery boxes this year.

The board will be transferring \$5250 (25% of revenue of the 2017-18 fiscal year) to their investment account.

For future Convention Fundraisers – the foundation will have a separate bill for Fundraiser that Foundation for Children covers.

## Business Items

### 1. Fall Mixer Planning

The Fall Mixer will be held at the Old Town Tortilla Factory on November 10<sup>th</sup>. We were able to keep the cost the same with no increases. It will cover appetizers, a taco bar and a hosted bar for 2 hours. Heather is working on event sponsors.

A Postcard mailing to invite attendees will be going out the week of September 17<sup>th</sup>, as well as email and social media campaigns.



## 2. 2019 Convention Goals and Planning

This discussion has been moved to next board meeting on October 11. Heather would like to put together a formal brainstorming meeting to nail down what the goals will be for both attendees and suppliers and create committees in order to ensure the success of the next conference.

## 3. AmazonSmile for Business

The Foundation for Children has the ability to receive donations through AmazonSmile when people purchase through our unique link, which has brought in \$113 in residual income since we started it. Hillary Adair recently set up office supply delivery for her businesses through AmazonSmile in order to increase amount donated and is encouraging other members to do so as well.

## 4. 2020 Convention Site Suggestions

Ethan Bueler suggested that we look at moving our Convention up north to get attendees excited about getting out of the heat and also include our northern Arizona members. This will be a continued discussion as the board still needs to determine if the same format is working or if we need to adjust for changes in CEUs.

## Adjournment

**A motion to adjourn the meeting by Paul Neville, seconded by Ethan Bueler. Motion carried unanimously.**

Meeting adjourned at 1:35 PM by President, Amie Gazda.

**Next Full Board Meeting – Thursday, October 11, 2018 at 9:00 AM; Green Acres Mortuary & Cemetery Market Office unless otherwise noted.**