



MEETING MINUTES

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

**Thursday, October 11, 2018
9:00 AM – 11:00 AM**

In attendance:

Board

Amie Gazda, President
Steve Palmer, Treasurer
Dan Salter
Liz Zeig

Staff

Heather Long, Executive Director

Absent

Ethan Bueler, Vice President
David Walker, Secretary
Renee Corbelli
Hillary Adair
Paul Neville
Greg Coury
Russell Persinger
Donna Backhaus
Steve Handley

Call to Order

Meeting Called to order at 9:20 AM by President, Amie Gazda

Reports

1. Secretary's Report

Amie Gazda presented the September 13, 2018 Meeting Minutes.

Motion to approve the minutes from the September 2018 meeting by Steve Palmer, seconded by Dan Salter. Motion approved unanimously.

2. Treasurer's Report

Approval of P&L and Balance Sheet

Motion to accept the treasurer's report as of October 10 made by Steve Palmer, seconded by Dan Salter. Motion approved unanimously.

The funds from the investment account have been deposited into the checking account and Heather has sent the check to the Westin to pay the balance of the June 2018 conference.

3. Executive Director Report

- TLZ Drivers Update

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

Heather has taken the top brainstorming ideas from the TLZ Drivers Update and has begun implementation. This includes asking members the type of educational events they are interested in; create an online forum for members to post questions, ideas and suggestions; find ways to make sure everyone feels welcome; Include names at the beginning of emails/newsletters; and continuously talking about the association wins to the base so that they can hear, know and understand what the association can do for them.

- Heather visited the school on October 3rd in order to give out AFCCA swag, discuss what the association is and what we do, encourage participation and invite students to events. Heather specifically invited students to the November Fall Mixer and they plan to have a table at the event to sell shirts again.
- Facebook Group/Forum
Heather recommended starting a Facebook group attached to our page for an online forum as it can be private, and it is also cost effective. To build an online forum on the website would be an investment and Heather feels we can get the same results via Facebook. The board agreed that at this time, the Facebook forum should suffice and we can revisit in the future.
- Letters from the board members
Heather has also implemented a new portion of the monthly newsletter – a letter from a board member. Each month she will ask a new board member to write a letter from their perspective of why the association works and what we have been working towards. Amie will be submitting a letter for the October newsletter.
- QuickBooks
Heather has worked out an arrangement with the CPAs that will make the QuickBooks online software \$80 per quarter vs. \$60 per month.

4. Legislative Update

Nothing new has surfaced. Vote in the November 6th election!

5. National Updates

- a. ICCFA - No updates
- b. NFDA

FTC Funeral Rule Review – Hillary Adair will be attending the policy board meeting where Scott Gilligan will review the issues (see attached document). The board will be posting questions in the Facebook forum for Arizona members to discuss and we can then offer any input to NFDA when they meet with the FTC.

6. Supplier Representative Report

Most suppliers will be leaving Saturday for the NFDA Conference in Salt Lake City.

7. Foundation for Children Report



The Foundation is continuing their efforts to gather prizes for the upcoming fall mixer. All prizes/donations need to be in by the next meeting on November 1st.

Business Items

1. 2019 Convention Goals and Planning

One of the issues for the convention expenses is the food portion. It was suggested that we cut second breakfast as most people attend the first day only. For lunches, instead of a full buffet, we can offer heavy appetizers or finger sandwich stations for lunch inside the vendor room.

Liz suggested offering half day tickets. A firm would purchase a full day but can split up the sessions to employees within the day. That way locations are not left unattended and we can get more attendees in the doors.

Heather raised the question: What do we want people to walk away from the Conference? After a discussion, it was determined that we need to focus on the future of the industry. Many aspects of the profession have turned to more concierge services, similar to the hospitality industry. "Staying Relevant while Increasing Revenue" would be a good theme, or some variation of this phrase.

Suggested Ideas:

- POPA – Pet Care – Entrusted Pets – Service Dogs at conference?
- Liability – responsibility of live streaming funeral homes. What should a funeral home do when "technology happens". Funeral One has a process for this type of service. We could also talk to Poul Lemasters about the legal side of live-streaming funeral homes.
- Celebrants have become popular, how can funeral homes leverage this into their business plans.

Our members want to know how take knowledge of what is happening out in the industry and still make money.

The board discussed selling raffle tickets to win a conference registration.

2. Maintenance Seminar

Heather will be asking Renee Corbelli if she would like to host it Paradise Memorial, otherwise Amie offered Green Acres and Dave Walker had offered Greenwood. Cemetery topics – golf cart repairs. This will continue to be an ongoing subject as we prepare for speakers

3. Membership Renewals

The board feels at this time in transition to better align the association with member's needs that it is not the time to consider an increase in dues.

Heather will be adding a spot for donation to sponsor conference registration for interns or other new attendees who may not be able to attend otherwise. We will create a pool of funds to being offering "scholarships" to those who would like to apply to attend the conference for free.

Adjournment



MEETING MINUTES

A motion to adjourn the meeting by Steve Palmer, seconded by Dan Salter. Motion carried unanimously.

Meeting adjourned at 10:53 AM by President, Amie Gazda.

Next Full Board Meeting – Thursday, November 1, 2018 at 10:30 AM; Green Acres Mortuary & Cemetery Market Office unless otherwise noted.