



# MEETING MINUTES

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

**Wednesday, July 10, 2019**  
**10:30 AM – 12:30 PM**

## **In attendance:**

### Board of Directors

Ethan Bueler, President  
Russell Persinger, Vice President  
Dan Salter, Secretary  
Steve Palmer, Treasurer  
Hillary Adair  
Joseph Stone  
Greg Coury  
Patricia Rodriguez  
Hallie Lang

### Absent

Renee Corbelli  
Michelle Green  
Steve Handley  
Stephanie McNaughton  
Donna Backhaus

### Staff

Heather Long, Executive Director

## **Call to Order**

Meeting Called to order at 10:35 AM by President, Ethan Bueler

## **Reports**

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

Daniel Salter presented the May 17, 2019 Meeting Minutes as well as the Annual Members Meeting Minutes from June 5, 2019.

**Motion to approve the minutes from the April 2019 Meeting by Joseph Stone, seconded by Steve Palmer. Motion approved unanimously.**

**Motion to approve the minutes from the Members Meeting Minutes by Steve Palmer, seconded by Ethan Bueler. Motion approved unanimously.**

### **2. Treasurer's Report**

a) Approval of P&L

We had a 15% increase in revenue over last fiscal year and expenses remained similar. Adding in the revenue of dividends and interest, we had a 24% increase in profit overall. Membership

### **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.



increased significantly over the year prior. Overall, we are doing better financially over the past fiscal year and the board is working towards improving those numbers this year as well. The board will pull another full calendar year report in the January meeting as we move to reporting on a calendar year in the future.

**A motion to approve the treasurers report was made by Daniel Salter, seconded by Greg Coury. Motion approved unanimously.**

### 3. Executive Director Report

#### a) Board Member Roles/Duties and Letters

Heather will be sending out a Google Drive folder containing all the documents required by the IRS for board members to be made aware of. Each board member will need to sign a form acknowledging they have been made aware of said documents.

Heather also asked each board member to be prepared to write a letter for the newsletter with a short bio if they are new, why they wanted to serve on the board and what benefits the association has provided to them.

#### b) What Information is valuable in terms of marketing

Heather is working more member value adds, and in speaking with Funeral Innovations, we would like to begin a program that helps Funeral Homes, Cemeteries and Crematories with marketing. To get the ball rolling, Heather asked the members what their pain points were when it comes to digital marketing.

- How to market special events and community involvement activities without spending a fortune on printed materials
- Gathering emails and then giving out appropriate content
- Aftercare help

This conversation will be on-going, and we hope to get more information from the membership as well.

### 4. Legislative Update

This is the time to start pro-actively thinking about any issues we need to talk to Trish and John about for the 2020 legislative session. The designated legislative committee will meet with John and Trish in fourth quarter to discuss our needs for 2020.

### 5. National Updates

Hillary Adair will be attending the policy board meetings on the behalf of AFCCA as our NFDA Policy Board Rep in San Diego. During state share, she plans to inform other representatives of the following happenings in Arizona this past year



- Funeral Director as the executor of estate. AFCCA agrees that this act may not be defined as illegal, it is unethical. As an association, we feel it is important to meet with Funeral Board as well as our legal team to see what we can do to create a new rule or to redefine existing rules in order to avoid this from happening in the future
- Stacking issue – funeral home lost license
- Governor Reciprocity License Bill – goes into effect August 27

The ICCFA Executive Leadership Summit (formerly Fall Management Conference) will be held in Santa Ana Pueblo, NM September 25-27. Hillary encourages anyone interested in being a leader in our profession to attend.

## 6. Supplier Representative Report

No report

## 7. Foundation for Children Report

The Foundation did not meet prior to the AFCCA meeting but wanted to remind the AFCCA Board about the Topgolf Fundraiser on August 17<sup>th</sup>.

## 8. Education

Donna Backhaus was officially offered and accepted the Program Director role at the Mortuary Science School.

## Business Items

### 1. Board Committee Designations

The board worked to start up new committees for the 2019-2020 year. Under the three pillars of our mission statement, we have the following committees

Ethics/PR Committee – This committee will be contacted to respond to news stories or any ethics issues that happen in the state. If a reporter needs a statement, then they would prepare on behalf of the state association.

- Ethan Bueler Committee Chair Phoenix Representative, Joseph Stone Tucson Representative

Advocacy Committee – Will meet with John Mangum and Trish Hart and be proactive on legislation that happens in 2020 and report to board and membership.

- Hillary Adair Committee Chair; Committee Steve Palmer

Education Committee – This committee will focus on putting together education events throughout the year and work on the annual conference site selection and speakers.

- Committee Chair Hallie Lang; Committee Hillary Adair, Donna Backhaus, Stephanie McNaughton and Steve Handley



The board would also like to include one non-board member for the committees. Heather will send out email to membership to ask for applications from non-board members. This will also hopefully help with leadership development for future board members.

## 2. 2020 Convention Planning

The education committee will be selecting a site soon for the 2020 Conference. Heather will send out an RFP and will be targeting Wildhorse Pass, Civana and Wigwam as top choices.

## 3. Membership Classifications and Dues

A conversation was started on changing vernacular for Supplier to "Partner" or something along those lines in order to include those who provide support/service and not products. This will be an ongoing discussion when we have our supplier representatives present. There was also discussion on changing the gold, silver and bronze levels and the benefits received as we grow and evolve.

Heather was approached by a returning member to prorate dues for 2019. We do not have a policy in place for prorating and the bylaws do not have any restrictions. The board agreed that we should offer an opportunity to prorate dues, but with the following limitations:

- Pro-ration is only for a maximum of six months of the year.
- Must be a new member or
- A returning member that has been a non-member for 2 years or more.

**Motion to make pro-rating available per the terms above was made by Daniel Salter, seconded by Joseph Stone. Motion carried unanimously.**

## 4. Other Business for the Good of the Order

Ethan announced that he asked Steve Handley to return and Stephanie McNaughton to fill the empty role for supplier representatives.

## Adjournment

**A motion to adjourn the meeting by Russell Persinger, seconded by Joseph Stone. Motion carried unanimously.**

Meeting adjourned at 12:53 PM by President, Ethan Bueler.

**Next Full Board Meeting – Thursday, August 8, 2019 at 10:30 AM; Green Acres Mortuary & Cemetery Market Office unless otherwise noted.**