

BOARD OF DIRECTORS MEETING MINUTES

A special meeting of the Board of Directors of Family Motor Coaching Inc was held on Thursday, February 24, 2022, via teleconference. The National President and Secretary were both present. National President Rett Porter called the meeting to order at 3:02 p.m. EST.

Members present:

Rett Porter	National President
Gary Milner	National Senior Vice President
Kathie Balogh	National Secretary
Barbara Smith	National Treasurer
Gaye Young	Board Member
Patricia Voyna	Board Member
Bob Golk	Board Member
Don Schleuse	Board Member
Dennis Fox	Board Member
Jamie Erickson	Board Member
Kenneth Lewis	Board Member
Paul Mitchell	Board Member
Herman Mullins	Board Member
John Traphagen	Board Member
Jon Walker	Immediate Past National President (non-voting member)

Staff present:

Chris Smith	Chief Executive Officer
Sherry Light	Project Manager
Doug Uhlenbrock	Director of Events
Veronica Pitzer	Chapter Services Coordinator
Aaron White	Director of Membership
Larry Pennington	IT Manager/ Senior Software Developer
Anne Baumgartner	Marketing Director
Pamela Kay	Director of Communications and Publishing

Invited Guest:

Farrell Long	Risk Management Committee Chairman
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President Rett Porter announced the reason for the special meeting was to discuss upcoming changes with the sales dept, employing an advertising sales company, and handing the COVID waivers at future events.

The first item discussed was the replacement of Ranita Jones as she is retiring from the sales team. Rett proposed to hire an outside advertising sales firms. CEO Chris Smith stated that they have been looking for a solution to Ranita's vacancy. Bridget Lynn accepted an open position on

the membership team. Chris stated that they have looked into hiring an outside firm as well as put an online job posting up. The ad did not get a high volume of applicants and the few applicants that did apply were not qualified for the position in Chris's observation. He interviewed two outside sales representatives. James G Elliott corporation was the one selected due to a presentation presented to Chris and Pam. They also did a separate presentation to Rett, Gary and Barbara.

This firm will take on all further FMCA sales and receive an 18% commission for such. Chris stated that Pam is familiar with them as a well-known name in the advertising and sales world. There would be four full time sales agents dedicated to FMCA. This firm has offices in LA, Chicago, and New York. Chris noted that they are familiar with the Magazine Manager platform that FMC uses. This would be a benefit since Ranita single handedly does the advertising sales and leads. She is also doing administrative work on top of this. The firm would handle both print and online sales. They would also help with exhibit sales at conventions. They would also be doing order entry as well as selling. This would pull admin work from FMCA.

The firm expects a conservative estimate of a sales increase of 10% within the first year. Chris stated they did research on the RV industry and presented him with a couple of recommendations to help increase sales. Chris believes that after year one, there will be a solid profit moving forward. Chris stated that there would be at least one salesperson within FMCA to help the sales firm with their outside efforts.

Gaye Young moved to hire the James Elliott Firm on to take over FMCA sales. The motion was seconded and discussion followed.

A question was raised as to whether the Elliott firm would have access to our current client lists and therefore and be given commission from those sales. Chris confirmed this is correct and the hope is they can retain and up sell current clients. Examples would be package deals and price breaks. Rett brought up a chart the firm showed of sales areas that can improve with the firm. At one time FMCA used an outside sales firm; however, at that time, board members thought it would be more cost effective to bring sales in house.

A question was raised as to whether if the exhibitor commission was different or still 18%. Chris stated it would be 18% but only for new sales clients. They won't pay the firm on the current book of sales. The exhibitor sales will be handled differently than print and online sales. Existing clients would stay with us and they would receive commission on only new business.

A question was raised as to regarding the contract. It is a one-year contract with review periods to check on progress. The firm will take over on sales reporting and can revisit the contract if things are not working out. It was reported that it is a good idea to give the firm a one-year trial as there is a great number of benefits to bringing in the firm. Barbara noted the contract has a 90-day notice required to cancel, and to be aware of this if FMCA decides to proceed. A board member stated they thought a one-year trial period would be perfect, and other board members agreed.

Chris stated that the money saved from having to hire a new sales manager (salary and benefits.) would help reduce expenses. Pam noted that advertisers FMCA worked with in the past would do year-long contracts but in recent years, have switched to a month-to-month basis.

A roll call vote was taken:

Herman Mullins voted yes.
Barbara Smith voted yes.
Don Schleuse voted yes.
John Traphagen voted yes.
Patricia Voyna voted yes.
Gaye Young voted yes.
Kathie Balogh voted yes.
Jamie Erickson voted yes.
Bob Golk voted yes.
Dennis Fox voted yes.
Kenneth Lewis voted yes.
Gary Milner voted yes.
Paul Mitchell voted yes.

The motion carried unanimously.

The current COVID waivers required for FMCA sponsored rallies, convention, or chapter events was reviewed.

Farrell explained that he approached the Risk Management Committee members and the FMCA attorney about the waivers, and they agreed that given the country wide mask mandate lift, the waiver is no longer required. They agreed to stop the waiver and shift to posting proper signage.

Discussion was held regarding rally registration forms. Rett clarified that verbiage will be added to registration forms that the attendees are assuming their own risk by attending the event(s).

Both Chris and Farrell clarified that this change shifts assumption of liability to the attendees for both COVID and any possible health or safety risks present at an event or a public place.

Doug Uhlenbrock asked whether there would be an update on the online registration form. He stated he'd rather exclude it, if possible, and suggested posting the line directly on the landing page for registrations so that it won't be missed. It is the responsibility of attendees to read the registration forms. He asked whether a check box noting that the member read the verbiage was necessary. The determined it would not be required.

Herman Mullins moved to remove the COVID waiver requirement. The motion was seconded, and discussion followed.

Rett and Chris reported they approached the waiver from a legal and liability standpoint and reported the health advisor did not have input on lifting the waiver. A board member asked whether the email with the verbiage could be shared with the AVPs so they could share the

update with their area chapters. Rett stated this would be the responsibility of the AVPs to circulate.

A question was raised regarding whether the change effects the employee handbook. Chris explained it wasn't discussed, and FMCA has additional liability for employees. Chris believes that it is better to keep in place for traveling staff. Farrell agreed with this from a risk management point.

It was confirmed that they are doing away with the waivers and using signage.

A roll call vote was taken:

Herman Mullins voted yes

Barbara Smith voted yes.

Don Schleuse voted yes.

John Traphagen voted yes.

Patricia Voyna voted yes.

Gaye Young voted yes.

Kathie Balogh voted yes.

Jamie Erickson voted yes.

Bob Golk voted yes.

Dennis Fox voted yes.

Kenneth Lewis voted yes.

Gary Milner voted yes.

Paul Mitchell voted yes.

The motion carried unanimously.

Event signage was discussed. Rett reported that according to the attorney the signage must be clear and easily visible to make sure attendees are aware they are assuming liability for their health and safety. Chris noted the attorney suggested that all doors and entryways have clear signs stating the risk of entering.

Plastic dividers on the activity carts were discussed. Rett stated that unless Risk Management assesses differently, they will do away with the plastic on carts. Farrell stated that state guidelines need to be followed. Doug noted that he will bring plastic dividers for the tram drivers which can be provided upon request. He also explained Pima County has done away with the mask mandate as of February 28, 2022.

It was suggested there be one uniform sign which will be used company-wide that can be passed down to the chapters. Rett suggested supplying at least five signs and then chapters and reproduce them as needed. Farrell stated that it is important that the verbiage and first set of signs come from FMCA home office.

Doug stated he would make signs for Tucson as a trial run and then changes can be made if necessary.

The meeting was adjourned at 3:48 p.m. EST.



Kathie Balogh
National Secretary



Rett Porter
National President