

EXECUTIVE BOARD MEETING MINUTES

A regular meeting of the Executive Board of the Family Motor Coach Association was held on Friday, October 29, 2021. The National President and Secretary were both present. National President Rett Porter called the meeting to order at 8:44 a.m. An Invocation was given, and the Pledge of Allegiance to the Flag of the United States of America was recited.

Members present:

Rett Porter	National President
Gary Milner	National Senior Vice President
Kathie Balogh	National Secretary
Barbara Smith	National Treasurer
Jamie Erickson	National Vice President, Rocky Mountain Area
Dennis Fox	National Vice President, Midwest Area
Bob Golk	National Vice President, Western Area
Ken Lewis	National Vice President, Great Lakes Area
Paul Mitchell	National Vice President, International Area
Herman Mullins	National Vice President, South Central Area
Don Schleuse	National Vice President, Northwest Area
John Traphagen	National Vice President, Northeast Area
Patricia Voyna	National Vice President, Southeast Area
Gaye Young	National Vice President, Eastern Area
Jon Walker	Immediate Past National President (non-voting member)

Guests present:

Chap Mitzell	Windsor Wealth Management
Brian Shupe	Windsor Wealth Management
Harry Hentschel	Chairman, Membership/Member Services Committee/USA
Les Naylor	Chairman, Membership/Member Services Committee/CANADA

Staff present:

Chris Smith	Chief Executive Officer (non-voting advisor)
Anne Baumgartner	Director of Marketing
Penny Gortemiller	Director of Chapters and Governance
Pamela Kay	Director of Communications
Sherry Light	Project Manager
Larry Pennington	IT Manager
Doug Uhlenbrock	Director of Events
Aaron White	Director of Membership

The minutes note that Patricia Voyna joined the meeting following lunch.

Secretary Kathie Balogh reported that unless there was an objection, the reading of the minutes of the previous meetings would be waived. The minutes of the Executive Board meetings held July 3, 2021,

and July 10, 2021, the Governing Board meeting held July 7, 2021, and the Annual Membership meeting held July 10, 2021, were approved as distributed.

Barbara Smith presented the Treasurer's Report. (Attachments #1 and #2.)

Barbara noted that her report included October 1, 2020 (the beginning of the fiscal year) through August 2021. She reported the operating income was \$792,116. She noted that the figures in the written report do not match the figures from the year-to-date report, as the year-to-date report contains the most up-to-date figures. She noted that the fiscal year 2020 results reported in Gillette showed a gain of \$7,309. She noted that there are needed items to be funded with those gains. She noted membership is increasing; the FMCA Assist Medical Emergency and Travel Assistance contract was renegotiated; and there were two successful conventions held in 2021. She explained that FMCA was able to provide refunds for the Tucson 2020 convention, including credit card processing fees. She noted that the dues rollback to \$50 and marketing efforts made for an impressive increase. She reported that investments looked good as of October 26, 2021.

Barbara reviewed a chart showing the breakdown of the membership dues by category. (Attachment #3.) CEO Chris Smith shared that the salaries for the employees are noted within each category. Barbara reported that she was skeptical about the \$50 dues at first but has since been reassured after seeing the management controls in place.

Barbara encouraged the board to send proposals to the Finance Committee first to assess the impact on the budget and to seek the committee's recommendation. During this current fiscal year, which started on October 1, FMCA has spent \$91,000 in off-budget items. The items were deemed necessary and included such things as building maintenance. She noted that they will now list the rate of return for investments on the quarterly financials. Barbara asked for questions and there were none.

The Treasurer's Report was accepted for file.

Barbara Smith moved to accept the Treasurer's Report for file. The motion was seconded, and a roll call vote was taken.

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

The motion carried with 11 votes "yes."

President Porter welcomed Chap Mitzell and Brian Shupe from Windsor Wealth Management and asked for an update on FMCA investment portfolio. Chap mentioned their company name change from

The Windsor Group, Ltd., noting that the new name reflects more of what they do for comprehensive financial planning and investment advisors. Chap mentioned that Brian Shupe is a Chartered Financial Analyst and manages FMCA's account and will provide the overview of portfolio.

Brian reviewed the portfolio management fees compared to the former investment company. Brian also discussed ways that they reduce tax costs, noting that so far in 2021, there has only been \$218,000 of capital gains in the portfolio. Brian reviewed the annual return versus the benchmark.

Brian provided a portfolio snapshot noting that the beginning year-to-date balance was \$9,277,817, and at the end of the period, with the additions and withdrawals plus the investment gain, brought the value to \$9,859,718, as of October 27, 2021.

President Porter thanked Chap and Brian for attending today's meeting and updating the Board members.

Chris Smith presented the Chief Executive Officer's Report. (Attachment #4)

Chris noted that since November of 2017, when FMCA opened to all RVs, FMCA had a loss of 6,078 motorhome owner members versus the number of new non-motorized members of 7,029, noting that the non-motorized units are outpacing the motorized units. He discussed the cost of the magazine, noting inflation, paper prices, shipping cost increases which will all effect the budget. He relayed the recent marketing efforts FMCA has done. He reported that the Canadian members can now use the Michelin Tire discounted benefit. Chris reviewed the co-branding partnership that will bring FMCA logo products into stores using several items. Chris mentioned that FMCA staff members will attend the Quartzsite, Arizona, RV show and will be able to take new members and renewals on site. Chris updated the Board members on the FMCA plate changes taking place.

A question was raised regarding the billboards, as to whether there were plans to extend the timeframe for other RV shows. Chris noted that billboard advertising has been used to promote the International Convention; however, this is the first time we would be advertising for the FMCA national membership. Chris noted that FMCA is tracking the effectiveness of the billboard advertising.

A question was raised whether the TSD fuel card fuel stations could be added to the next edition of the FMCA atlas. Chris reported that the new atlas production is in the works and should be available for Tucson. Chris noted the challenge of getting the list of fuel stations from them but would try to include them.

President Porter accepted the CEO report for file.

Chairman Harry Henschel presented the Membership/Member Services Committee Report (Attachment 5).

Harry noted that the committee has forwarded four recommendations to the Executive Board for their consideration.

On behalf of the Membership/Member Services Committee, Harry moved to approve the negotiated GFI Notify Systems proposal¹. The motion was seconded.

Harry noted that this is a power outage and notification system. It includes two smart plugs with the system but could be expanded to more plugs. GFI Notify is providing a discounted rate for FMCA members who purchase the system. They will participate in the FMCA international conventions. This benefit will also be available to Canadian members. A question was raised relative to the system being used in the home, and not just the RV. Harry said that it could be used inside the home. A question was raised as to where the software was made. Harry noted that he was not sure but would find out and let the Board members know.

A roll call vote was taken:

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

The motion carried with 12 votes “yes.”

On behalf of the Membership/Member Services Committee, Harry Hentschel moved to recommend to the Executive Board to approve the Soft Start RV air conditioning power system proposal. The motion was seconded.

Harry noted that this system allows multiple air conditioning units to run off of a 30-amp circuit. They are offering a discounted unit price for FMCA members. They will provide a two-year warranty versus a one-year warranty when sold elsewhere. They have free shipping and will be participating in our conventions. A question was raised regarding whether the product works with heat pumps as well. Harry deferred to Jamie Erickson, since it was his committee last year that started the negotiations with Soft Start. Jamie reported that it was his understanding that there were no limitations on the system. It was noted that there are some online conversations indicating it does not work well with heat pumps. Harry noted they would have this clarified.

A roll call vote was taken:

Ken Lewis voted yes.
Gary Milner voted yes.
Paul Mitchell voted yes.

¹ The GFI Notify system benefit was later pulled from launching due to a software issue from the provider.

Herman Mullins voted yes.
Barbara Smith voted yes.
Don Schleuse voted yes.
John Traphagen voted yes.
Gaye Young voted yes.
Kathie Balogh voted yes.
Jamie Erickson voted yes.
Bob Golk voted yes.
Dennis Fox voted yes.

The motion carried with 12 votes “yes.”

Harry Hentschel moved to recommend to the Executive Board to approve the negotiated MedJet medical transportation proposal. The motion was seconded.

Harry indicated that the key elements to this proposal are that they will transport for no medical necessity, no deductible, no monetary cap, no preexisting condition, and it is transportation to your home or hospital of your choice. They have two programs; one is the Assist, which is \$250 for single and \$340 for families annually. The other is Horizon, which is more inclusive. The price is \$399 for individuals and \$519 for families. Both programs provide coverage up to 75 years of age. They will participate in FMCA conventions, and this benefit does apply to Canadians. Harry noted that they do offer additional policies; however, the policy they are offering to FMCA has the age limit of 75. Harry noted that there are no COVID exclusions.

A roll call vote was taken:

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

The motion carried with 12 votes “yes.”

Harry Hentschel moved to recommend to the Executive Board to approve the Easy Care RV Service Contracts proposal. The motion was seconded.

Harry noted the key elements of this proposal are that they are available for new and pre-owned coaches up to 15 years of age. He reported that there were additional options in their proposal. They have just the interior cabin packages, or mechanical, or total. Various coverages and deductibles are also available. Optional coverages include tech assistance, rental car, etc. They will also participate in

conventions. Harry mentioned that one of the Executive Board members currently have this service contract. Dennis Fox stated that he has purchased their service contract with no issues. A question was raised regarding the financial background of the company, and the number of years in business. Harry noted that he did not have that information readily available. It was noted that this proposal is for a warranty company. CEO Chris Smith noted that they were recommended by SafeRide, which is the company that does FMCA's roadside assistance program. A question was raised regarding whether there was a vehicle age limit. Harry stated it was 15 years, and there are no limitations as far as RV type. A question was raised regarding coverage for the vehicle that pulls the RV units. Harry stated that they had not researched that aspect.

Gary Milner moved to table the motion and send the proposal back to the committee to do some additional research. The motion was seconded.

A roll call vote was taken:

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

The motion carried with 12 votes yes.

President Porter announced that this proposal would come back for the next Executive Board meeting.

Les Naylor, Chairman of the Membership/Member Services Committee – Canada, stated that he has only come up with 1 request or recommendation. Les discussed the possibility of FMCA discounting Canadian member dues to keep the rate at par with \$50 US, for a one-year trial period.

Les Naylor, on behalf of the Membership/Member Services Committee – Canada, moved to discount the Canadian member dues to keep the rate at par with \$50 US, for a one-year trial period.² The motion was seconded by Barbara Smith.

Les explained that after listening to Barbara's report he has a concern, but FMCA has over 800 members due to renew next year and with COVID and lack of travel, he is concerned we will lose members if we don't try to do something to retain them. If done at par, it eliminates the moveable exchange rate, and means that Canadians will always pay equal to \$50 US. Les noted that the price

² It was later noted that the committee had not conducted a formal meeting to make this recommendation. As a result, the action taken in this meeting was not in compliance with parliamentary rules. The Executive Board ratified this motion in a meeting held on December 8, 2021.

range is in line with a couple of other Canadian RV clubs. He stated this would be an incentive to try to retain as many Canadian members as we can, and to also attract new members.

Treasurer Barbara Smith state she thought it was a great idea. It is a trial period for one year. She looked up the exchange rate and stated that it is favorable right now. Chris Smith asked whether they considered whether any US members would be upset at the discounted rate, which could cause backlash. It was noted that not all of the FMCA benefits can be used by the Canadian members. The Board discussed the multi-year renewals, noting that they should be permitted to take advantage of the multi-year renewal. A question was raised regarding keeping the Canadian funds in Canada. Rett noted that it could be something for the future. The Board also discussed the daily fluctuation in the exchange rate. Chris recommended that they establish the program based on today's rate and then a promo code could be established for the duration of the program.

Les stated that he thought the funds could be taken in Canadian funds and put into a Canadian account. Chris reported that FMCA is not currently set up to take Canadian funds.

Herman Mullins made a motion to call the question. The motion to end discussion was seconded. A roll call vote was taken:

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

The motion carried with 12 votes "yes."

President Porter announced that the motion on the floor is for FMCA to discount Canadian member dues and new joins to keep the rate at par with \$50 US, for a one-year trial period.

A roll call vote was taken:

Barbara Smith voted yes.
Don Schleuse voted yes.
John Traphagen voted yes.
Gaye Young voted no.
Kathie Balogh voted yes.
Jamie Erickson voted yes.
Bob Golk voted yes.
Dennis Fox voted yes.
Ken Lewis voted yes.

Gary Milner voted yes.
Paul Mitchell voted yes.
Herman Mullins voted yes.

The motion carried with 11 “yes” votes and 1 vote “no.”

Les asked for an update on the Michelin Canada program. It was reported that the program is live on the website and will be promoted as soon as the program has been confirmed to be working properly.

Paul Mitchell presented the Member Recruitment Committee Report (Attachment 6).

On behalf of the Member Recruitment Committee, Paul Mitchell reported that the committee is in support of the proposed Bylaws Amendment to gain a potential pre-buy market group of approximately 20 million people.

On behalf of the Member Recruitment Committee, Paul Mitchell moved that FMCA design and place FMCA billboards near several popular RV destinations like Quartzite, Arizona, for a cost of \$6,000. The motion was seconded.

President Porter requested that the Board members be shown the artwork that would be placed on the billboard. Treasurer Barbara Smith asked for clarification on the pricing. Paul noted that the price of \$6,000 is for two billboards for a total of two months. He noted that the billboard has a special website designed for this purpose and for tracking the results.

It was reported that the two billboards will be posted on I 10-one east bound, and one west bound at exit 17, in Quartzite, Arizona. IT Manager Larry Pennington noted that they are using Google analytics to track what state, what time they signed up, and will be tracking how successful it is. It was requested that FMCA track the effectiveness of the billboards before purchasing any additional billboard ads.

A roll call vote was taken:

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

The motion carried with 12 votes “yes.”

On behalf of the Member Recruitment Committee, Paul moved to develop an affiliate marketing program to drive membership using sharable and trackable links. The affiliate links can track affiliate members and offer rewards for referrals based on confirmed FMCA memberships, and to pay affiliates \$10 for each paid membership. Cost for the Tapiliate program — \$149 per month for up to 10,000 users. The motion was seconded.

Paul called on Marketing Director Anne Baumgartner to explain what affiliate marketing program is. Anne stated that the program is basically members promoting FMCA on social media, and any website they currently have, and they will receive \$10 for every member who joins FMCA through their link. A question was asked regarding the timeline for the program. Paul noted that members must sign up to participate in the program and would not be automatically enrolled.

A roll call vote was taken:

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

The motion carried with 12 votes “yes.”

President Porter requested a report on the program to be given at the next Executive Board meeting.

On behalf of the Member Recruitment Committee, Paul Mitchell moved to build an FMCA volunteer ambassador program. Ambassadors will use digital tools to include the affiliate marketing program and event outreach. The motion was seconded.

This would be a core set of members who want to get involved in recruiting new members, similar to the Ambassador program for events. It was noted that the affiliate program links would give them income for recruiting.

Treasurer Barbara Smith noted the cost of the committee’s recommendations so far -- \$6,000 for billboards; \$8,000 in reduction of member dues for the Canadian dues promotion; and \$149 per month for the software for tracking affiliate links. She asked whether the committee had a cost estimate for this program. Rett reminded the Board members that if the initiatives are doing the job and membership is growing, it is paying for itself. Chris reported that he believes this program will involve minimal costs.

A roll call vote was taken:

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

The motion carried with 12 votes “yes.”

On behalf of the Member Recruitment Committee, Paul Mitchell moved to redesign the FMCA Enrollment Form found in the Family RVing magazine to add a QR code for easy electronic enrollment and include the QR code on and use fill pages where appropriate and leave the placement of the enrollment form and the additional fill pages to the Communications Director. The motion was seconded.

Paul noted the cost for the IT Website design is about \$100 an hour for approximately 5 to 7 hours. It was noted that the QR code should be placed on the FMCA ads listed in the advertising index of the magazine. Communications Director Pamela Kay suggested that the QR code should be put on trade ads in other publications and the membership enrollment form. Pamela pointed out that the member benefit reminders are directed toward members, and the membership enrollment form is directed toward potential members. Rett suggested identifying the QR code with the words “join here.”

A roll call vote was taken:

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

The motion carried with 12 votes “yes.”

On behalf of the Member Recruitment Committee, Paul Mitchell moved that FMCA help create more RV inclusivity and age inclusivity across FMCA. We propose that FMCA continue to showcase all different types of RVs in the Family RVing magazine and work to make event and

membership materials more inclusive to members who don't have a drivable RV. The motion was seconded.

Paul noted that this idea came from one of the committee members who has a towable RV and didn't have a place on her RV to put the logo. The committee thought towable RVs should be more prominent. The Board members discussed the FMCA logo plates. Aaron White, Director of Member Services, described the newer designed logo plate. A suggestion was made to use FastSigns as a potential provider for the decal. They are a nationwide provider.

A roll call vote was taken:

Jamie Erickson voted yes.

Bob Golk voted yes.

Dennis Fox voted yes.

Ken Lewis voted yes.

Gary Milner voted yes.

Paul Mitchell voted yes.

Herman Mullins voted yes.

Barbara Smith voted yes.

Don Schleuse voted yes.

John Traphagen voted yes.

Gaye Young voted yes.

Kathie Balogh voted yes.

The motion carried with 12 votes "yes."

President Porter noted that the FMCA attorney would be in after lunch to discuss the CAN-SPAM Act.

Under new business, President Porter set the 2022 Annual Membership Meeting as August 27, 2022, in Lincoln, Nebraska.

A regular review of the area rally/convention/show schedule was held. It was noted that the 2023 Northwest Area Rally and the Midwest Area Rally are close in dates but meet the requirement in the policy and procedure. The following area rallies were noted for inclusion on the schedule:

June 7-11, 2022, Great Lakes Area Rally, Goshen, Indiana

October 26-29, 2022, Rocky Mountain Area Rally, Tucson, Arizona

May 28-June 3, 2023, Northwest Area Rally, Albany, Oregon

John Traphagen moved to waive the 30-day-restriction in P&P #3003, Setting Area Rally Dates, for the Northeast Area Rally beginning August 4-7, 2022, in Fryeburg, Maine, and the International Convention and RV Expo beginning August 24, 2022, in Lincoln, Nebraska. The motion was seconded.

A roll call vote was taken:

Bob Golk voted yes.

Dennis Fox voted yes.

Ken Lewis voted yes.
Gary Milner voted yes.
Paul Mitchell voted yes.
Herman Mullins voted yes.
Barbara Smith voted yes.
Don Schleuse voted yes.
John Traphagen voted yes.
Gaye Young voted yes.
Kathie Balogh voted yes.
Jamie Erickson voted yes.

The motion carried with 12 votes “yes.”

The dates of 2023 winter International Convention and RV Expo were announced as March 15-18, 2023, in Perry, Georgia; and the summer dates are August 23-26, 2023, in Gillette, Wyoming. The dates for the 2025 International Conventions and RV Expo were also announced. The winter event will be held March 12-15, 2025, in Perry, Georgia, and the summer event will be held July 16-19, 2025, in Gillette, Wyoming.

Gary Milner moved to do away with the per diem rate of \$54 per day in Policy and Procedure #2031, Reimbursement of Travel Costs for Individuals Traveling on Official Business, and change it to \$45 per day, with no receipts, for anyone traveling on FMCA business. The motion was seconded.

It was explained that processing the forms and receipts after each event takes hours of staff time. Chris noted that rate would increase the travel expense line item in the budget by about \$15,000. Chris asked about the policy being Governing Board approval level and noted that the motion would need to reflect that the intent is to direct the Policy and Procedure Committee to make the change. It was suggested that there be a separate policy for FMCA staff travel reimbursement. Treasurer Barbara Smith noted that this action would create additional concerns for the travel budget line item. There were several Board members in favor of keeping the paperwork with receipts. It was suggested that the Board needed more time for research. Barbara Smith noted that the policy and procedure allows for unusual expenses that the President and CEO can approve.

A roll call vote was taken:

Dennis Fox voted yes.
Ken Lewis voted yes.
Gary Milner voted yes.
Paul Mitchell voted no.
Herman Mullins voted no.
Barbara Smith voted no.
Don Schleuse voted no.
John Traphagen voted no.
Gaye Young voted no.
Kathie Balogh voted no.
Jamie Erickson voted no.
Bob Golk voted no.

The motion failed with 3 votes “yes” and 9 votes “no.”

President Porter introduced the FMCA attorney Joseph Zoimen. Joseph addressed the Executive Board and provided his background. He noted that he became FMCA’s attorney following the election of the new president in Gillette. He stated he primarily works with chapter rally contracts for FMCA and reviews to make sure the liability is not just on FMCA’s side unnecessarily. He has also reviewed the vendor contracts. Mr. Zoimen stated he has also reviewed the COVID policy. He has also reviewed the Area Rally contracts. Mr. Zoimen noted that he is also reviewing the agreements with partners and trade ads when necessary, making sure that the logos are being used correctly. He distributed business cards to the board members in case they need to reach him directly.

The Executive Board members introduced themselves to Mr. Zoimen.

Mr. Zoimen continued with discussion on the CAN-SPAM Act. He reported that he was asked to review the Act and the way that FMCA shares its members’ information that would be in a way as to not violate the Act or put any liability on FMCA.

Several questions regarding the CAN-SPAM Act were asked of Mr. Zoimen, and it was requested by President Porter that the Area Vice Presidents put together a list of questions to submit to the attorney. He can then answer specific questions.

With no new business, the meeting was adjourned at 1:40 p.m.



Kathie Balogh
National Secretary



Rett Porter
National President

**FMCA
TREASURER'S REPORT
EXECUTIVE BOARD MEETING
October 29, 2021**

FMCA's financial status is one of cautious optimism. Inflation is on the horizon moving forward. However, the results for last fiscal year are very good. As of August 2021, our operating income was \$792,116. Fiscal year 2020 results reported in Gillette was a gain of \$7,309. We are seeing results not seen in a long time.

How did we get there? Membership is increasing; severe cuts to the budget; attention to cutting costs; renegotiating with the provider of the FMC Assist Medical Emergency and Travel Assistance program; positive results from conventions; and streamlining of processes to eliminate redundant work.

The Perry and Gillette conventions were profitable.

We were able to provide refunds for the canceled Tucson 2020 convention, including credit card processing fees.

With the dues rollback from \$75 to \$50 and marketing efforts, we saw an impressive increase in membership.

Investments are in good shape as of October 26, 2021:

Cash and cash equivalents are \$1,033,678

Investments are \$10,233,825 (after the withdrawal for Tucson refunds).

We have a constraint: dues set at \$50. From the reviews I have seen over the last 90 days, achieving this constraint is possible over this fiscal year if we continue to apply the management controls that we do now.

We are going to follow the rules. I encourage the board to send proposals to the Finance Committee to assess impact on the budget, and to seek their recommendation.

In the current fiscal year, we have spent \$59,092 in off-budget items deemed necessary: reinstating recruitment coupons; new plate design; face-to-face meetings; deferred buildings maintenance; and a COVID-19 medical advisor.

In sum, profits are good, and if we continue to apply money management controls, then our financial horizon is a good one.

A handwritten signature in cursive script that reads "Barbara M. Smith". The signature is written in black ink and is positioned above the printed name.

Barbara Smith

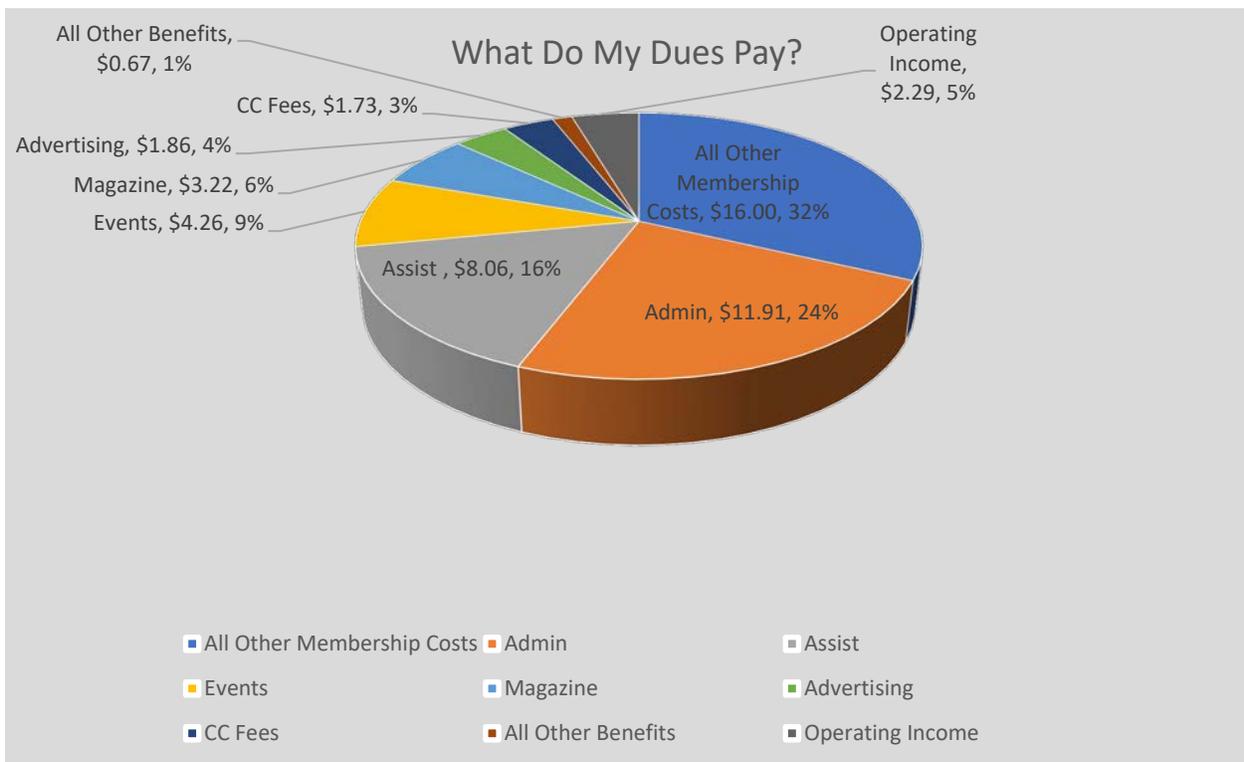
FMCA National Treasurer

FAMILY MOTOR COACH ASSOCIATION

ACTUAL vs BUDGET FISCAL YEAR 2020 FINAL

			Actual Vs. Budget	Prior Year	Curent Year Vs.
Revenue	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Prior Year Variance</u>
Membership/Commercial	4,456,297	5,041,734	(585,437)	4,320,765	135,532
Magazine/Web/Classifieds/ Digital/Enewsletter	1,291,836	1,580,160	(288,324)	1,438,631	(146,795)
Winter Convention	-	1,495,415	(1,495,415)	1,407,278	(1,407,278)
Summer Convention	-	1,055,430	(1,055,430)	1,016,983	(1,016,983)
PPP Grant	545,623	-	545,623	-	545,623
Total	<u>6,293,756</u>	<u>9,172,739</u>	<u>(2,878,983)</u>	<u>8,183,657</u>	<u>(1,889,901)</u>
Expenses					
Membership	1,600,594	1,737,998	(137,404)	1,370,024	230,570
Winter Convention	104,655	938,795	(834,140)	932,512	(827,857)
Summer Convention	-	804,250	(804,250)	907,431	(907,431)
Magazine	757,126	911,300	(154,174)	769,130	(12,004)
Travel	79,534	313,266	(233,732)	312,629	(233,095)
Administrative	3,744,538	4,368,936	(624,398)	4,445,800	(701,262)
Total	<u>6,286,447</u>	<u>9,074,545</u>	<u>(2,788,098)</u>	<u>8,737,526</u>	<u>(2,451,079)</u>
Operating income before depreciation/investments/taxes	<u>7,309</u>	<u>98,194</u>	<u>(90,885)</u>	<u>(553,869)</u>	<u>561,178</u>
Investment Results					
Interest/Dividends	140,189	-	-	265,784	(125,595)
Realized gains/loss	563,532	-	-	178,848	384,684
Unrealized gains/losses	236,239	-	-	(152,919)	389,158
Investment Fees	(36,900)	-	-	(32,665)	(4,235)
Taxes	<u>(146,544)</u>	<u>-</u>	<u>-</u>	<u>(40,270)</u>	<u>-</u>
Change in Net Assets	<u>763,825</u>	<u>98,194</u>	<u>665,631</u>	<u>(335,091)</u>	<u>1,205,190</u>

All Other Membership Costs	\$16.00	32.0%
Admin	\$11.91	23.8%
Assist	\$8.06	16.1%
Events	\$4.26	8.5%
Magazine	\$3.22	6.4%
Advertising	\$1.86	3.7%
CC Fees	\$1.73	3.5%
All Other Benefits	\$0.67	1.3%
Operating Income	\$2.29	4.6%
Total	50.00	



**CEO'S REPORT
TO THE EXECUTIVE BOARD
CINCINNATI, OHIO**

October 29, 2021

The following is a report of activities that have occurred since the July 2021 Governing Board meeting. This is a summary of the high-level projects we have been working on, and not a representation of all the work staff has completed.

MEMBERSHIP FIGURES

Fiscal year 2021 finished with a slight loss of 342 members. There were two distinct time periods. October 2020 through January 2021 resulted in a loss of 1,903 members. February 2021 through September 2021 resulted in a gain of 1,697 members. All eight months during the latter period were positive. The turning point for membership was implementing the dues rollback in February 2021. The Governing Board voted to make the dues rollback permanent, which will continue the positive momentum.

One other interesting trend occurred in membership. Motorhome membership went down by 1,903, while non-motorhome membership increased by 1,697. Those numbers validate what the RV industry is experiencing, which is that motorhome production continues to decline compared to overall production in the RV industry.

FISCAL YEAR 2021 FINANCIAL RESULTS

FMCA's audit will occur in December, so full year results will not be released until some time in January or February. August 2021 financials have been finalized, and the results are very encouraging. 9 out of 11 months have seen positive operating income, and the total operating income for the year is a gain of \$792,116. FMCA has not experienced this type of financial success in 15-20 years.

TUCSON EVENT

Tucson registration opened on September 23rd. Events had its largest first day sign-up figure since we began tracking daily. Based on the registration response over the first month, the goal of 2,000 RVs is attainable.

NEW ATLAS

A new atlas is currently in process and is due to be ready for sale before the Tucson convention. An email was sent to members asking them to submit pictures that might be used for the cover. The atlas is the most popular item in the FMCA store, so when a new one is released, members are excited to get it.

MAGAZINE COSTS

This was discussed in Gillette but continues to be an issue that warrants close monitoring.

Periodical postal rates have gone up approximately 9.34% (approx. \$1,750 per month) since the beginning of 2021. In July 2022, another rate increase will be implemented, and will happen twice a year after that date. Not only will the postage cost much more, but the delivery times for magazines that travel farther will go from 2-3 days up to 5 days.

Paper costs continue to rise as well. For one thing, some paper producers have opted to focus more on manufacturing packaging materials, and decreased production of other types of paper has created shortages. Cover stock went up 23% (approx. \$360 per month). Body stock went up 3% (approx. \$500 per month) on October 1st, with another 5% increase (\$635 month) expected in January. The January price will be good through the first half of the year.

Finally, FMCA's magazine printer Quad, sent out a price increase notification for some materials. Ink is going up 15% (approx. \$500 per month) on January 1st, freight is going up 10% (approx. \$250 per month), and a 2% surcharge will be added to all 4th quarter 2021 invoices (approx. \$300 per month).

HARVEST HOSTS

Anne Baumgartner is close to finalizing a partnership with Harvest Hosts. This is the type of RV market partnership that is vital to helping FMCA gain exposure. We would do ad and social media trades wherein we would be able to promote FMCA membership to their audience, and in return, we would do the same for them with our membership.

MICHELIN CANADA

The contract has been signed. Currently, IT is working on getting this live on our website. Also, final details of how the program works are being sorted out. The program is expected to go live before the end of the year.

CO-BRANDING

Earlier this year, FMCA signed an agreement with Bruce Painter. Bruce is a member of FMCA who has extensive knowledge in the world of product branding. In early October, FMCA came to terms with its first partner. Odor 1 has agreed to put FMCA's logo on its products. This will give FMCA brand recognition and royalties from sales, in exchange for using our name and helping to promote the product. The hope is that this first agreement will help get the ball rolling on other potential partners that Bruce has been working on.

BILLBOARDS

The decision was made to try something different in marketing. FMCA will have two billboards in the Quartzsite, AZ area to promote FMCA membership. They will run in December and January, which coincides with the Quartzsite RV show in January. GoFMCA.com was obtained to track the effectiveness of the campaign.

OFFICER VISIT

After the elections in July, the four nationally elected officers came into the national office in Cincinnati. It gave them a chance to meet staff and better understand the operation. It also allowed building improvements suggestions to be given, which have nearly been completed.

CHAPTER CERTIFICATION

The process for 2021 chapter certification has begun. We ask that area vice presidents be ready to help if there are any issues with getting chapters in your area to respond. There have already been quite a few chapters that have disbanded. The main issue has been getting members to run for chapter officer positions.

RV SHOWS

Staff will be traveling to both the Tampa and Quartzsite shows. There are two reasons staff attends the shows. One is to instantaneously sign-up new members and process renewals. Secondly, they can help answer questions that might be asked by show attendees. They are in a support role to help the host area vice president and the volunteers working on behalf of FMCA.

PLATES

There has been an increase in peeling of member plates. Aaron White, FMCA's membership director, has been working with our plate provider to fix the issue. A new design will be implemented in the next few months.

I respectfully submit this report for file.

A handwritten signature in black ink, appearing to read "Chris Smith", followed by a horizontal line.

Chris Smith

CEO

FMCA

Membership/Member Services Committee

Report to the Executive Board

October 14, 2021

A meeting of the Membership/Member Services Committee of the Family Motor Coach Association was held on October 14, 2021, by video conference. The committee is forwarding the following recommendations to the Executive Board:

- To recommend to the Executive Board to approve the GFI Notify Systems proposal. This is a notification of any GFI trips or if the RV loses house power.
- To recommend to the Executive Board to approve the Soft Start RV air conditional power system proposal.
- To recommend to the Executive Board to approve the MedJet medical transport proposal.
- To recommend to the Executive Board to approve the Easy Care RV Service Contracts proposal.

**Member Recruitment Committee
Report to the Executive Board
October 29, 2021**

A meeting of the Member Recruitment Committee of Family Motor Coach Association was held on October 28, 2021, via teleconference. The committee is forwarding the following recommendations to the Executive Board:

The Bylaws Amendment

The Member Recruitment Committee supports the proposed Bylaws Amendment to gain a potential pre-buy RV market group of approximately 20 million people.

Member Recruitment Committee recommendations

The Member Recruitment Committee recommends that the Executive Board approve the request to:

1. Design and place FMCA billboards near several popular RV destinations like Quartzite. **Cost 6,000.**
2. Develop an affiliate marketing program to drive membership using sharable and trackable links. The affiliate links can track affiliate members and offer rewards for referrals (confirmed FMCA memberships), and to pay affiliates \$10 for each paid membership. **Cost for the Tapiliate program — \$149 per month for up to 10,000 users.**
3. Build an FMCA volunteer ambassador program. Ambassadors will use digital tools to include the affiliate marketing program and event outreach.
4. Redesign the FMCA Enrollment Form found in the *FamilyRving* magazine to add a QR code for easy electronic enrollment and include the QR code on and use fill pages where appropriate and leave the placement of the enrollment form and the additional fill pages to the Communications Director. **Cost for the IT Website design — \$100 an hour.**
5. Help create more RV inclusivity and age inclusivity across FMCA. We propose that FMCA continue to showcase all different types of RVs in the *FamilyRving* magazine and work to make event and membership materials more inclusive to members who don't have a drivable RV.