

### EXECUTIVE BOARD MEETING MINUTES

A regular meeting of the Executive Board of the Family Motor Coach Association was held on Saturday, March 16, 2024, in Tucson, Arizona, and via Zoom conference. The National President and Secretary were both present. National President Gary Milner called the meeting to order at 8:00 a.m. Mountain Time.

#### Members present:

Gary Milner	National President
Paul Mitchell	National Senior Vice President
Pamela Richard	National Secretary
Barbara Smith	National Treasurer
Phyllis Britz	National Vice President, Eastern Area
Bill Dees	National Vice President, Southeast Area
Dianna Huff	National Vice President, South Central Area
Bob Golk	National Vice President, Western Area
John Jacobs	National Vice President, Midwest Area
Connie Jones	National Vice President, Rocky Mountain Area
Ken Lewis	National Vice President, Great Lakes Area
Dennis Martin	National Vice President, Northwest Area
Bill Newton	National Vice President, Northeast Area
Bob Weithofer	National Vice President, International Area
Rett Porter	Immediate Past National President (non-voting member)

#### Staff present:

Chris Smith	Chief Executive Officer (non-voting advisor)
Pamela Kay	Director of Communications/Publishing (via Zoom conference)
Aaron White	Director of Membership Services (via Zoom conference)

#### Invited Guest present:

Nick Veatch	Flynn and Company
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President Milner called on Paul Mitchell for the invocation. The National Secretary conducted a roll call of members, and a quorum was established.

National Secretary Pamela Richard reported that unless there were any objections, the reading of the minutes of the previous meeting would be waived. The minutes of the Executive Board meeting held November 14, 2023, were approved as distributed and are available online.

Secretary Pamela Richard noted that the final chapter certification report has been distributed. She shared the updated number of 263 total active chapters, with 24 chapters dissolving since last year. There are 27 inactive chapters that have not filed paperwork or are missing officers or a meeting date. She said we will be reaching out to those that are still inactive. To achieve the quorum required at the Governing Board meeting in Redmond, Oregon, 131 chapters must be represented. This number will change based on reactivating any of the chapters or forming new chapters.

President Milner called on Barbara Smith for the Treasurer's Report (Attachment #1).

Treasurer Barbara Smith noted the report was included in the meeting handouts, and she supplied additional information for the board. She said she has worked very hard to keep the board members informed. The operating loss year to date is \$380,000. She noted that some of FMCA's investments had been liquidated in February, the investment advisers recommended a rebalance. The investments sold were the lesser-performing items in the portfolio, and an attempt was made to minimize the taxes paid. The gains in investments through a strong market kept FMCA afloat during January and February. Barbara reported that the \$668,000 withdrawal was for bills that came during Rett Porter's administration, and the remaining \$340,000 was from bills due in Gary's administration. Barbara asked Chris to research data on the program that would keep the program sustainable. She noted that investment results were favorable and FMCA made back three quarters of the money withdrawn from investments already.

Treasurer Smith reminded the board that it takes overhead to complete the conventions, and that fact is noted in the overall results. Barbara pointed out the need for an additional revenue stream.

Treasurer Smith shared that she was asked to review FMCA's revenue sources. Income comes from membership dues, Tech Connect+, convention registrations, the FMCA store, and affiliate payments. Barbara reported that the Tucson convention is expected to come in at a loss when overhead gets applied. Barbara commented that FMCA cannot do business as usual. She reported that the general liability insurance premium amount has increased. She asked the board members to talk to her outside the meeting if they have suggestions for income.

Treasurer Smith also distributed the year-end results and the first quarterly financial report.

President Milner accepted the Treasurer's Report for file.

President Milner called on Chris Smith for the Chief Executive Officer Report (Attachment #2).

CEO Chris Smith provided an update on T-Mobile and the Pathfinder membership category. He shared that a Facebook group would be created for Pathfinders to be used for marketing efforts. He noted that the Membership Department has reached out to the people who expressed interest in becoming a Pathfinder during the Hershey RV show. They will be assigned the early numbers.

A question was raised about the AT&T mobile internet plans (1,300 lines) on seasonal standby with no income. Chris said FMCA is in negotiations with AT&T about switching plans.

The Chief Executive Officer Report was accepted for file.

President Milner called on Barry Elk and Gayle Teskey from Membership Corporation of America (MCA) for discussion of the FMCA diagnostic report.

Barry Elk provided a little background information on MCA. He noted that he and Gayle have been business partners for 11 years. Prior to that, he was a client of MCA. He had been the director of marketing for another company as well as the membership and marketing director.

Gayle noted that FMCA had worked with MCA in the past, essentially serving as the marketing department. Today, MCA has a consultative role with FMCA's in-house marketing staff. She noted that

there are two open statements of work. The MCA team provides weekly services to review email and other marketing copy and has created a roadmap for executing the Pathfinder category of membership. The second statement of work relates to paid media management. MCA manages the paid Google and Facebook ads to make sure FMCA is getting the best value for its money. MCA also worked with FMCA staff to create an 18-month rolling marketing work plan.

A question was raised about how FMCA is applying the items that MCA provided. Barry noted that the MCA team are experts in the membership field. It was reported that they have accomplished at least five items from the 18-month plan; the T-Mobile marketing web pages were developed; they brought Grouper to FMCA; created the Pathfinder marketing plan; helped with the monthly membership plan and execution; and assisted with the member-get-a-member program. He said paid media is performing better than before, with the cost of acquisition lower and the volume higher. MCA also provided the Identity Committee recommendations for companies to send a request for proposal related to the rebranding effort. Barry and Gayle fielded several questions from board members. It was recommended that FMCA start with updates to the website as a priority item.

President Milner called on Chairman Connie Pool for the Constitution and Bylaws Committee Report (Attachment #3).

Chairman Pool stated that the Constitution and Bylaws Committee members were unanimous in their recommendations for the following proposed Bylaws amendments.

Chairman Pool noted that Proposal #1 was submitted to the Governing Board in 2022, but it was sent back to the committee for additional work. She said committee members still support the proposal as is. She reported that the rationale is to simplify the terminology for the Area Vice President title. This proposal changes the title from Area Vice President to Area President.

***Ken Lewis moved to approve Proposed Amendment #1, Article XVI, Paragraph (4). The motion was seconded and carried unanimously.***

Connie Pool discussed Proposal #2, Article IX, Executive Board, Paragraph (2), (5), (6), (9), and (12), to change the title of Senior Vice President, if Proposal #1 is passed by the Governing Board, as the word "Senior" would be unnecessary.

***Ken Lewis moved to approve Proposed Amendment #2, Article IX Executive Board, Paragraph (2), (5), (6), (9), and (12). The motion was seconded and carried unanimously.***

Connie addressed Proposal #3, Article IX, Executive Board, Paragraph (8), to change the procedure of filling a vacancy for an Area Vice President, which would now be filled by the Area Senior Vice President, to allow for a continuous voice on the Executive Board and Board of Directors. Connie shared that this change eliminates the need for a special election. Connie announced that this means that the Area Senior Vice President candidates must meet all the qualifications to become the Area President.

***John Jacobs moved to approve Proposed Amendment #3, Article IX Executive Board, Paragraph (8). The motion was seconded and carried unanimously.***

Connie noted that Proposal #4, Article XXI, Amendments and Interpretations, Paragraph (2), allows an additional two months for members to propose National Bylaws Amendments. Connie mentioned the tight timeframe for amendments to be submitted and said this revision allows two additional months to

process any amendments. Connie reported that with this change, proposed Bylaws amendments would also go to the Governing Board 60 days prior to the meeting, not 120 days prior.

***Phyllis Britz moved to approve Proposed Amendment #4, Article XXI, Amendments and Interpretations, Paragraph (2). The motion was seconded and carried.***

Connie addressed Proposal #5, Article XXII, Strategic Plan, and said this change covers all members, such as Pathfinder members, and not just those who own a recreational vehicle. Connie noted that the word “owners” was in the wording, and now it refers to “all FMCA members.”

***Bill Dees moved to approve Proposed Amendment #5, Article XXII, Strategic Plan. The motion was seconded and carried unanimously.***

Connie noted that Proposal #6, Article I, FMCA Mission and Purpose, Paragraph (2), changes wording to align with the FMCA Constitution that was approved by the membership in 2023. She pointed out that the purpose statement was changed, and this amendment aligns the Bylaws to the exact wording of the Constitution.

***John Jacobs moved to approve Proposed Amendment #6, Article I, FMCA Mission and Purpose. The motion was seconded and carried unanimously.***

Connie presented Proposal #7, Article XVI, Area Associations, Paragraph (5), to fill a vacancy for Area President in the same manner as the FMCA President and Chapter Presidents. Connie noted that this is related to the change wherein the Area Senior Vice President will take over as the Area President in the event of a vacancy.

A question was raised regarding the residency requirement for the position. Connie reported that since it is a requirement of the Area President position, the Area Senior Vice President would also be required to fulfill the requirements in P&P #2023, Area Vice President’s Responsibilities.

***Dianna Huff moved to approve Proposal #7, Article XVI, Area Associations, Paragraph (5). The motion was seconded and carried unanimously.***

The Constitution and Bylaws Committee Report was accepted for file.

President Milner called on Jerry Ayres for the Long-Range Planning Committee Report (Attachment #4.)

***On behalf of the Long-Range Planning Committee, Jerry Ayres moved to approve the recommended position description related to chapter membership recruitment and the recommended area position related to chapter development. The motion was seconded and discussion followed.***

Chairman Jerry Ayres noted that the committee discussed the proposed position descriptions for Chapter Membership Coordinator and Area Chapter Developer. The committee agreed to recommend the use of these two positions for recruiting purposes.

A question was raised regarding the intent of the proposal. A concern was expressed that this recommendation shifts responsibility from every member for recruiting to just one person or a team doing the recruitment. It was noted that chapters are still having trouble finding people to fill the

required officer positions. Several Area Vice Presidents commented that they would not be interested in taking the recommendation of the committee. One board member said that if you have a person focused on recruitment, it could benefit the chapter. It was emphasized that this would not be a requirement for the chapters. One board member noted that it would be hard for the area to be involved in the formation of every chapter, because the person helping to form chapters is sometimes elected to be an officer for the chapter. A recommendation was made to add the words “it is desirable to have these positions if possible.”

Jerry pointed out that the first sentence in the proposal notes that membership is every person’s responsibility. Jerry also commented that the area position would be there to help the Area President with this responsibility. President Milner shared that one of the updates he will provide during the convention is that face-to-face recruiting is vital for FMCA membership. A concern was raised that the area-level position feels like an assignment, not an invitation.

***President Milner clarified that the motion on the floor is to approve the Long-Range Planning Committee Report, including the recommendation for the recruiter position descriptions. A roll call vote was taken:***

Phyllis Britz voted no.  
Bill Dees voted yes.  
Bob Golk voted yes.  
Dianna Huff voted yes.  
John Jacobs voted yes.  
Connie Jones voted no.  
Ken Lewis voted yes.  
Dennis Martin voted yes.  
Paul Mitchell voted yes.  
Bill Newton voted no.  
Pamela Richard voted yes.  
Barbara Smith voted yes.  
Bob Weithofer voted no.

***The motion carried with 9 votes “yes,” and 4 votes “no.”***

President Milner called on Charley Kennington for an update on the Identity Committee’s report of work.

Chairman Charley Kennington commented that the committee recently lost two of its members. However, the committee has developed a plan of action; sent out requests for proposals for a firm to assist with the rebranding and interviewed one company; and compiled their own list of 40 possible new names. They selected one company to study the rebranding.

The board members were curious about the list of 40 possible names and asked for the top five. Charley noted that some names on the list involve keeping FMCA and some did not and that these are only the ideas of the committee. President Milner asked that they not review them at this time. Charley was asked whether he intends to replace the members who resigned, and he noted that it could prove difficult getting new people up to speed. A question was raised regarding the legal paperwork, making certain the name would be cleared for use. Treasurer Barbara Smith noted that the funds for this effort were already allocated by the Governing Board.

The Identity Committee report of work was accepted for file.

President Milner called on John Jacobs for the Member Recruitment and Retention Committee Update (Attachment #5.)

Chairman John Jacobs reported that the committee developed a proposed Policy and Procedure for the committee responsibilities that was reviewed by the P&P Committee. He noted they would be hosting three open sessions in Tucson titled “Is an RV Adventure in your Future?” They will also have tables at the Chapter Fair for proposed new chapters and recommend that these prospective chapter tables happen at future Chapter Fair events, too. He said the committee is reprioritizing its efforts to work on chapter recruitment. They are also proposing changes to the member recruitment recognition. John noted that there would be no changes to the current recognition program but that they could add another level of recognition.

President Milner called on Harry Hentschel for the Membership/Member Services Committee Report (Attachment #6).

***On behalf of the Membership/Member Services Committee, Harry Hentschel moved to accept proposal #1, Kleen Tank, as presented. Harry noted the key elements of the Kleen Tank proposal. The motion was seconded and carried.***

***On behalf of the Membership/Member Services Committee, Harry Hentschel moved to accept proposal #2, Briter Products solar, as presented. The motion was seconded. Harry mentioned the key elements of the solar proposal. Board members discussed that the proposal includes a \$75 per hour discount off Briter’s normal installation rate. The motion carried.***

***On behalf of the Membership/Member Services Committee, Harry Hentschel moved to accept proposal #3, Element 3 Health, now known as Grouper, as presented. The motion was seconded. Harry noted the key elements of the Grouper proposal, including that FMCA members must have a qualified Medicare Advantage Plan or Medicare Supplement Plan from a company that partners with Grouper in order to participate in the program. A concern was raised regarding the timeliness of responding to members. Harry noted that they could add something to the agreement. The motion carried.***

In addition, Harry shared that in a meeting held on March 7, 2024, the committee approved a proposal from Blaupunkt, an e-bike provider.

***On behalf of the Membership/Member Services Committee, Harry Hentschel moved to accept the Blaupunkt e-bike proposal as presented. The motion was seconded. Harry reviewed the key elements of the Blaupunkt e-bike proposal. He said Canadian members would have to pay import taxes if they purchased the e-bike in the U.S. Harry noted that this is the fourth most requested benefit for the committee to investigate. Harry shared that they are pursuing other e-bike companies. The motion carried.***

Harry mentioned that the Membership/Member Services Committee Responsibilities P&P has been revised and the Executive Board would be reviewing the updated document during the P&P Committee report. Harry also reported that they are looking at FMCA’s new member kits and the renewal kits to make sure members are receiving relevant information. Harry mentioned that the committee has also reviewed all the member benefits and contracts to determine whether they should be renewed. He noted

that the current committee members represent all time zones. He thanked the board members for attending the committee's workshops and meetings.

The Membership/Member Services Committee Report was accepted for file.

President Milner called on Dave Franke for the Policy and Procedure Committee's report (Attachment #7).

***On behalf of the Policy and Procedure Committee, Dave Franke moved to approve Proposed Amendment #1, #1017, Membership Fees and Dues. The motion was seconded.*** Dave reported that Proposal #1, #1017, Membership Fees and Dues, changes the maximum number of prepaid years from three to five to help with member retention. He noted that this is a Governing Board approval level policy and procedure. A question was raised about discounting the five-year rate and the effect of a dues rate change being diminished because of prepaid dues extending out for such a long time. Treasurer Smith noted that making this change could help with cash flow. It was noted that whole unused years could be refunded, if requested. ***The motion was carried with one opposition vote from Bob Weithofer.*** The rationale for the no vote was that five years is too long.

***On behalf of the Policy and Procedure Committee, Dave Franke moved to approve Proposed Amendment #2, #1028, Commercial Membership Fees and Dues. The motion was seconded.*** Dave reported that Proposal #2, #1028, Commercial Membership Fees and Dues, is to suggest the same amendment as was made for family membership dues to keep the commercial dues in line with the Family Membership Fees and Dues Policy and Procedure, as required. ***The motion carried unanimously.***

It was noted that both dues policies and procedures are Governing Board approval level and must be voted on by the Governing Board before becoming effective.

***On behalf of the Policy and Procedure Committee, Dave Franke moved to approve Proposed Amendment #3, #3000/A, Area and Chapter Contract Review. The motion was seconded.*** Dave reported that Proposal #3, #3000/A, Area and Chapter Contract Review, is being recommended by the committee to clarify the wording in paragraph 5. ***The motion carried unanimously.***

***On behalf of the Policy and Procedure Committee, Dave Franke moved to approve Proposed Amendment #4, #3023, Chapter Rallies. The motion was seconded.*** Dave reported that the proposed change is being recommended by the committee to distinguish between web advertising and magazine advertising. The committee also recommends removing the Annual Gift paragraph. ***The motion carried unanimously.***

***On behalf of the Policy and Procedure Committee, Dave Franke moved to approve Proposed Amendment #5, #3023/A, Discounted Rates for Chapter Display Advertising. The motion was seconded.*** Dave reported that the proposed change is being recommended by the committee to clarify the wording that both chapters and areas have discounted advertising rates. A question was raised regarding deleting the word "area." It was noted that areas are covered by a different P&P. A request was made for the Policy and Procedure Committee to review P&P #3001/A for this same change. ***The motion carried unanimously.***

***On behalf of the Policy and Procedure Committee, Dave Franke moved to approve Proposed Amendment #6, #4014, Recruitment and Retention Committee Responsibilities. The motion was***

*seconded.* Dave reported that this new Policy and Procedure outlines the duties of the committee as proposed. *The motion carried unanimously.*

*On behalf of the Policy and Procedure Committee, Dave Franke moved to approve Proposed Amendment #7, #4007, Membership/Member Services Committee. The motion was seconded.* Dave reported that this change renames the committee to Member Services and clarifies the duties of the committee to reflect current activity. *The motion carried unanimously.*

*On behalf of the Policy and Procedure Committee, Dave Franke moved to approve Proposed Amendment #8, #4001, Committee Member Appointments. The motion was seconded.* Dave reported that this change clarifies which committees are elected and which are appointed by the president. *The motion carried unanimously.*

The Policy and Procedure Committee Report was accepted for file.

Under new business, President Milner led a discussion on area rally dates.

Ken Lewis added June 4-7, 2025, in Allegan, Michigan, for the Great Lakes Area Rally; Bob Golk clarified the dates for the Western Area Rally will be January 9-12, in 2025, in Indio, California; Dennis Martin noted a possible change for the dates of the Northwest Area Rally in June 2025 and said he would keep the board members informed. Bill Newton discussed the dates of October 8-12, 2025, in Essex Junction, Vermont, for the Northeast Area Rally; Bill Dees noted February 4-7, for the Southeast Area Rally in 2026; and Ken Lewis noted June 3-6 in Allegan, Michigan, for the 2026 Great Lakes Area Rally.

President Milner noted that when negotiating contracts with facilities, they sometimes provide a better rate if you sign multiple-year contracts. He also reported there are not firm dates for 2026 international conventions. He said the last negotiated contract for Gillette, Wyoming, is July 14-17, 2027.

President Milner called on Farrell Long for the Risk Management Committee Report (Attachment #8). CEO Smith noted that Farrell Long was not able to attend the meeting; so, President Milner called on Bob Golk for the Risk Management Committee Report.

Bob Golk reported that the premium increased because of the number of rallies that were listed for the year. The number includes chapter rallies, area rallies, and international conventions.

*On behalf of the Risk Management Committee, Bob Golk moved to accept the Risk Management Committee Report for the 2024-2025 policy year with a total premium amount of \$352,678. The motion was seconded and carried unanimously.*

President Milner called on Bob Weithofer for discussion of the membership and renewal discounts.

Bob noted that this discussion is informational in nature. He was made aware of the number of discount codes FMCA has, and his initial thought was that FMCA had too many programs going on until he found out that 67% of new members join using a discount code, and about 1/3 of renewals are paid through a discounted rate. He said he does not feel that FMCA should do away with the discount programs; however, he said he believes they could be better managed. He stated that while he was manning the booth in Quartzsite, FMCA was offering a discounted new member rate but no discounted



renewal rate. Several members voiced complaints about not having a discounted renewal rate. He recommended reviewing the number of discount programs on an annual basis.

A request was made for the CEO to review the promo codes to see which ones we still need, which are effective, and which ones should be removed.

One board member noted that the FMCA.com website is not user friendly. Chris shared that the drop-down menus on the home page are in the process of being changed and will be introduced soon.

President Milner called on Treasurer Barbara Smith and Nick Veatch of Flynn and Company for the Audit Report.

Nick Veatch introduced himself and the audit firm of Flynn and Company. He noted that Flynn and Company has been in business for about 30 years and that he has been an auditor for them 15 of those years. He shared that he has both for-profit and not-for-profit experience.

Nick reviewed the FMCA audit letters and the audit report. He noted the differences between last year and this year. He also pointed out that there is a new accounting principle reflected in the audit report regarding leases. Nick explained that any leases must be noted in the accounting records as assets and liabilities.

***Barbara Smith moved to accept the year-end audit report. The motion was seconded and carried.***

***Dianna Huff moved to recommend to the Finance Committee that they consider a \$5 dues increase. The motion was seconded.***

The board members discussed membership dues. A suggestion was made to increase the dues by \$5. Chris noted that he recommends that FMCA dues stay comparable with those of other RV clubs.

It was noted that a \$5 increase roughly equates to a cup of coffee, and it is understandable given the economy, and not too much to bear. ***The motion carried unanimously.***

President Milner requested that each area look into processing their own rally registrations rather than using the FMCA national office staff for that task. He also asked Chris for a T-Mobile update; he reported that there is a freeze on non-essential expenses and a freeze on Executive Board per diem (however, expenses from Tucson will be processed). He asked that Executive Board members not use the word “towable” but to use the words “RV” instead to be all inclusive.

The meeting was adjourned at 1:14 p.m.

Pamela Richard  
National Secretary

Gary Milner  
National President



March 2024 Treasurer's Report for the fiscal year through January 31, 2024

### **Inflation**

It was reported in multiple sources the US ended 2023 with remarkable strength. Inflation continued its decline in the fourth quarter with a slight uptick early in 2024. Personal consumption Core rate was 3.2%.

At the FED's latest meeting it decided to keep rates unchanged 5.25-5.50%. The strong economy and job market gave the FED latitude to keep rates unchanged. These high borrowing rates will affect RV purchases and sales.

The Fidelity account has \$5,905,983 the other account has \$ 608,797 for investments.

### **Conventions**

The Convention Committee has worked on refining attendance estimates and lowering expenses. Too early to tell the effect on the budget.

### **Insurance and FMCAssist**

Renewals will go up even if we contract only for services we need, rather than what we want for insurance. Assist renewal scheduled for October, the more we use it the premium rates will go up.

### **Results**

Total revenue through January 31, 2024 was \$2,392,161. Total expenses through January 31, 2024, were \$2,604,754. Operating loss for the duration was \$(212,593). Non-operating items are education in the magazine, education at the national conventions, and education at area rally reimbursement \$(68,667) and marketing initiative expense approved by the Governing Board \$(29,290) Our change in net assets was a gain of \$144,267.

Audit Report and Fiscal year results will be covered later today.

Barbara Smith, National Treasurer



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**CEO REPORT TO THE EXECUTIVE BOARD  
TUCSON, ARIZONA  
MARCH 16, 2024**

The following is a report on activities that have occurred since the August 2023 Executive 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.

**REDMOND CONVENTION**

FMCA's 109<sup>th</sup> International Convention will be August 14-17, 2024, at the Deschutes County Fair & Expo Center in Redmond, Oregon. Registration will open April 3, 2024, but registration forms are available here in Tucson for folks who may want to complete the form and submit payment (check only). The theme for the event is ADVENTURE PEAKS.

**SOCIAL MEDIA INFLUENCERS**

FMCA must have people in the target market promoting FMCA membership. Social media influencers, aged between 55 and 65 years of age, who own all RV types is who we are seeking to help with this effort. GillsOnWheels is a couple that were brought on recently and are actively promoting FMCA. I suggest you find them on social media and start following their account.

**T-MOBILE**

T-Mobile was launched January 19, 2024. As of 2/23/24:

Hotspot sign-ups: 247

Voice plan sign-ups: 77

New joins since launch on a T-Mobile plan: 18

Results have been lackluster, mainly from T-Mobile being restrictive on what FMCA can do to promote the plans to non-members. FMCA is working with T-Mobile to try and get more freedom to promote. An example is that FMCA cannot mention any details of the hotspot plans, that we offer voice plans, or any detail of the voice plans. This makes it a hard sell at this point.

**MEMBER BENEFITS**

Six new member benefits have been approved:

Micro-Air: RV soft starter for RV air conditioner. Also offered is an RV thermostat.

RV Life: Members get access to RV Life Pro, which has trip planning, mobile navigation, and more. Members receive 50% off their first year, or 10% off the published rate for life.

Grouper: Grouper works with Medicare Advantage and Medicare Supplement plans. Members agree to self-report their social activities. In exchange for this, Grouper will reimburse the member for one year of their FMCA dues.

Kleen Tank: Members will receive a \$50 discount on RV tank cleaning service(up to 3 tanks). A special discount code must be presented to the authorized dealer at the time of service.

Briter Solar: Members receive a \$75/hour discount on solar panel installation.

Member Deals: Members receive exclusive savings on adventures, experiences, shopping, and more.

## **MONTHLY DUES**

The monthly dues project is now complete. This gives new members, and eventually current members, another option to pay their dues. Initiation fee is \$10, and dues are \$5 per month. Monthly members receive a digital magazine. In the first two months of the offering to our members, the retention statistics have been encouraging. Out of 47 that have signed up, 46 are still a member, which equates to a retention rate of 98%.

## **PATHFINDER**

The vote to create a new membership category for non-owners occurred at the Governing Board meeting on August 23, 2023. As of February 23, 2024, the new category has not been launched. There have been numerous delays in getting programming done in the Protech association management system FMCA uses. It has been a point of extreme frustration with staff. The marketing plan is complete, and once the programming is finally done, FMCA can launch.

## **FMCA SOCIAL**

Market research done last year by Marketing General Incorporated showed that the social habits of RVers have changed. While many are still willing to go to RV events and belong to chapters, the majority prefer to belong to groups online. FMCA is currently developing a social network for FMCA members. It will not only give members a place to connect, but it will be another medium for national, areas, and chapters to communicate with members as well.

## **CONSTITUTION AMENDMENT VOTING**

Four FMCA constitution changes were voted on recently by membership. The results are as follows:

Issue #1 Article I – Name, Status, and Purposes Yes: 3,347 No: 547

Issue #2 Article I, 3, A – Name, Status, and Purposes Yes: 3,538 No: 342

Issue #3 Article I, 3, B, i. – Name, Status, and Purposes Yes: 3,470 No: 411

Issue #4 Article VI – FMCA Numbered Identification Emblems Yes: 3,248 No: 631

**FMCA CAMPGROUND UPDATE**

Last year, the state of Ohio determined that FMCA's campground was not in compliance with the state campground code. It was determined that the electric-only area needed to be reduced by two spots. Full hook-up sites were not affected. So, FMCA now has 7 electric-only sites, plus 15 full-hookup sites.

I respectfully submit this report to file.

A handwritten signature in black ink, appearing to read 'Chris Smith', followed by a horizontal line extending to the right.

Chris Smith, CEO  
FMCA

**CONSTITUTION AND BYLAWS COMMITTEE  
REPORT TO THE EXECUTIVE BOARD  
MARCH 16, 2024**

The Constitution and Bylaws Committee held a video conference meeting on December 19, 2023, and the committee is forwarding the following proposed National Bylaws Amendments to the Executive Board:

1. A proposed Bylaws Amendment to Article XVI, Area Association, Paragraph (4) – This amendment simplifies the title of the National Officer with a more explicit title of their elected position. Each officer serves as a member of the FMCA Executive Board and the FMCA Board of Directors and is the President of his/her area association.
2. A proposed Bylaws Amendment to Article IX – Executive Board Paragraph (2), (5), (6), (9) and (12) – This proposed amendment changes the title of Senior Vice President because if Proposal #1 is approved by the Governing Board, there will only be one vice president on the Executive Board. The word “Senior” is no longer needed.
3. A proposed Bylaws Amendment to Article IX, Executive Board, Paragraph (8) – This proposed amendment changes the procedure for filling a vacancy in the officer of Area President to be filled by the Area Senior Vice President.
4. A proposed Bylaws Amendment to Article XXI – Amendments and Interpretations, Paragraph (2) – This proposed amendment changes the submission date to receive Bylaws Amendments to March 1 instead of January 1 and calls for the Governing Board to receive those proposed amendments in no less than 60 days.
5. A proposed Bylaws Amendment to Article XXII – Strategic Plan – This proposed amendment updates the wording to allow for all FMCA members. Considering that the Governing Board approved the Pathfinder category of membership, who may not be RV owners.
6. A proposed Bylaws Amendment to Article I – FMCA Mission and Purpose Paragraph (2) – This proposed amendment updates the wording in the purpose statement to the identical wording that was approved by the membership during the December 2023 Constitution vote.
7. A proposed Bylaws Amendment to Article XVI – Area Associations – This proposed amendment changes the method by which a vacancy is filled for the office of Area President.

**LONG-RANGE PLANNING COMMITTEE**  
**REPORT TO THE EXECUTIVE BOARD**  
**MARCH 16, 2024**

A meeting of the Long-Range Planning Committee of the Family Motor Coach Association was held on March 8, 2024, by video conference. The committee is forwarding the following recommendation to the Executive Board:

- On behalf of the Long-Range Planning Committee, the final copy of the position descriptions for the Chapter Membership Coordinator and Area Chapter Developer have been approved.

These materials may be forwarded to the Executive Board for action at their next meeting.

**THE RECRUITMENT & RETENTION COMMITTEE  
REPORT TO EXECUTIVE BOARD  
MARCH 16, 2024**

REPORT OF WORK/ISSUES ADDRESSED - OCTOBER 2023 TO MARCH 2024

The Recruitment and Retention Committee has conducted twelve (12) Zoom Workshop Discussions

- P&P #4014 Developed in harmony with the Membership/Member Services Committee and Policy and Procedure Committee for Roles and Tasks guidance of Recruitment and Retention Committee to address FMCA Membership Growth opportunities in line with the Strategic Plans and the recommendations of the MCA Diagnostic Study of FMCA needs.
  
- Three Community Invitational sessions have been developed for informational exchange with interested attendees during the FMCA Rally in Tucson – Thursday March 21<sup>st</sup>, Friday March 22<sup>nd</sup>, and Saturday March 23<sup>rd</sup>. Hopes and expectations are to educate attendees on “Is a RV Adventure in Your Future” topics with information on the benefits offered by FMCA membership for those interested in knowing more. It is expected that experience and knowledge gained from these sessions will guide continuing these sessions at all International Conventions and Rallies with optimal effectiveness. With the knowledge gained, recommendations may be developed for Areas to have similar sessions at their rallies. Local dealers are being visited by personal contacts asking for support.
  
- Developed method of encouraging and assisting formation of new “Special Interest” chapters. Initial step is that there will be a separate specific table in the Chapter Fair event at Tucson which will be for information on “Special Interest,” “Hobby and Activity” chapter possibilities with solicitation of interest from members via an “expressed interest” sign-up sheet. Initial new interest groups being sought are for potential Geocaching and Golfing Chapters. Others may be added such as biking, etc. Areas are invited to have sign-up sheets for members to express interest in joining and/or forming new Geographical based chapter as part of their presentation. Again, based on success and/or knowledge gained, it may be recommended that this concept be repeated at Redmond... and expanded for use at all area rallies.
  
- FMCA staff has communicated again to all FMCA members about the previous FMCA Mobile APP being obsolete and provided information again on the new proper APP to be used. We recommend that communications be repeated again in near future. IT staff has now updated and improved the functionality of this new APP so it will automatically load the correct updated membership card information upon opening as well as providing all other current system information.
  
- The \$10 Reward Certificates given for members recruitment of a new join will now not expire for at least 2 years and will be accepted for all membership dues and also FMCA purchases.
  
- In reviewing FMCA needs, opportunities, and from the recommendations of the August 2023 MCA Diagnostic Study Report, several resultant ideas and suggestions were developed for



further prioritization and potential future considerations. Understanding several will require deeper review of additional data and survey results. The unresolved items from this list are being held for comparable prioritization but deemed as lower priority for now.

- With emphasis focused on membership growth, the committee is currently reviewing their newly submitted ideas and suggestions to collectively prioritize next discussion topics. It is expected that these topics may be further identified prior to Executive Board meeting.

On March 8, 2024, the Long-Range Planning Committee requested that the Recruitment and Retention Committee discuss the following proposal.

#### AWARDS --

“FMCA wants to reward those that heavily participate in filling the ranks of our memberships. Each year at the Summer Convention, members from Commercial ranks and the FMCA RV ranks will be recognized for gaining the most new members. Each year FMCA Executive Board will decide if the gifts will be monetary or an RV gift for each segment. FMCA staff will keep a tabulation of everyone's efforts in deciding the top 3 producers. FMCA records will be the final decision for the awards. Tabulation will end 30 days before each summer convention. No gift will exceed \$350 in value.

Further, FMCA wants to give recognition to those that endorse and produce memberships of over 25 members, over 50 members and over 100 new FMCA members. A pin will be designed and awarded to those members (or members) that acquire 25 new members with the pin saying "25" on it with a RED field behind it; a pin with "50" with a SILVER field behind it and a pin with "100"; with a GOLD field behind it. The pin can be displayed on the member's name badge, or clothing the member decides to wear. To kick off the program, all members that qualify at the convention at Redmond, Oregon, will be identified and presented with the appropriate pins.”  
Proposal submitted by Jerry Ayres March 8, 2024.

A question has been asked of the staff for information on past program(s). It was reported there was a program in the past, parts of it currently exists that is somewhat similar concept. I assured LRP Committee that one of the items on Recruitment and Retention Committee list was and has been from the beginning to review past recruitment/retention/incentive programs that were deemed to have been successful in the past and could be considered again. Obviously, to do this some data and information will need to be requested, received, reviewed, and understood for viable recommendation. The Recruitment and Retention Committee is being informed of this request made - I have added this topic to the committee's prioritization list to address.

#### **John D Jacobs**

Chair – Recruitment & Retention Committee

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## MEMBERSHIP/MEMBER SERVICES COMMITTEE

### REPORT TO THE EXECUTIVE BOARD

MARCH 16, 2024

Meetings of the Membership/Member Services Committee of the Family Motor Coach Association were held on December 14, 2023, and on January 11, 2024, by video conference. The committee is forwarding the following recommendations to the Executive Board:

1. To recommend to the Executive Board to approve the Kleen Tank proposal as presented:

The key points of this proposal, which has been vetted by staff and the Membership/Member Services Committee, are as follows: Kleen Tank is offering all FMCA members a \$50.00 discount; will have a presence at international conventions, area rallies, and chapter rallies; and will provide educational information for *Family RVing* magazine and 5,000 educational supplements for new FMCA member packets.

2. To recommend to the Executive Board to approve the Briter Products solar proposal as follows:

The key points of the proposal, which has been vetted by staff and the committee, are as follows: Briter Products is offering RV-specific, USA-made solar panels with a \$75 discount on installation and free solar estimates for FMCA members. Briter Products will also pay the FMCA members' dues for one year with an installation. Education materials will be provided for FMCA's website as well as information for *Family RVing* magazine. Briter Products will be available for member questions and will attend most area rallies.

3. To recommend to the Executive Board to approve the Element 3 Health proposal as follows:

The key points of the proposal, which offers FMCA members reimbursement of annual dues if they self-report once a month the social activities they engage in, such as: going to a chapter rally, going on a two-week trip, etc. Element 3 Health's mission is to encourage healthy living through activities that build meaningful social connections and shared experiences. NOTE: FMCA members must have a QUALIFIED Medicare Advantage Plan or Supplement Plan that partners with Element 3 Health and is in force at the time of application; if an FMCA member does not have a qualifying plan, Element 3 Health will work with the member's carrier to try to get that carrier to participate; Element 3 Health will reimburse members' annual FMCA membership dues every year the agreement is in effect if they submit a monthly report of qualified activities. Element 3 Health will send a monthly report to FMCA that lists applicants who are eligible and ineligible, thus providing FMCA the ability to determine member interest. Element 3 Health will commit to spending over \$20K in the first quarter of the agreement across various FMCA advertising channels. Element 3 Health is committed to attending FMCA conventions and area rallies and speaking with members in person. The initial agreement will be for one year and applies only to US citizens as the proposal is tied to Medicare. *Note: Element 3 Health is in the process of rebranding as Grouper.*

**POLICY AND PROCEDURE COMMITTEE  
REPORT TO THE EXECUTIVE BOARD  
MARCH 16, 2024**

A meeting of the Policy and Procedure Committee was held on December 20, 2023, January 24, 2024, and on February 9, 2024, via Zoom conference. The committee is forwarding the following recommendations to the Executive Board:

The committee recommends amendments to the following P&Ps:

**1. P&P #1017, Membership Fees and Dues**

Governing Board Approval level

The amendments are being recommended by FMCA staff to change the pre-paid years to five instead of three. The staff believe this change will help with member retention. It also adds the Pathfinder membership category of membership to the policy.

**2. P&P #1028, Commercial Membership Fees and Dues**

Governing Board Approval Level

Amendments to this Policy and Procedure are in line with and follow the Family Membership Fees and Dues Policy and Procedure as required.

**3. P&P #3000/A, Area and Chapter Contract Review**

Executive Board Approval Level

This amendment is being recommended by the Committee to clarify the wording in paragraph 5.

**4. P&P #3023, Chapter Rallies**

Executive Board Approval Level

The amendments are being recommended by the Committee to distinguish between web advertising and magazine advertising. The committee recommends removing the Annual Gift paragraph, as the budget has not included this line item for quite some time. The committee added a paragraph to ensure contracts are processed in accordance with Policy and Procedure #3000/A.

**5. P&P #3023/A, Discounted Rates for Chapter Display Advertising**

Executive Board Approval Level

The amendments are being recommended by the Committee to clarify the wording that the areas and chapters both have discounted advertising rates.

**6. P&P #4014, Recruitment and Retention Committee (new)**

Executive Board Approval Level

This new policy and procedure was recommended by the chairman of the Recruitment and Retention Committee and outlines the responsibilities of the committee. It was developed

with the Membership/Member Services Committee chairman and the Recruitment and Retention Committee chairman who split responsibilities of both committees.

**7. P&P #4007, Membership/Member Services Committee**

Executive Board Approval Level

This policy has been revised through both Membership and Recruitment Committees. It was updated to reflect current activities of the Membership Committee.

**8. P&P #4001, Committee Member Appointments**

Governing Board Approval Level

This policy has been updated to reflect which committees are elected and which are appointed by the President.

**RISK MANAGEMENT COMMITTEE**  
**REPORT TO THE EXECUTIVE BOARD**

**MARCH 16, 2024**

A meeting of the Risk Management Committee of Family Motor Coach Association was held on February 26, 2024, via teleconference. The committee is forwarding the following recommendations to the Executive Board:

- To approve the 2024-2025 commercial insurance package not to exceed the total premium amount of \$365,000.

Farrell noted that this is an estimate, and he would have the exact figure during his report presentation to the Executive Board.