

NWTFC Executive Internet Board Meeting
August 3 to August 10, 2020

Participants

Mike Ashbridge/President

Dean Bjornson/Vice President

David Pierce/Secretary

Irva Cooper/Treasurer

**Al Zimmerman/Nat'l Director FMCA &
Newsletter Editor**

Tom Selvidge/Alt. Nat'l Director

Steve Webber-Plank/Past President

Mary Carlson/Webmaster

Jeanette Block/Historian

1. Determine Quorum
2. Minutes from prior meeting presented
3. Officer reports:
4. Committee reports.
5. Old business
6. New Business:

1. Proposed changes to the Aug. 2013 Club Standing Rules
as suggested by Al Zimmerman.(see attachment)

2. How do we proceed with our planning for Club
Gatherings during the Covid 19 outbreak.

3. The recent email scams that are being sent to club
members.

4. The role of the Website for the club and the cost versus
the benefits. (See attachment from Mary)

We have a quorum, all Executive Board Members present. Further minutes from the last Board Meeting had been approved and are already posted on our web site.

Dean Bjornson: Vice President

Dean is working with Paula Shull to nominate new Board Officers for 2021-2022.

Irva Cooper: Treasurer

Our Total assets are \$7031.56 with \$5091.24 in checking, \$1940.32 in savings. In savings we have \$841.02 for an AED.

David Pierce: Secretary

Most of my time has been communications with membership, FMCA folks and a Quarterly Newsletter submittal to Safari International. We currently stand at 71 members, fifteen have resigned this year, nine applications with only two not becoming members. I have two members that have not paid their FMCA dues so we may lose them.

Al Zimmerman: Nat'l Director FMCA

- Assisted president by preparing several of the materials for the meeting.
- There have been no FMCA NW meetings since the March NWTFC board meeting. The April planning meeting was cancelled. The FMCA NW Area Rally in Roseburg in June was cancelled. The national convention in Nebraska was cancelled. The next national convention is scheduled for Perry, GA in March. The next summer convention is scheduled for Gillette, WY and is being planned as if it will happen.
- The next FMCA NW Area planning meeting will be by zoom on September 15-16. I will let you know of results after that meeting happens. I have been encouraged to submit my name as a vice presidential candidate - we will see what happens with that. I may have too many radical ideas.

- Mike asked me to share something about the issues on the national FMCA level. I will have an article in the newsletter for everyone (get your stuff to me soon for the next issue). The next FMCA executive board meeting is on Thursday (8/6) and I will listen to it.

The issue facing the board is heightened by declining membership numbers. When the membership numbers are increasing and the money is rolling in, lots of things get swept under the rug. President (Jon Walker) feels that the membership decline is due to the dues increase of \$50 to \$75 to cover the cost of FMCAssist. A second faction (VP Rett Porter, Kathie Balogh and all area vps) disagree with the president's budget recommendations and do not feel all the blame should be placed on FMCAssist. They are calling for a serious look at the entire budget - both income projections and expenditures such as conventions, magazine, and media, etc. Some feel that to cut FMCAssist will cost us more members than keeping it.

The roots of this problem go back to 2014. President Charlie Adcock proposed FMCAssist as a way to boost membership. Premiums were to be funded from investments and the membership increases would cover the premiums eventually. A significant minority of the Governing Board tried to say that this premium was really an operations expense and should be funded from member dues, but this was voted down.

The membership declines were reversed, but not in the huge numbers needed. At the 2018 convention it was reported that FMCA had lost some \$3 million and the FMCAssist premiums were really an operations expense. Some 80 - 90% of Governing Board members wanted to keep FMCAssist so the dues were increased to cover the cost. As someone has pointed out the \$25 dues increase amounts to about \$2 per month or about 7 cents a day. If the value of the benefit is there, it is not much - and since the premiums are based on the entire membership base, the premiums per member are much less than a similar program would cost anywhere else. One option would be to make FMCAssist an individual purchase rather than a group benefit for all members.

The appeal of FMCAssist has always been to retirees who travel and face the prospect of a health crisis (heart attack, injury, etc.) and need to be transported to appropriate medical care and have their RV transported/driven to their primary residence. FMCAssist has less appeal to those under age 65 who think they are invincible and do not think anything will happen to them. It also has less appeal to those who seldom travel more than 100 miles from their home.

Challenge: RVs are selling now, but FMCA's membership is not increasing. I maintain that it is because a strategic marketing program has not been formulated based on meeting the needs of the target membership groups. You can't keep doing the same things with the same people and expect different results. It is my same message to FMCA NW.

Summary

Two factions

1. FMCA's membership losses are all due to the dues increase and the premium cost of FMCAssist. Drop FMCAssist and problems solved.
2. FMCA's financial struggles are deeper and we need to look at the entire budget (income as well as expenditures). FMCAssist has brought in many members and to drop it may cost us more in the long run.

Ron Mahugh: Rally Coordinator

Coronavirus has precluded all rallies for 2020 and nothing has yet been considered for 2021. I am resigning my position but will continue supporting until a replacement is found by January 2021.

Executive Board Meeting Conclusions

This has been a good meeting with everyone participating and sharing their thoughts.

We did have a quorum with all members of the Executive Board participating. VP Dean reported the election committee is working on Nominations for the upcoming elections.

Treasurer Irva, presented a detailed financial report.

National Director and Newsletter Editor Al, provided insight into the current budget and dues issues taking place within FMCA and his efforts to produce an informative and interesting newsletter.

Unfortunately our Rallymastes, Ron and Nancy announced that they would be resigning their position.

Webmaster, Mary presented much information about the club website that was a topic of discussion during the meeting.

There was no old business discussed.

It is time to take a vote on approval or rejection of the items presented and discussed.

1. The minutes from the prior meeting are accepted as posted on the NWTFC Website. Yes ___ No ___
2. The financial reports are accepted as presented. Yes ___ No ___
3. The proposed changes to the club Standing Rules. Yes ___ No ___

4. The proposed additions to Rally Guidelines concerning fee refunds. Yes ___ No ___
5. The proposal that the club go ahead with planning Rallies for 2021 with provisions for cancelling. Yes ___ No ___
6. The proposal that the club purchase firewall protection from Go Daddy for a two year period to protect the members information. Yes ___ No ___
7. The role of the Website was discussed. There was no actual proposal presented but the consensus was that the Website is a valuable asset to the club that should be continued. Yes ___ No ___

With that I call for a motion to adjourn this meeting. Yes ___ No ___

All seven items have been unanimously approved with a six yes and zero no votes.

It was also unanimously agreed to adjourn this meeting!!!