

FMCA Governing Board Meeting Report

August 23, 2023

There were 211 out of 282 delegates present for the meeting, this was 75% (209 in the afternoon)

The national officer's election was held at the end of the meeting:

President – Gary Milner (136), Curtis Coleman (75)
Vice President – Paul Mitchell (114), Kathie Balogh (96)
Secretary – Pamela Richards (108), Donald Schleuse (102)
Treasurer – Barbara Smith (137), Ken Carpenter Jr. (73)

Finance & Treasurer's Report:

We had an investment of \$6.8 million

Our dues help pay for administrative costs which is the cost of running the business and we can't control this

FMCAssist premium wasn't over \$500,000

TechConnect losses were more than expected

FMCA – nonprofit

FMC – for profit

The past two conventions were underattended so cost of convention was a loss

Low membership

Advertising in the magazine is down

Investment gains as of July 31st were \$680,000

There was a loss of \$350,000 in the last two months

The 2024 budget was cut \$1.5 million

The special of \$24 for new members as part of the 60th anniversary is helping

Travel is consistent with the budget

The treasurer stated "we have a cash flow problem, not a money problem".

A new auditor has been hired

Finance Committee:

The following recommendations are being forwarded to the Executive Board:

1. To earmark 50% of the association's net operating earnings to each of the reserve funds in the investment portfolio as outlined in Policy & Procedures #2025, Reserve Funds.
2. To set aside \$255,000 for the purpose of education for FMCA's 2024 fiscal year proposed budget.
3. To remove \$100,000 from the investment account to fund the Marketing initiative for the current fiscal year, 2023.
4. To accept the recommendation from the Wage Review Board for the 2024 budget for salaries in the amount of \$2,354,802, as outlined in Policy & Procedures #4012, Wage Review Board.
5. To accept the 2024 fiscal year proposed budget with a surplus of \$1,933.

CEO Chris Smith Report:

Calendar year joins (Jan.-July) had a decrease

5.1% decrease in renewal rate (about 1,600 members)

The operating income loss is due to membership decline

The easiest solution to resolve financial issues is to retain and get more members – Membership

Corporation of America presented a marketing report

We need to make sound decisions based upon the market research finding of non-members

Vote to allow non-RV owners to join – Pathfinders

There are 11.2 million current RV ownig households and 20.5 million intend to purchase in the next five years

Research was done on prospective members –

73,660 emails were sent and 318 people responded. This was a 0.4% response rate which is average

Only 30% of those receiving the survey recognized the FMCA name

Long-Range Strategic Committee Report:

FMCA must re-orient to attract younger generations – must shift appeal to those that don't travel far from home and use it mostly during the summer, put emphasis on towables

Four target markets:

Existing FMCA members

Prospective members who are younger & have an active lifestyle

Vendors

Campgrounds

Goals (which were approved in Lincoln 2022)

1. Create a new identity and brand that orients the organization to a different demographic
2. Preserve and enhance the membership benefits oriented to the current membership while researching benefits that would appeal to the target market
3. Consider and adopt new venues for gathering, educating, serving, and enabling RV owners to enhance the enjoyment of their RVs
4. Expand FMCA rallies and conventions through greater involvement of vendors and an emphasis on a more entertaining and fun atmosphere
5. Expand the role and number of chapters by expanding current chapters and establishing new chapters
6. Strengthen the organization's marketing efforts based on ways and methods that will reach the target market while not neglecting the current membership demographic
7. Enhance the organization's role as an advocate for RV owners in dealings with manufacturers, dealers, and with governmental bodies having oversight over RVs
8. Build a stronger network of vendors and campgrounds based upon a mutually beneficial relationship linking members to those providing services
9. FMCA's leadership should reflect its target markets, while retaining the best of its current structure

Standing Committee Reports:

Constitution and Bylaws – If the Constitution Amendments are approved by the Governing Board they are then sent to the membership for voting. ****PLEASE WATCH FOR THIS BALLOT****.

1. FMCA may choose to operate under an assumed business name for the purposes of public identity, promotion, and normal or customary operations. We need something more up to date to get new membership. P & P will work on a plan.
2. Shorten mission statement (this ties in with bylaw #5 proposal) – The mission of FMCA is to educate, support, and encourage family and social RV lifestyles.
3. Change the purpose of FMCA's wording
4. A redesign or modification of the emblem/logo
5. (Bylaws) Shorten mission statement to “The mission of FMCA is to educate and empower RV owners so they can enjoy the RV lifestyle”.
6. (Bylaws) Change the oval design, committee felt this is part of our history – defeated
7. (Bylaws) Add a new category of membership → Pathfinders – adopted
A pathfinder member shall be required to pay dues; however, shall not be eligible to vote or hold elected office. This member is in the research phase of RV ownership who plans to purchase with five years of joining FMCA. Pathfinders will not receive F numbers.

The Convention Committee Report recommended Redmond, OR for August 2024, passed and accepted for file

Policy and Procedure Committee Report:

Proposal #1 – Assumed Business Name → passed (only if both Constitution & Bylaws approved)

Proposal #2 – Membership Fees and Dues (for Pathfinders) → passed

Proposal #3 – FMCA Emblems (from long range committee) → passed

Proposal #4 – FMCA logos (from long range committee) → passed

Proposal #5 – Commercial Membership Fees and Dues → passed

Proposal #6 – Chapter and Associate Chapter Application (electronic filing) → passed

Proposal #7 – Chapter National Director and Alternate National Director Responsibilities (being made to align with 2022 Bylaws Amendment making this position optional) → passed

Proposal #8 – Committee Member Appointments (resume will need to be submitted) → passed

Proposal #9 – Commercial Council Responsibilities → passed

Education Committee Report – as filed

Governmental and Legislative Affairs Committee – as filed

It is important to let members know their voices make changes

Member Recruitment Committee -- as filed

Recruit member and get one free year (limited offer)

FMCA University members get certificate if complete modules

Membership/Member Services Committee (Circle J was tracking FMCA usage) – as filed

Risk Management Committee – as filed

Technical Advisory Committee (reviews articles for accuracy in magazine)

Actions by the Executive Board were approved and accepted

The President gave his report, listed his accomplishments in his two years of office

No old business

New business – dues will remain the same

FMCAssist – the premium was consistent with the past year

Budget:

Forecast \$11.6 million budget

Expecting increase for FMCAssist in the future

TechConnect was discussed

We will be asking for checks when registering of convention/rallies to save on credit card fees

Budget was presented and passed

Respectfully submitted by Gillian Raye