



# **FMCA's GOVERNING BOARD MEETING**

**WEDNESDAY, AUGUST 24, 2022**  
**Lincoln, Nebraska**



PLEASE BRING  
THIS BOOKLET  
TO THE MEETING

FMCA'S 105TH INTERNATIONAL CONVENTION & RV EXPO

**GOLDEN**



**GETAWAY**

August 24-27, 2022  
Lancaster Event Center • Lincoln, NE

PRESENTED BY  **BLUE OX**

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**Proposed Standing Rules  
Governing Board Meeting  
Lincoln, Nebraska  
August 24, 2022**

- RULE #1      The sequence of the agenda may be adjusted by the Chair for conservation of time as necessary to facilitate meeting business.
- RULE #2      National Officers, Immediate Past President, National Directors, Alternate National Directors, Temporary Delegates, and other invited guests of the Chair shall be seated in their designated area. Observers and visitors will be seated in the visitor's area.
- RULE #3      Voting credentials shall be issued to National Officers and to each National Director, or in his/her absence, the Alternate National Director, or a duly elected temporary delegate representing a chapter. These credentials are to be used for vote counting.
- RULE #4      Reading of the minutes of the previous meeting will be waived unless there is objection that is confirmed by a majority vote. The Executive Board is appointed to approve the minutes of this Governing Board meeting.
- RULE #5      A motion regularly made and seconded must be stated by the Chair before any action will be in order, and the motion is to be submitted in writing by its mover. Motions made by committees do not require a second.
- RULE #6      A member wishing to speak shall proceed to the microphone and, after being recognized by the Chair, announce his/her name and the chapter represented, and membership number. The member shall be prepared to speak immediately on the pending business.
- RULE #7      A member shall speak no more than two times on any question and not more than two minutes each time. Every member shall have the opportunity to speak once on an issue before a member can speak the second time.
- RULE #8      The Chair shall not recognize a "Call for the Question" during the first 10 minutes of discussion on any motion. However, in the absence of opposing views, the Chair can recognize a "call for the question" sooner.
- RULE #9      The Chair shall state every question properly put to the Board and shall state what an affirmative vote means and what a negative vote means, and before putting the question to vote may say, "Are you ready to vote?" After waiting for a reasonable time, the Chair shall put the question to vote. The Chair shall announce the results of the vote.

- RULE #10 Voting will be done by voting credentials, rising vote, or by written ballot. All results will be announced.
- RULE #11 All members are requested to remain on the floor during voting.
- RULE #12 Any National Director wishing to leave the floor during the session is requested to advise the Alternate National Director, if any, so that the Alternate National Director would be entitled to vote in his/her absence.
- RULE #13 Any member using objectionable language shall be called to order by the Chair, and if the member persists, he/she shall have his/her time to the pending question revoked and his/her remarks stricken from the records, and be removed from the room. The removed member shall be replaced by the Alternate National Director if available.
- RULE #14 These Standing Rules may be altered or amended by simple majority affirmative vote of the members present prior to adoption by the Governing Board, and may be amended later by a 2/3 vote.
- RULE #15 The Chair grants permission for invited guests of the Chair who are seated in the Governing Board section to address the Governing Board without prior notification.
- RULE #16 The meeting shall be adjourned no later than 5:00 p.m. except by motion approved by majority vote of those present.
- RULE #17 All reports shall be automatically filed upon completion of their presentation to the Governing Board. Items in reports that require a vote by the Governing Board shall be voted on separately, or combined and voted on at the end of the report.
- RULE #18 All cellular telephones and any other personal communication devices should be set to silent mode or turned off so as not to disrupt the progress of the meeting. There shall be no telephone conversations on the floor.
- RULE #19 Members who move to call the question must be at the microphone to do so.

**Agenda**  
**Governing Board Meeting**  
**Lincoln, Nebraska**  
**August 24, 2022**

Call to Order  
Invocation  
Pledge of Allegiance to the Flag of the United States of America  
National Anthem (Canada and United States)  
Designate Assistant to the Secretary  
Designate FMCA Review Council to serve as Sergeant at Arms  
Appointment of Tellers for Counted Voting  
FMCA Review Council Report on Credentials  
Adoption of Standing Rules  
Adoption of Agenda  
Introduction of Head Table  
Reading of Minutes (see Rule #4)  
Treasurer's/Finance Committee Report  
Chief Executive Officer's Report  
Standing Committee Reports  
    Constitution and Bylaws Committee  
    Convention Committee  
    Policy and Procedure Committee  
Recess for Lunch  
Reconvene after Lunch  
Commercial Council Report  
FMCA Review Council Report on Credentials  
Special Committee Reports  
    Education Committee - Verbal  
    Governmental and Legislative Affairs Committee  
    Long-Range Planning Committee 1  
    Member Recruitment Committee  
    Membership/Member Services USA Committee  
    Risk Management Committee  
    Youth Activities Committee - Verbal  
    Recognition of Technical Advisory Committee  
FMCA Review Council Report  
Executive Board and Board of Directors Actions  
National President's Report  
Unfinished Business  
New Business  
    Membership Dues  
    Fiscal Year 2023 Proposed Budget  
Adjournment

**National Treasurers Report  
Governing Board Meeting  
Lincoln, Nebraska  
August 24, 2022**

**For the period October 1, 2021, to May 31, 2022:**

Following a non-traditional economic downturn, we have experienced a bad quarter followed by a worse quarter; the effects of COVID-19 are winding down and inflation is going up. Inflation, supply chain issues, fuel prices and a downturn in RV sales and production have affected FMCA and our cash flows. RVIA is projecting a sharp downturn in RV production and sales in the future. As we traveled through Goshen and Elkhart, Indiana, for area rallies in May/June, we were startled by the scene of parking lot after parking lot full of undelivered RV units of all types at transport companies and RV manufacturers.

The data for this report comes from the accounting department and our investment advisor. **Revenue for the fiscal year October 2021 to May 31, 2022, was \$6,857,072. Expenses were \$6,640,432 (note, spreadsheet YTD. May 2022) for an operating income of \$216,640. Our Portfolio Value on July 5, 2022, was \$8,507,944. Cash equivalents were \$211,307. Change in Net Assets is \$-584,601.** (See the earnings shortfall from the Tucson convention.) On the positive side, we are much more able to manage the challenges that occurred this year.

**Extraordinary expenses**

The previous administration reported: Operating income of \$7,309, see Treasurer's report dated July 7, 2021. Earnings of \$408,484 were for October 2020 to May 2021. This amount was put back into reserves. Their new budget had a surplus, a designated contingency fund of \$100,000 and investments of \$10,102,801. After the election, we traveled in July to our offices in Cincinnati. In the Clough Pike location, ceiling tiles were removed from the ceiling in the hallway where the board members eat lunch due to an emergency sprinkler shutoff. The subject of roof repair at the Round Bottom Road location often came up in yearly budget talks. The prior year decision was to provide patches until the entire roof repair was due. In our October meeting timeframe, inside the Round Bottom Road building, after a heavy downpour, large trash barrels were set up and water damage to the kitchen wall was evident. This administration took funds out of investments to repair the roof and make additional A/C adjustments and replacements for a total of \$240,000.

As part of the budgeting process, each year during the Executive Board Meeting, a motion is made to earmark 50% of reserve funds for building improvements. Prior to this administration, business decisions were made that funds were best used to keep FMCA viable than replace a roof that repeatedly leaked.

In December 2021, the Executive Board voted to approve funds for roof and A/C repairs. Luckily, we earned the funds in investments to take them out for necessary repairs: \$240,000. Materials prices increased as we placed orders; see change in net assets. The Round Bottom Road campground was closed from late March until Memorial Day weekend during the roof repair project.

## **Normal Operations - Don't touch this**

The majority our revenue comes from dues and marketing, Tech Connect, convention revenue and the magazine. Affiliate relationships support programs and discounts as member benefits. We do a lot of things. Companies that thrive in this climate are the ones that can raise prices. We have been here before, and we are in a much better position to manage these challenges.

I am seeing a trend continuing that was reported in the March 2022 treasurer's report: recession or growth, we are in between. One convention can throw off the entire year: we need to hunker down and control unnecessary spending. Our Tucson convention had a budget shortfall of over \$400,000. We have shut off the faucet. We are tracking any off-budget spending.

## **How we spend your \$50 dues?**

Admin refers to what it takes to keep the lights on, including salaries that are up a little.

National officer and area vice president travel was down but is increasing due to travel costs.

## **Budget 2022-2023**

Great efforts were made to account for risk and economic uncertainty in the new budget process. Our Tech Connect contract has been renegotiated since the March Finance Committee meetings. The Finance Committee and Executive Board accepted a budget with a surplus of \$13,263.28 and a reserve /contingency fund of \$25,000. The set aside for education was increased to \$230,000. The new budget includes campground income earmarked for campground repairs and necessary improvements.

Many thanks to the members of the Finance Committee who spent endless hours looking for savings and untapped revenue sources: Will Young, Dan Fogarty, Jim Giffin, John Jacobs, Ken Lewis, Maureen Pelletier. These same members make up the Audit Committee with the addition of Paul Mitchell and Gary Milner.

## **Investments**

In May 2022 our investment advisors came in person to the Executive Board meeting to explain what happened in our investment portfolio, particularly the monthly rate of return of -13%. Investment opportunities still exist, but we must look harder to find them.

Thank you for the opportunity to serve as your National Treasurer. It has been both a challenge and a pleasure. I will try to answer any questions you have.



Barbara Smith  
FMCA National Treasurer

## FAMILY MOTOR COACH ASSOCIATION

ACTUAL vs BUDGET FISCAL YEAR 2022- Through March 31, 2022

			Actual Vs. Budget	Prior Year	Current Year Vs.
<b>Revenue</b>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Prior Year Variance</u>
Membership/Commercial	3,915,104	2,297,583	1,617,521	2,271,601	1,643,503
Magazine/Web/Classifieds/ Digital/Enewsletter	562,161	573,920	(11,759)	602,843	(40,682)
Winter Convention	944,640	1,238,475	(293,835)	869,083	75,557
Summer Convention	-	-	-	-	-
PPP Grant	-	-	-	-	-
<b>Total</b>	<u>5,421,905</u>	<u>4,109,978</u>	<u>1,311,927</u>	<u>3,743,527</u>	<u>1,678,378</u>
<b>Expenses</b>					
Membership	1,890,474	691,721	1,198,753	579,077	1,311,397
Winter Convention	927,380	795,300	132,080	784,411	142,969
Summer Convention	-	-	-	-	-
Magazine	273,875	314,622	(40,747)	325,847	(51,972)
Travel	75,063	113,774	(38,711)	4,265	70,798
Administrative	<u>1,936,594</u>	<u>1,956,623</u>	<u>(20,029)</u>	<u>1,715,451</u>	<u>221,143</u>
<b>Total</b>	<u>5,103,386</u>	<u>3,872,040</u>	<u>1,231,346</u>	<u>3,409,051</u>	<u>1,694,335</u>
<b>Operating Income Before Investments/Taxes</b>	<u>318,519</u>	<u>237,938</u>	<u>80,581</u>	<u>334,476</u>	<u>(15,957)</u>
<b>Investment Results</b>					
Interest/Dividends	92,801	-	-	87,324	5,477
Realized gains/loss	184,404	-	-	253,172	(68,768)
Unrealized gains/losses	(288,611)	-	-	1,069,446	(1,358,057)
Investment Fees	<u>(23,032)</u>	<u>-</u>	<u>-</u>	<u>(22,030)</u>	<u>(1,002)</u>
<b>Taxes</b>	<u>(48,055)</u>	<u>-</u>	<u>-</u>	<u>(64,581)</u>	<u>16,526</u>
<b>Education</b>	<u>(99,999)</u>	<u>(66,664)</u>	<u>(33,335)</u>	<u>(44,462)</u>	<u>(55,537)</u>
<b>Depreciation</b>	<u>(67,905)</u>	<u>-</u>	<u>-</u>	<u>(63,251)</u>	<u>(4,654)</u>
<b>Change in Net Assets</b>	<u>68,122</u>	<u>171,274</u>	<u>(103,152)</u>	<u>1,550,094</u>	<u>(1,481,972)</u>

**Revised Fiscal Year 2023 Proposed Budget**  
**Combined for Family Motor Coach Association, Inc. and Family Motor Coaching, Inc.**

Account Title	2023	2022	2021	2020	2019	2018
	Budget	Budget	Actual	Actual	Actual	Actual
	Combined	Combined	Combined	Combined	Combined	Combined
<b>REVENUE</b>						
<b>Membership</b>						
New Family Membership	90,650	101,880	107,740	79,300	109,890	111,030
New Family Membership Advertising Exchange	-	-	-	-	-	60,600
Dues	3,939,557	3,626,858	3,722,069	3,558,570	3,175,290	3,061,345
Renewal Family-Coupon	-12000	-	(2,750)	(12,500)	(25,360)	(32,920)
New Family- Coupon	-1000	-	-	-	0	0
New Commercial Membership	9,000	1,975	11,013	5,916	8,626	10,451
Renewal Commercial Membership	50,000	51,748	42,041	51,742	57,238	60,917
Life Member Dues	20,250	20,600	30,763	30,444	25,893	23,262
Anniversary Life Member	2,650	2,650	3,975	3,913		0
Member Business Cards	1,000	2,100	1,075	1,525	3,353	4,580
FMCA Accessories	28,000	-	27,272	36,859	27,400	7,513
Merchandise	110,240	145,050	71,629	98,786	162,125	100,180
Marketing Income-Membership Programs	5,455,876	565,891	2,788,401	547,405	700,536	557,381
Area Rally Reimbursements	15,000	31,756	2,453	18,701	36,164	39,082
Miscellaneous Income	40,000	44,719	466,214	583,963	39,610	40,564
<b>Subtotal Membership Revenue</b>	<b>9,749,223</b>	<b>4,595,227</b>	<b>7,271,895</b>	<b>5,004,624</b>	<b>4,320,765</b>	<b>4,043,985</b>
<b>Magazine</b>						
Magazine Advertising	884,000	859,000	965,039	972,424	1,095,159	1,244,991
Discounts-Magazine Advertising	(3,571)	(3,316)	(7,083)	(803)	(5,354)	(3,988)
Subscriptions	6,000	4,000	5,979	4,035	4,580	6,751
Classified Advertising	78,000	96,000	109,676	127,380	140,521	137,708
Discounts-Classified Advertising	(3,780)	(3,840)	(4,217)	(3,178)	(3,860)	(4,750)
Digital Magazine	-	-	-	-	4,500	4,100
Web Advertising	179,750	155,000	185,008	188,494	209,808	179,758
<b>Subtotal Magazine Revenue</b>	<b>1,140,399</b>	<b>1,106,844</b>	<b>1,254,402</b>	<b>1,288,351</b>	<b>1,445,354</b>	<b>1,564,570</b>

**Revised Fiscal Year 2023 Proposed Budget**  
**Combined for Family Motor Coach Association, Inc. and Family Motor Coaching, Inc.**

Account Title	2023 Budget Combined	2022 Budget Combined	2021 Actual Combined	2020 Actual Combined	2019 Actual Combined	2018 Actual Combined
<b>Convention-Winter</b>				CANCELLED		
Convention Family Registration- Winter	349,500	452,000	308,569		541,374	548,803
Convention Family Electric- Winter	302,700	394,350	255,344		358,805	350,090
Convention Life Member Attendance- Winter	1,250	1,125	1,330		1,385	2,285
Convention Exhibitor Registration- Winter	385,000	350,000	248,660		442,715	432,730
Convention Sponsorship- Winter	25,000	20,000	27,000		30,638	22,921
Convention Program Advertising- Winter	15,000	15,000	14,980		22,036	18,389
Convention Public Gate- Winter	11,500	6,000	11,140		10,325	13,640
Convention Miscellaneous- Winter		-			0	-
<b>Subtotal Winter Convention Revenue</b>	<b>1,089,950</b>	<b>1,238,475</b>	<b>867,023</b>	<b>0</b>	<b>1,407,278</b>	<b>1,388,858</b>
<b>Convention-Summer</b>				CANCELLED		
Convention Family Reg Summer	218,925	272,000	285,614		376,665	350,311
Convention Family Electric	299,575	215,460	359,353		303,395	315,465
Convention Life Member Attendance	1,250	1,125	860		450	1,230
Convention Exhibitor Reg	225,000	315,000	214,140		244,665	316,278
Convention Public Gate	2,850	3,000	2,325		3,250	3,005
Convention Misc (Crafts, Rebates)					0	0
Convention Sponsorship Summer	20,000	21,000	21,000		77,600	21,299
Convention Program Adv Summer	15,000	14,000	8,426		10,958	14,259
<b>Subtotal Summer Convention Revenue</b>	<b>782,600</b>	<b>841,585</b>	<b>891,718</b>	<b>0</b>	<b>1,016,983</b>	<b>1,021,847</b>
<b>Total Revenue</b>	<b>\$ 12,762,172</b>	<b>\$ 7,782,131</b>	<b>\$ 10,285,038</b>	<b>\$ 6,292,975</b>	<b>\$ 8,190,380</b>	<b>\$ 8,019,260</b>
<b>Expenses</b>						
<b>Membership</b>						
Advertising/Promotion	296,800	226,800	239,893	156,538	154,443	67,705
Annual Membership Meeting	5,525	6,000	347	927	4,029	2,948
Area Support	-	-	-	0	10,000	10,000
Area Recruitment	1,000	1,000	-	-	677	913
Chapter Promotion	15,475	13,600	-	30,686	23,903	21,367
Chapter Services	13,907	10,357	10,148	8,152	12,936	7,136
Coach Plates- New Member	101,606	100,659	85,190	85,585	121,261	91,552

**Revised Fiscal Year 2023 Proposed Budget**  
**Combined for Family Motor Coach Association, Inc. and Family Motor Coaching, Inc.**

<b>Account Title</b>	<b>2023</b>	<b>2022</b>	<b>2021</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>
	<b>Budget</b>	<b>Budget</b>	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>
	<b>Combined</b>	<b>Combined</b>	<b>Combined</b>	<b>Combined</b>	<b>Combined</b>	<b>Combined</b>
Commercial Council	3,000	3,000	425	-	1,642	2,176
Commercial Certificates and Decals	600	200	114	601	2,079	881
Courtesy Membership Program	4,500	4,100	8,921	8,946	8,267	11,968
Membership Advertising Exchange	-	-	-	-	-	60,600
Member Directory			16,130	16,778	23,194	25,420
Membership Benefits/Services	4,928,255	678,251	648,530	973,640	580,753	678,547
Membership Services- Education			133,862	57,358	62,405	67,493
Merchandise	111,960	112,050	68,071	86,323	150,942	103,873
FMCA Accessories	19,600	12,704	13,269	11,813	17,339	6,594
MCA/ Now Marketing Support Servies		3,600	-	-	-	169,587
Postage	125,480	120,979	94,314	106,162	118,287	90,329
Printing	16,760	21,000	15,401	24,064	32,820	81,381
Shows and Exhibits	46,500	39,400	27,277	32,433	40,262	59,701
<b><i>Subtotal Membership Expenses</i></b>	<b><i>5,690,968</i></b>	<b><i>1,353,700</i></b>	<b><i>1,361,892</i></b>	<b><i>1,600,006</i></b>	<b><i>1,365,239</i></b>	<b><i>1,560,171</i></b>
<b><i>Convention- Winter</i></b>						
Convention Grounds & Related	478,050	444,150	422,781		495,283	493,893
Convention Entertainment	97,000	102,500	145,675		175,794	129,721
Convention Transportation	34,900	30,300	39,417		47,246	39,502
Convention Travel & Receptions	59,600	57,500	47,269		43,017	49,573
Convention Prop & Equip	73,200	88,750	66,645		79,808	78,309
Convention Other Expense	71,850	79,100	89,248	104,655	91,364	73,105
<b><i>Subtotal Winter Convention Expenses</i></b>	<b><i>814,600</i></b>	<b><i>802,300</i></b>	<b><i>811,035</i></b>	<b><i>104,655</i></b>	<b><i>932,512</i></b>	<b><i>864,103</i></b>
<b><i>Convention- Summer</i></b>						
Convention Grounds & Related	203,400	315,175	196,570		437,495	250,166
Convention Entertainment	90,600	119,500	144,510		202,088	109,902
Convention Transportation	20,550	32,000	16,495		43,074	33,280
Convention Travel & Receptions	65,500	65,200	72,486		75,716	82,009
Convention Prop & Equip	85,200	80,750	82,721		68,055	72,226
Convention Other Expenses	75,050	82,750	69,289		81,003	107,521
<b><i>Subtotal Summer Convention Expenses</i></b>	<b><i>540,300</i></b>	<b><i>695,375</i></b>	<b><i>582,071</i></b>	<b><i>0</i></b>	<b><i>907,431</i></b>	<b><i>655,104</i></b>

**Revised Fiscal Year 2023 Proposed Budget**  
**Combined for Family Motor Coach Association, Inc. and Family Motor Coaching, Inc.**

<b>Account Title</b>	<b>2023</b>	<b>2022</b>	<b>2021</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>
	<b>Budget</b>	<b>Budget</b>	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>
	<b>Combined</b>	<b>Combined</b>	<b>Combined</b>	<b>Combined</b>	<b>Combined</b>	<b>Combined</b>
<b>Magazine</b>						
Magazine Agency Commission	205,515		-	-	-	-
Magazine Writers	45,000	42,000	36,260	36,671	37,274	41,875
Magazine Writeoffs	10,000	20,000	3,659	(561)	(17,213)	5,326
Digital Magazine	10,000	9,000	8,589	9,231	9,465	9,565
Magazine Postage	416,000	184,000	274,935	334,599	341,446	338,261
Magazine Printing	418,000	366,250	300,985	377,186	398,158	386,434
Staff Travel			-	-	-	-
Media Planners/Tech Talk	5,000	5,000				
Education Credit	-175,000					
<b>Subtotal Magazine Expenses</b>	<b>934,515</b>	<b>626,250</b>	<b>624,428</b>	<b>757,126</b>	<b>769,130</b>	<b>781,461</b>
<b>Travel</b>						
Governing Board	14,300	15,200	14,278	-	13,498	13,687
Travel and Living- Const and Bylaws	-	-		-	3,465	-
Travel and Living- Convention Committee	-	-		273	-	9,408
Travel and Living- Executive Board	123,120	114,500	64,121	19,866	176,819	179,677
Travel and Living- Finance Committee	6,000	7,500	3,214	2,765	6,196	5,267
Travel and Living- Risk Management Committee	-	-	-	-	-	-
Travel and Living- Legal Affairs Committee	-	-	-	-	-	-
Travel and Living- Education Committee	-	-	-	-	-	0
Travel and Living- Long Range Planning Committee	-	-	-	-	-	0
Travel and Living- Membership Committee	-	-	-	-	-	0
Travel and Living- Nominating Committee	2,500	2,500	500	-	-	170
Travel and Living- Other Committees	-	2,500	-	-	-	0
Travel and Living- P and P Committee/Convention	10,000	5,000	-	-	-	0
Travel and Living- National Officers	34,000	24,000	885	7,630	12,873	19,595
Travel and Living- VP's- Chapter Rally Visits	60,000	60,000	32,005	26,902	56,897	58,863
Travel and Living- President	18,000	15,000	5,254	10,975	18,190	13,638
Travel and Living- Staff	34,000	33000	5,955	11,124	24,691	32,635
<b>Subtotal Travel Expenses</b>	<b>301,920</b>	<b>279,200</b>	<b>126,212</b>	<b>39,534</b>	<b>312,629</b>	<b>332,940</b>

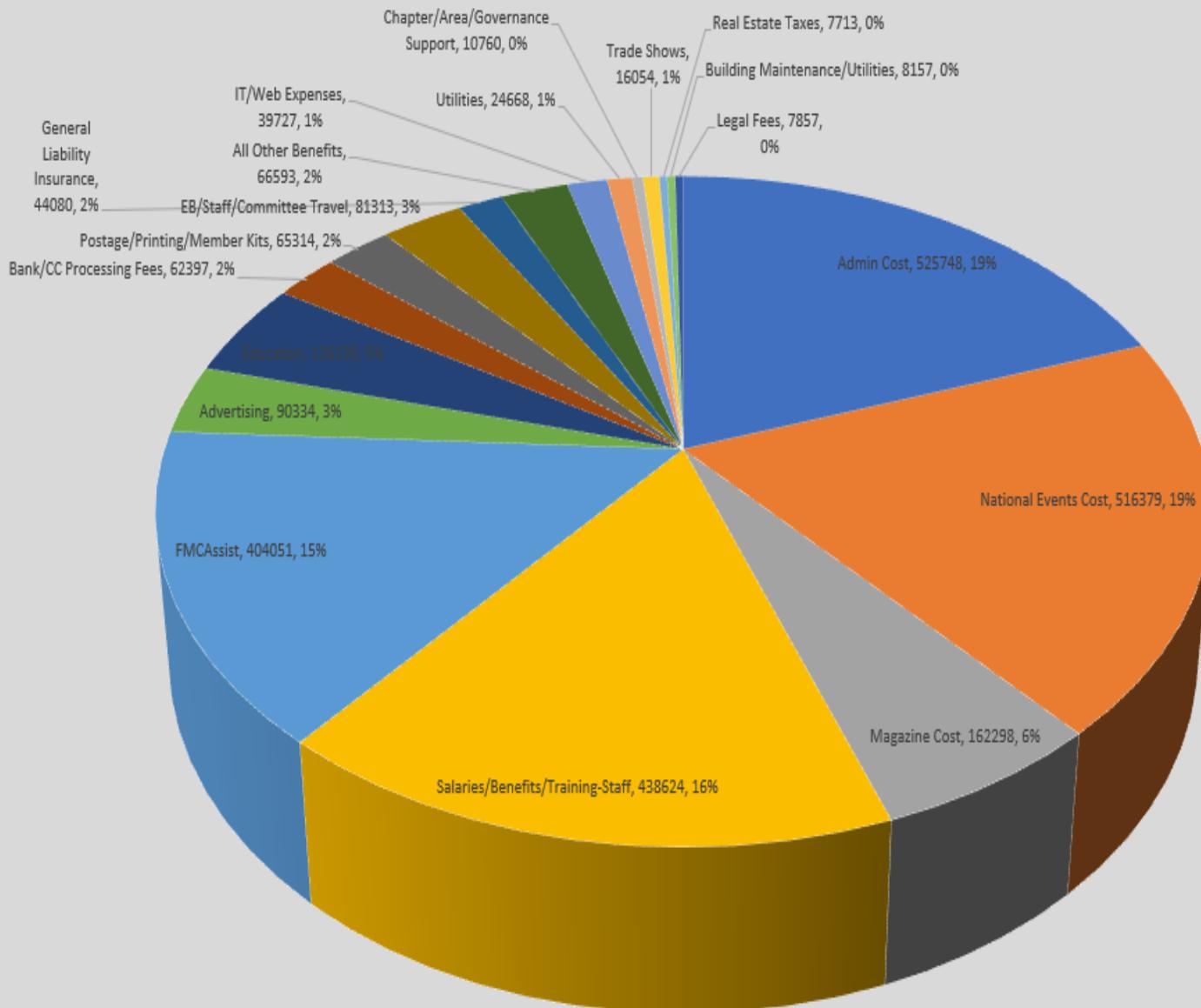
**Revised Fiscal Year 2023 Proposed Budget**  
**Combined for Family Motor Coach Association, Inc. and Family Motor Coaching, Inc.**

<b>Account Title</b>	<b>2023</b>	<b>2022</b>	<b>2021</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>
	<b>Budget</b>	<b>Budget</b>	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>
	<b>Combined</b>	<b>Combined</b>	<b>Combined</b>	<b>Combined</b>	<b>Combined</b>	<b>Combined</b>
<b>Administrative</b>						
Accounting	26,250	25,000	21,432	35,050	29,036	28,021
Automobile	1,000	750	550	986	2,489	821
Bank Service Charges	7,800	9,195	53,290	8,059	5,484	13,320
Building/Office Maintenance	62,060	53,493	58,979	35,358	48,489	51,901
Cointribution Heritage Foundation	-	-	-	-	-	-
Credit Card Fees	307,589	163,088	202,946	223,008	237,200	218,625
Dues and Subscriptions	18,000	13,325	7,993	7,313	10,876	5,986
Employee Benefits- Insurance	296,120	247,549	235,959	235,211	283,307	297,775
Employee 401k Match	69,646	63,678	62,293	62,321	66,316	44,926
Equipment Rental/Repair	50,000	44,044	45,747	35,909	42,679	38,153
Information Systems	236,120	172,372	405,572	127,499	156,905	143,979
Web Services	29,090	13,688	1,993	10,051	17,214	24,048
Insurance- General	373,919	334,105	236,496	375,795	367,786	339,371
Miscellaneous	0	0	15,910	1,820	2,243	13,248
Office Supplies	59,050	54,050	54,927	41,079	38,475	33,872
Payroll/Human Resources Service Charges	14,000	10,000	13,686	27,210	34,394	32,134
Payroll Taxes	178,965	175,380	155,352	160,621	187,753	183,696
Postage	11,500	5,500	6,854	8,449	4,565	7,063
Printing	28,000	26,700	36,087	25,485	30,842	30,439
Professional Services	107,500	62,000	32,520	36,914	44,425	29,669
Real Estate Taxes	63,376	62,860	62,859	62,020	59,097	57,450
Salaries	2,310,745	2,150,248	1,917,993	1,990,177	2,371,934	2,287,083
Staff Development	30,000	20,000	21,649	7,103	22,983	19,474
Telephone	95,875	89,300	68,614	91,205	93,340	90,056
Utilities	65,000	53,606	57,651	45,535	54,670	53,330
Operating Contingency	25,000	100,000	-	-	124,589	-
Loan Interest/Membership initiative			10,322	5,661		
<b>Subtotal Administrative Expenses</b>	<b>4,466,605</b>	<b>3,949,931</b>	<b>3,787,674</b>	<b>3,659,841</b>	<b>4,212,502</b>	<b>4,044,440</b>
<b>Total Expenses</b>	<b>\$ 12,748,908</b>	<b>\$ 7,706,756</b>	<b>\$ 7,293,312</b>	<b>\$ 6,161,163</b>	<b>\$ 8,499,443</b>	<b>\$ 8,238,219</b>
<b>Operating Income</b>	<b>\$ 13,264</b>	<b>\$ 75,375</b>	<b>\$ 2,991,726</b>	<b>\$ 131,812</b>	<b>\$ (309,063)</b>	<b>\$ (218,959)</b>

**Revised Fiscal Year 2023 Proposed Budget**  
**Combined for Family Motor Coach Association, Inc. and Family Motor Coaching, Inc.**

Account Title	2023 Budget Combined	2022 Budget Combined	2021 Actual Combined	2020 Actual Combined	2019 Actual Combined	2018 Actual Combined
<b><i>Depreciation- Non Cash</i></b>						
Depn-Building Clough			19,459	22,288		28,653
Depn-Building Roundbottom			18,666	16,849		15,958
Depn-Office Furnishings			1,887	314		512
Depn-EDP Equipment			79,373	17,052		26,305
Depn-Office Machines & Equipment			7,141	25,502		7,238
Depn-RV Sites			2,704	2,691		3,738
Depn-Automobile			1,425			
<b><i>Subtotal Depreciation</i></b>			<b>130,655</b>	<b>84,696</b>	-	<b>82,404</b>
<b><i>Non Budgeted Items- Interest/Investments</i></b>						
Interest/Dividend Investments			160,146	-		157,644
Realized Gain/Loss Investments			292,738	-		484,918
Unrealized Gain/Loss Investments			1,328,112	-		(83,058)
Investment Fees			(45,097)	-		(34,129)
<b><i>Subtotal Interest/Investment Income</i></b>			<b>1,735,899</b>	-	<b>0</b>	<b>525,375</b>
<b><i>Other Non Budgeted Items</i></b>						
Software License and Setup Cost Not Used in Operations			-	-	-	-
Anniversary Expenses			-	-	-	-
Marketing Expenses			-	-	-	-
Membership Initiatives/Education	230,000		-	-		(305,490)
Campground Repairs	407,450					
<b><i>Subtotal Other Non Budgeted Items</i></b>			-	-	-	<b>(305,490)</b>
<b><i>Taxes</i></b>						
Federal Income Taxes			305,385	-		160,389
<b><i>Subtotal Taxes</i></b>			<b>305,385</b>	-		<b>160,389</b>
<b>Surplus/(Loss) After Investments and Non Operations</b>	<b>\$ (624,186)</b>		<b>4,291,585</b>	<b>47,116</b>	<b>(309,063)</b>	<b>78,911</b>

## What Do My Dues Pay?



**Finance Committee (FMC)**  
**Report to the Governing Board**  
**Lincoln, Nebraska**  
**August 24, 2022**

**Finance Committee (FMC)**  
**Report to the Board of Directors**  
**May 20, 2022**

A meeting of the Finance Committee of Family Motor Coaching, Inc. was held on May 18, 2022, in Cincinnati, Ohio. The committee is forwarding the following recommendations 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 & Procedure #2035, Reserve Funds.
2. To set aside \$230,000 for the purpose of education for FMCA's 2023 fiscal year proposed budget.
3. To accept the recommendation from the Wage Review Board for the 2023 budget for salaries in the amount of \$2,310,745, as outlined in Policy & Procedure #4012, Wage Review Board.
4. To accept the 2023 fiscal year proposed budget with a surplus of \$13,264.

Respectfully submitted,



Chairman, Finance Committee

**CEO'S REPORT  
TO THE GOVERNING BOARD  
LINCOLN, NEBRASKA  
AUGUST 24, 2022**

The following is a report of activities that have occurred since the March 2022 Executive Board meeting in Tucson. 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**

Through the first seven months of fiscal year 2022, membership has seen a net loss of 257 members. That is in comparison to a loss of 1,031 members in the first seven months of fiscal year 2021.

We continue to see motorhome vs. non-motorhome membership trends going in opposite directions. Through the first seven months of fiscal year 2022, non-motorhome membership has experienced a gain of 1,196 members. Motorhome membership saw a loss of 1,435 members during the same period.

As stated in the previous CEO report, a slumping economy and high gas prices are having an impact not only on membership numbers, but also on attendance at both conventions and area rallies.

**FISCAL YEAR 2022 FINANCIAL UPDATE**

Through the first six months of fiscal year 2022, operating income before investments and taxes is \$318,519. That is \$80,581 better than budget, and \$334,476 better than fiscal year 2021. The results are impressive considering the attendance shortfall in Tucson due to high gas prices. The outlook for the second half of fiscal year 2022 is not as promising as the first half results were.

**SPRING FLASH SALE**

In late April, FMCA had a membership flash sale. All new joins and renewals were priced at \$40 per year. The five-day promotion proved to be a success:

- 180 new joins.
- 112 rejoins.
- 2,051 renewals.

## **JAMES G. ELLIOTT COMPANY**

The transition of magazine and online advertising sales to James G. Elliott is complete. Their firm has already done a fantastic job of building relationships with current advertisers and has started to bring on new ones.

This change has caused restructuring of staff. Bridget Lynn has moved from the sales team to the Membership Department. Allison Perry has moved from the Events Department to the sales team. Rashell Gerber will be managing Allison's old duties as area rally coordinator.

## **AREA VICE PRESIDENT ELECTIONS**

The Chapter Services Department has been busy coordinating six Area Vice President elections this year. There is a special election for the Midwest Area Vice President. Also, the Eastern, Great Lakes, International, Northwest, and Western areas all have their usual elections.

## **ROUND BOTTOM ROOF REPLACEMENT**

The original roof at FMCA's Round Bottom Road location, installed in 1984, has been replaced. In addition to the roof being replaced, three old rooftop A/C units will be replaced as well. These units were originally installed in 1999.

The anticipated completion date is May 27, 2022.

## **MAGAZINE COSTS**

As with most things in the world, our costs for the magazine are going up significantly.

Effective July 1, 2022, FMCA's paper merchant notified us of a 20% price increase. That amounts to approximately \$2,600 per issue.

Effective May 15, 2022, the magazine printer will be adding an 8% surcharge on ink and manufacturing costs. This surcharge will result in an increase of \$1,243 per month.

A United States Postal Service price increase will take effect on July 10, 2022. For periodicals, the rate will increase 8.54%. FMCA might not have to take on that full amount because of the comail process at our magazine printer.

I respectfully submit this report for file.



Chris Smith  
CEO  
FMCA

**Constitution and Bylaws Committee  
Report to the Governing Board  
Lincoln, Nebraska  
August 24, 2022**

**Constitution and Bylaws Committee  
Report to the Executive Board  
January 19, 2022**

The Constitution and Bylaws Committee held a video conference meeting on January 19, 2022, and discussed two topics during the January 19, 2022, meeting.

1. The dual title of Area Vice President/Area President.
2. The possibility of eliminating the Alternate National Director position or making it an optional officer position for the chapters.

**Constitution and Bylaws Committee  
Report to the Executive Board  
March 19, 2022**

The Constitution and Bylaws Committee held a video conference meeting on February 23, 2022 and are forwarding the following to the Executive Board.

1. To change the title from Area Vice Presidents to National Area Presidents
2. To change the National Senior Vice President to National Vice President
3. To eliminate the requirement of the Alternate National Director position and require a minimum of three members to hold at least five positions.

Respectfully submitted,



Connie Pool, L140306  
Chairman, Constitution and Bylaws Committee

## 2022 PROPOSED BYLAWS AMENDMENT

### PROPOSAL #1

**The Constitution and Bylaws Committee moves to change the title of the national “Area Vice President” to “Area President.”**

#### **PROPOSER’S RATIONALE:**

This is to simplify the title of the National Officer with a more explicit title of their elected position. Each serves as a member of the FMCA Executive Board and the FMC Board of Directors, and as the President of his/her area association.

#### **Article XVI – Area Association, Paragraph (4)**

Amend this article to read:

(4) The Area ~~Vice President, who also serves as the area association president,~~ shall preside at area association meetings and/or conduct issue forums at FMCA conventions, and serves on FMCA’s Executive Board.

#### **COMMITTEE RATIONALE:**

With the change of the title, the deleted words are no longer necessary.

*The Constitution and Bylaws Committee recommends adoption of this amendment.*

*The Executive Board voted 6 in favor and 6 against. Rett Porter voted yes to break the tie; therefore, the Executive Board agrees with the committee recommendation.*

#### **Pro rationale from the Board:**

Members are confused with the same person holding two titles.

The term Area Vice President was in the Bylaws prior to the Area Associations forming.

#### **Con rationale from the Board:**

Not all members are confused with the governance structure.

Don’t change it for the sake of changing it; this is an education issue.

Area Vice Presidents have responsibilities at the National level, and the Area level.

The National Bylaws already lists them as national officers.

National Directors elect the Area Vice Presidents, who are also association officers.

The change would indicate there are 11 presidents at a meeting table with one national president.

## **PROVISOS:**

Approval of this proposed Bylaws Amendment will cause changes in the following P&Ps:

P&P #1021, Member Emeritus

P&P #2001, Area Communications

P&P #2004, Executive Board Meetings

P&P #2005, Executive Board, Nominations and Elections

P&P #2015, Governing Board Voting Procedures

P&P #2017, Legal Action Fund

P&P #2023, Area Vice President's Responsibilities

P&P #2025, Senior Vice President's Responsibilities

P&P #2029, Guide to the Writing and Presentation of the Candidate for an Elected Office

P&P #2031, Reimbursement of Travel Costs for Individuals Traveling on Official Business

P&P #2031/A, National Vice Presidents' Allocation of Expenses for Travel

P&P #3000, Area Associations – Creation and Operation

P&P #3001, Area Rallies

P&P #3003, Setting Area Rally Dates

P&P #3004, Area Rally Programs

P&P #3005, Area Rally Registration

P&P #3006, Area Bylaws Format

P&P #3007, Solicitation of Area and Chapter Rally Sponsorships

P&P #3012, Chapter Anniversary Presentations

P&P #3015, Chapter Membership Promotion

P&P #2025, Non-Chapter Member Mailing

P&P #3026, New Chapter Presentation

P&P #3027, Media Liability Insurance Coverage

P&P #4004, Convention Committee Responsibilities

P&P #4008, Nominating Committee Election and Responsibilities

P&P #4012, Wage Review Board

**2022 PROPOSED BYLAWS AMENDMENT  
PROPOSAL #2**

### **Article XVII - Chapters (5)**

Amend this Article to read:

A chapter ~~shall~~will elect a president, one or more vice presidents, a secretary, a treasurer, a national director, and an alternate national director for a one- or two-year term. An associate chapter shall elect a president, one or more vice presidents, a secretary, and a treasurer for a one- or two-year term. A chapter may elect in their Bylaws to combine the positions of secretary and treasurer into a single position. A chapter has the option of whether to elect an alternate national director. However, a chapter, other than associate, must maintain at least three (3) members holding the officer positions in that chapter. An FMCA member may hold no more than two chapter offices simultaneously. A member may hold an office in two chapters, however he/she may not hold the offices of national director or alternate national director in more than one chapter.

### **COMMITTEE RATIONALE:**

Many of our chapters are having difficulty in finding a member willing to serve as the alternate national director. This officer position is a backup to the national director. Chapters can elect or chapter presidents can appoint a temporary delegate to represent them at the Governing Board if their national director is unable to attend. The question being asked is why is there a need to have an alternate national director?

*The Constitution and Bylaws Committee recommends adoption of this amendment.*

*The Executive Board disagrees with the committee recommendation.*

They recommend the following replacement first sentence: “A chapter will elect a president, one or more vice presidents, a secretary, a treasurer, and a national director for a one- or two-year term.”

### **PROVISO:**

P&P #3022, Chapter National Director’s and Alternate National Director’s Responsibilities

**Convention Committee Report  
Governing Board Meeting  
Lincoln, Nebraska  
August 24, 2022**

**Convention Committee  
Report to the Board of Directors  
October 29, 2021**

A meeting of the Convention Committee of Family Motor Coaching, Inc. was held on October 27, 2021, in person and via teleconference.

The committee is recommending the following new activities for the Tucson, Arizona, event in March 2022:

**Silent Auction for Charity**

Currently, FMCA makes a donation to our selected charity from the proceeds of the Magic Mile Walk. We would also like to get the chapters involved by creating silent auction baskets/boxes that we would display and allow folks to bid on. The baskets could include whatever the chapter decides. The auction would run from Wednesday through Friday at 5:00 p.m. On Saturday morning we would contact those folks with the winning bids to come pick up the basket/box and pay. We would do something for the chapter that has the basket that sells for the highest amount. That evening at entertainment we would announce the amount raised through this and hopefully have someone from the charity there to accept the check. We would also announce the chapters involved and the winner.

**Chapter Fair Decorating Contest**

All chapters participating in the chapter fair will be judged for the originality, fun, etc., of their table. On the first night of entertainment, we will announce the top three chapters, and they will receive awards. The overall winner will also receive a barbecue dinner on Friday night with our featured entertainer that night along with front row seats to the show.

**Convention Committee  
Report to the Board of Directors  
May 20, 2022**

A meeting of the Convention Committee of Family Motor Coaching, Inc. was held on May 19, 2022, in Cincinnati, Ohio, and via teleconference.

The committee recommended the following:

- The Convention Committee recommends Tucson, Arizona, for the spring 2024 National Convention, pending successful negotiations.

Respectfully submitted,

*Gary W. Milner*

Gary Milner, F409834  
Convention Committee Chairman

**Policy and Procedure Committee  
Report to the Governing Board Meeting  
Lincoln, Nebraska  
August 24, 2022**

**Policy and Procedure Committee  
Report to the Executive Board  
March 19, 2022**

A meeting of the Policy and Procedure Committee was held on January 19, 2022, via Zoom conference. The committee is forwarding the following recommendations to the Executive Board:

**1. P&P #3005 Area Rally Registration**

Executive Board approval level

The suggested amendment is being made to eliminate the registration fee charged to the area.

**2. P&P #3013 Chapter/Area Attachment Plates**

Executive Board approval level

The suggested amendment is being made to allow past area association officer plates to be made.

**3. P&P #3016 Chapter Membership Recruitment**

Executive Board approval level

The suggested amendment is being made to allow additional options for the tri-fold recruitment brochure.

**4. P&P #4000 Committees General Responsibility**

Executive Board approval level

The suggested amendments are being made to clarify electronic records and to change the committee terms from one-year to two-year terms.

The Committee also recognized the clerical changes to Policy and Procedure #2031, as the IRS reimbursement rate changed for 2022.

The Committee tabled any changes to Policy and Procedure #2029, Guide to Writing and Presentation of the Candidate, recognizing the current Policy and Procedure as written.

**Policy and Procedure Committee  
Report to the Executive Board  
May 20, 2022**

A meeting of the Policy and Procedure Committee was held on April 19, 2022, via Zoom conference. The committee is forwarding the following recommendations to the Executive Board:

**National Bylaws Amendment Proposal #1 will require 26 clerical changes to the policies and procedures should the Bylaws Amendment be passed by the Governing Board. The list follows.**

**PROVISOS:**

Approval of this proposed Bylaws Amendment will cause changes in the following P&Ps:

P&P #1021, Member Emeritus

P&P #2001, Area Communications

P&P #2004, Executive Board Meetings

P&P #2005, Executive Board, Nominations and Elections

P&P #2015, Governing Board Voting Procedures

P&P #2017, Legal Action Fund

P&P #2023, Area Vice President's Responsibilities

P&P #2025, Senior Vice President's Responsibilities

P&P #2029, Guide to the Writing and Presentation of the Candidate for an Elected Office

P&P #2031, Reimbursement of Travel Costs for Individuals Traveling on Official Business

P&P #2031/A, National Vice Presidents' Allocation of Expenses for Travel

P&P#3000, Area Associations – Creation and Operations

P&P #3001, Area Rallies

P&P #3003, Setting Area Rally Dates

P&P #3004, Area Rally Programs

P&P #3005, Area Rally Registration

P&P #3006, Area Bylaws Format

P&P #3007, Solicitation of Area and Chapter Rally Sponsorships

P&P #3012, Chapter Anniversary Presentations

P&P #3015, Chapter Membership Promotion

P&P #3025, Non-Chapter Member Mailing

P&P #3026, New Chapter Presentation

P&P #3027, Media Liability Insurance Coverage

P&P #4004, Convention Committee Responsibilities

P&P #4008, Nominating Committee Election and Responsibilities

P&P #4012, Wage Review Board

**National Bylaws Amendment Proposal #2 will require 1 clerical change to the policy and procedure should the Bylaws Amendment be passed by the Governing Board.**

**PROVISOS:** P&P #3022, Chapter National Director's and Alternate National Director's Responsibilities

The committee also recommends amendments to the following P&Ps.

**5. P&P #2003, Endorsement and Agreements**

Executive Board approval level

The suggested deletion is being made to resolve possible conflict with P&P #1004, Logo Licensing, and because partnership contract agreements are reviewed by the FMCA attorney.

**6. P&P #2031/A, National Vice Presidents' Allocation of Expenses for Travel**

Executive Board approval level

The suggested amendment is being made to allow for equal distribution of the chapter visitation budget line item among all areas.

**The Executive Board set the percentages back to the 2007 figures.**

**7. P&P #4012, Wage Review Board**

Executive Board approval level

The suggested amendment is being made to add two Executive Board members to the Wage Review Board.

**The Executive board disagreed with the Committee's recommendation and it failed.**

**8. P&P #2001, Area Communications**

Executive Board approval level

The suggested amendment is being made to clarify who will receive the communications.

The Committee recommends to the Constitution and Bylaws Committee to update the governing documents and establish a standard hierarchy chart that will recognize the titles at the National, Area, and Chapter level.

The Committee also recommends to the president to form a subcommittee to revise Policy and Procedure #1002, Constitution, Bylaws, and Member Code of Ethics Enforcement, to eliminate the cumbersome and overly involved process including paragraph #9 under FMCA Review Council Hearing, the section on Governing Board Proceedings, the section on Legal Fee Reimbursements, and the section on Confidentiality.

Respectfully submitted,



Bob Weithofer  
Chairman, Policy and Procedure Committee

**Commercial Council Report  
Governing Board Meeting  
Lincoln, Nebraska  
August 24, 2022**

The Commercial Council held two meetings this year with the following items being discussed:

**Commercial Council Meeting  
Gillette, Wyoming  
Friday, July 9, 2021**

The following topics were discussed:

- The Council discussed the purpose of the Commercial Council and whether it was needed. The purpose of the Council is to discuss matters of mutual interest, make sure that the commercial members follow show rules and regulations, and to have a group that represents FMCA's commercial members. After a lengthy discussion, it was determined that the Council is necessary and that if the Council needs Zoom meetings for additional communication, they will be scheduled.
- The Council noted the lack of service companies at conventions and decided that FMCA will allow mobile service companies to set up a table in the Information Center and take service orders. This also will apply to companies that are not exhibiting at a convention, because it is in the best interest of the attendees.

**Commercial Council Meeting  
Tucson, Arizona  
Friday, March 25, 2022**

Discussion took place on the following items:

- Confrontations that take place between commercial vendors at FMCA events were discussed. The Council decided that exhibitors should follow a Code of Ethics and that the Code of Ethics should be given to them at the time they register for an event.
- FMCA needs Convention venues in the western half of the country where conventions can take place every other year. The council suggested and discussed different venues within Arizona and Las Vegas.

Respectfully submitted,

*Ed Thor*

Ed Thor  
FMCA Roadside Rescue Powered by SafeRide, C13660  
Commercial Council President

**FMCA Review Council Report  
Governing Board Meeting  
Lincoln, Nebraska  
August 24, 2022**

The FMCA Review Council has the following responsibilities: ensure the chapters have fulfilled the requirements of the Bylaws; determine the eligibility of a chapter's vote; evaluate the area demographics in five-year intervals, and to investigate complaints against members, chapters, or area associations of FMCA, when such matters are referred to it.

**Complaint Investigations**

As per FMCA Bylaws Article XIV(1)(c): Investigate complaints filed with the FMCA Review Council. All such investigations shall be carried out in accordance with the FMCA Policies and Procedures.

There was one complaint referred to the Review Council during the past term (2021-2023), which was thoroughly investigated and resolved.

The FMCA Review Council members are:

Andy Balogh, F316832  
Lon Cross, F233066  
Dennis Ducharme, F402669  
Dick Lowman, F286692  
Jerry Work, F246153

Respectfully submitted,

*Jerry Work*

Jerry Work, Chairman FMCA Review Council

**Long Range Planning Committee  
Report to Governing Board Meeting  
Lincoln, Nebraska  
August 24, 2022**

**PLANNING FOR FMCA'S FUTURE  
Report of the Long-Range Planning Committee  
Proposal for Adoption by the 2022 Governing Board**

Effective planning for any organization begins with sound research and reflection on the state of the organization. The key research the committee was able to examine was the 2020 RV Industry Association Demographic Study. The report and its implications are essential to understanding the conclusions reached by the committee.

**Implications from RVIA study to guide the preparation of the strategic plan.**

1. FMCA is not a significant player among RV owners (.69%) and is not even a key player among motorhome owners (3.3%).
2. FMCA's membership is aging (average age 72). 67% of FMCA members are over the age of 70. **FMCA must reorient itself to serve a younger demographic.**
3. RV owners are an affluent part of the population.
4. Most RV owners use their RV for vacations, family outings, and short trips (75%).
5. FMCA must shift its appeal to those who are somewhat affluent, but do not travel far and use their RVs primarily in the summer. FMCA's focus has been on RV owners who are wealthy, older, retired, and travel far from home.
6. FMCA must emphasize towables (56%) as much or more than motorhomes (19%) to engage more RV owners.
7. Technology and tech support are important to today's RV owners.
8. RV owners pursue hobbies while using their RVs (85%), therefore FMCA should emphasize the use of RVs in support of hobby interests.
9. Large convention gatherings that require RV owners to travel long distances do not appeal to the target market.
10. FMCA's leadership should reflect its target markets, while retaining the best of its current structure.

**Target Markets for Planning**

RVIA study analysis and LRPC discussion identified four target groups for planning purposes.

- Existing FMCA membership – older RV owners (primarily motorhome owners) who travel long distances from home and travel for significant time periods.
- Prospective members who have been identified as RV owners who are aged 55+, do not travel long distances, and use their RVs less than 30 days a year.
- Vendors – dealers, service centers, supply stores, etc.
- Campgrounds

The **primary target** market for new members are RV owners who are 55 – 65 and are empty nesters, recently retired, or retired. They are relatively affluent, but not wealthy. They prefer to stay in public campgrounds, state parks, and private campgrounds, but not “resort” style campgrounds. They pursue hobbies and sports that reflect an active lifestyle.

The committee’s planning was organized as follows:

Mission > Vision > Goals > Strategies > Objectives

## **Mission Statement**

The mission of FMCA is to educate and empower RV owners so they can enjoy the RV lifestyle.

The **purpose** of FMCA is to -

1. Utilize various means of communication, interaction, and involvement to address the needs of RV owners.
2. Provide benefits and services to members to enhance the use of their RVs.
3. Enable RV owners to gain the best use of their RVs through educational and technical presentations.
4. Strengthen the bonds that unite members through chapters, interest groups, activity-focused gatherings, rallies, social media, or other member-identified means.
5. Strengthen the relationship of the RV community with vendors and campgrounds to enhance the enjoyment of their RVs.
6. Serve as an advocate for RV owners in dealings with manufacturers and with governmental bodies having oversight over RVs.
7. Develop a positive image of FMCA and its members that will lead to greater growth.

## **Vision Statement**

FMCA is to be a vibrant RV association that serves a diverse membership of RV owners so they can better enjoy the benefits of the RV lifestyle.

### **Goal 1 - Create a new identity and brand that orients the organization to a different demographic.**

- The current identity and brand are oriented to motorhome owners. To reach a broader, more diverse, and younger demographic, a fresh image needs to be developed.
- The existing, authorized logo has a bus, and is distinctly related to motorhomes.
- The logo being used for marketing purposes (FMCA – your RVing family) still requires an explanation of the letters “FMCA” pointing to motorhomes.

### **Goal 2 - Preserve and enhance the membership benefits oriented to the current membership while researching benefits that would appeal to the target market.**

### **Goal 3 - Consider and adopt new venues for gathering, educating, serving, and enabling RV owners to enhance the enjoyment of their RVs.**

- Younger RV owners are not oriented toward large group, multi-generational gatherings (conventions).
- The younger target market is a more active demographic that uses their RVs to pursue water sports, hobby interests or other adventure-oriented pursuits.
- The current conventions and area rallies are oriented to the existing membership's older demographic. Attendees travel long distances for these events. The target market travels less than 30 days a year and it is not reasonable to expect them to use most of that time to attend a convention.
- The current format of conventions and area rallies will likely see stable or modest growth in attendance. It is unreasonable to expect to see convention attendance numbers of 4 – 5,000 RVs gathered in one place.

**Goal 4 – Expand FMCA rallies and conventions through greater involvement of vendors and an emphasis on a more entertaining and fun atmosphere.**

**Goal 5 – Expand the role and number of chapters by expanding current chapters and establishing new chapters.**

- Membership in chapters has gone from 34% of FMCA members in chapters in 2002, to 18% in 2018, to 16% in 2020.
- There seems to be a lack of information encouraging people to find others with similar interests and encourage them to come together. Other similar RV organizations seem to easily make this information available.

**Goal 6 - Strengthen the organization's marketing efforts based on ways and methods that will reach the target market while not neglecting the current membership.**

**Goal 7 - Enhance the organization's role as an advocate for RV owners in dealings with manufacturers and with governmental bodies having oversight over RVs.**

**Goal 8 - Build a stronger network of vendors and campgrounds based upon a mutually beneficial relationship linking members to those providing needed services.**

**Goal 9 - FMCA's leadership should reflect its target markets, while retaining the best of its current structure.**

- As an association FMCA has one of the most representative governing structures in the present EB and the GB.
- Any improvements/modifications to the governing structure must build upon the strength of the existing structure.
- The target market demographic does not generally participate in legislative or governing structures.
- Prior national voting experiences (bylaws changes) have shown that only a minority of current members participate in such efforts.

## **Measurable expectations**

- Grow the FMCA membership to 90,000 within five years.
- Maintain an average convention attendance of 1,600 RVs over the next five years.
- Grow the network of campgrounds to 1,500 within five years.
- Establish a network of 1,000 FMCA-linked vendors with five years.
- The operational FMCA budget be maintained and increased as the membership grows.

## **Motion for Consideration**

LRPC moves that the report of the Long-Range Planning Committee with its recommended mission, purpose, vision, and planning goals be adopted.

**Long Range Planning Committee:** Jerry Ayres, Vanessa Simmons, Al Zimmerman, and Dennis Fox (resigned because of health concerns)

Respectfully Submitted,

*Jerry Ayres*

Chairman Jerry Ayres, Long Range and Development Committee.

**Membership/Member Services Committee  
Report to the Governing Board  
Lincoln, Nebraska  
August 24, 2022**

**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 condition 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.

**Membership/Member Services Committee  
Report to the Executive Board  
March 19, 2022**

A meeting of the Membership/Member Services Committee of the Family Motor Coach Association was held on March 3, 2022, by video conference. The committee is forwarding the following recommendations to the Executive Board:

- To recommend to the Executive Board to approve the Battle Born Battery proposal, pending successful negotiations.
- To proceed with the Easy-Care RV Service proposal since the previous questions have been answered satisfactorily.

**Membership/Member Services Committee  
Report to the Executive Board  
May 20, 2022**

A meeting of the Membership/Member Services Committee of the Family Motor Coach Association was held on May 4, 2022, by video conference. The committee is forwarding the following recommendations to the Executive Board:

- To recommend to the Executive Board to approve the Goodyear Tire proposal as presented.

Respectfully submitted,



Chairman, Membership/Member Services

Membership/Member Services current Committee Members- Dennis Ducharme, Jamie Erickson, Harry Hentschel, Chris Holtzman, and Barry Zimmerman.

**Member Recruitment Committee  
Report to the Governing Board  
August 24, 2022**

**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 Quartzsite. **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 Tapfiliate 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 *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. **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 *Family RVing* magazine and work to make event and membership materials more inclusive to members who don't have a drivable RV.

Respectfully Submitted,



Paul Mitchell, Member Recruitment Committee Chairman

**Governmental and Legislative Affairs Committee**  
**Report to the Governing Board**  
**August 24, 2022**  
**Lincoln, Nebraska**

The Governmental and Legislative Affairs Committee of Family Motor Coach Association held one meeting during the past year and handled their workload with phone calls and emails. Discussed items are below:

**Governmental and Legislative Affairs Committee**  
**Report of Work**  
**August 2021 to August 2022**

1. DEF system failures. A survey was sent to FMCA members regarding the DEF issue in diesel motorhomes in order to gather data regarding the problem. The committee has organized and studied the data and is following up with RV Industry representatives to determine the plans for addressing this issue.
2. Closure of free public RV dump in Ontario, Canada. A member reported that the municipality planned to close a public RV dump which was essential to many campers in the area. FMCA assisted by contacting all members in the area to provide support for keeping it open. The Committee assisted the local member in preparing a presentation for the municipality board, with the result that although the original dump still had to be closed (due to environmental problems) the municipality water department was ordered to establish a better dump at the local water treatment plant.
3. Letters were mailed to the White House, Secretary of State, and the Secretary of Homeland Security regarding opening the USA/Canada border. The US border was reopened on November 8, 2021.
4. California small off-road engines. (SORE) regulations. The California Air Resources Board (CARB) implemented regulations banning the sale of gas generators in motor homes in 2028. The Committee Chairman, as well as numerous RV industry representatives, spoke against this ban at the hearing, saying that the time frame is too short for the industry to develop adequate technology to operate many RV's without generators. The CARB passed the regulations.
5. Possible legislative impact on technologies. There are three bills pending in the US Congress which may impact technology used by FMCA for communications with members, advertising, and research. They are House Bill 3825, Ending Platform Monopolies Act; House Bill 3816, American Choice and Innovation Online Act; and Senate Bill 2992, American Innovation and Choice Online Act. All three bills have been introduced in committee but have not been considered by the House or Senate. Many providers of online platforms oppose these bills and if their description of the significance of this legislation is correct, the impact on paid media advertising, search engine results and analytics could be detrimental to FMCA. The committee is tracking these bills and evaluating the potential consequences for FMCA.

6. Kansas Tax Issue. The FMCA Six-State Rally Association was unexpectedly charged taxes on "admission fees" during their annual rally at the Kansas State Fairgrounds. The committee assisted in drafting a letter to the Kansas Governor pointing out that registration fees for a rally are not the same as "admission fees" to a fair or community event. The registration fees are used to pay for camping, meals, and entertainment, all of which are already subject to state sales tax.
7. Member request ref county parks in Florida limiting RV parking. An FMCA member with a small (22 foot) RV has been refused parking in at least two Florida county parks but cannot locate any county ordinance stating this. The committee is still working with him to determine whether there is such an ordinance or whether county personnel were incorrect.

Respectfully submitted,

*LINDA BURDETTE*

Linda Burdette, F324182

Chairman, Governmental and Legislative Affairs Committee

**Risk Management Committee  
Report to the Governing Board  
August 24, 2022**

**Risk Management Committee  
Report to the Executive Board  
March 19, 2022**

A meeting of the Risk Management Committee of Family Motor Coach Association was held on March 3, 2022, via teleconference. The committee is forwarding the following recommendation to the Executive Board:

- The committee recommends moving forward with the numbers provided on the policy renewal so far and recommends increasing media liability to \$5,000,000. Policy renewal is recommended based on numbers being consistent with the prior years and minor adjustments.

Respectfully submitted,



C. Farrell Long, F496842  
Chairman, Risk Management Committee

## **Actions 2021/2022**

The items summarized below are actions taken by the Executive Board and Board of Directors from July 2021 through August 2022. The items are split into two groups:

The “**Items to be Voted On**” are action items approved by the Executive Board or Board of Directors that also require the approval of the Governing Board. Prior to voting, any item may be pulled by a member of the Governing Board for additional discussion.

The “**Informational Items**,” which have previously been reported in the minutes of the Executive Board and Board of Director meetings, are provided to aid the Governing Board in exercising its oversight responsibilities over the affairs of FMCA and FMC as contemplated by the Bylaws. Any questions regarding the Informational Items may be raised during the Governing Board meeting.

### **ITEMS TO BE VOTED ON**

To approve FMCA returning to Tucson, AZ, for the spring 2024 International Conventions pending successful negotiations.

### **INFORMATIONAL ITEMS**

To earmark 50% of the association’s net operating earnings to each of the reserve funds in the investment portfolio as outlined in Policy & Procedure #2035, Reserve Funds for 2023

To set aside \$230,000 for the purpose of education for FMCA’s 2023 fiscal year budget.

To accept the recommendation from the Wage Review Board of a total 2023 budget for salaries in the amount of \$2,310,745, as outlined in Policy and Procedure #4012, Wage Review Board.

To accept the Standing Rules and Agenda for the upcoming Governing Board meeting in Gillette, Wyoming.

To accept the one-year monthly fee schedule for FMCAssist renewal.

To issue refunds for the \$50.00 cancellation fee and the \$25.00 cancellation fee to those charged for the Tucson, Arizona, event due to the COVID-19 cancellation.

That FMCA help create more RV inclusivity and age inclusivity across FMCA. Proposed 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.

That the International Area serve as hosts and the Western Area serve as assistants for the 2022 Tucson, Arizona, International Convention and RV Expo.

To reinstate the \$10.00 recruitment coupons to encourage members to recruit new members.

To accept the Soft Start RV air conditioning power system proposal.

To accept the negotiated MedJet medical transportation proposal.

To develop the affiliate marketing program using shareable and trackable links. This offers rewards for referrals.

To design and place FMCA billboards near several popular RV destinations.

To build and FMCA volunteer ambassador program.

To design the FMCA enrollment form found in the *Family RVing* magazine and to add a QR code for easy electronic enrollment.

To rescind the COVID-19 vaccine mandate for employees.

To eliminate the fees charged for Area Rally registration.

To accept a one-year trial period for discounted Canadian member dues at par with \$50 US and new joins at par with \$60 US.

To accept the TruCraft Roofing bid for the Round Bottom building roof replacement.

To accept Battle Born Batteries proposal pending successful negotiations.

To replace the three HVAC units, with Daiken Units.

To hire the James Elliot firm to take over FMCA sales.

To remove the COVID-19 waiver requirement for rallies and conventions.

To approve the FMCA insurance policy renewal for 2022-2023 policy year.

To approve the proposal for a one-year contract with Easy Care RV Services.

To move forward with T-Mobile as the FMCA company phone provider, moving away from AT&T.

To approve the transfer of the Tech Connect program and its expenses from Family Motor Coach Association to Family Motor Coaching Inc.

To approve the Tech Connect plan option of \$59.99

To approve a budget line item for the next fiscal year of up to \$30,000 for the attorney to prepare a case with the IRS. 5/22

To accept the 2021 year-end audit report submitted by Anderson Kurtz LLC.

To approve the Goodyear Tire proposal.

To notify the Executive Board 7 days prior to any Flash Sale beginning.

To bestow the Robert L. Richter Award to Al Zimmerman, F407361, member of the NW Trek Fun Club

To update the Employee manual.

**President's Report**  
**Governing Board Meeting**  
**August 24, 2022**  
**Lincoln, Nebraska**

The past couple of years, including the year since I took office in July 2021, have been challenging because of COVID-19. Now we have the new complication of higher fuel prices, which impacts the travel of our members and attendance at rallies and conventions. These are problems beyond our control, but as a strong organization, we have been able to persevere.

**NEW CONSULTANTS:** After the last Governing Board meeting, the four nationally elected officers met in Cincinnati to review the economic status of FMCA. During that week I selected a new FMCA attorney, Joseph Zoimen of Ritter & Randolph, LLC in Cincinnati, Ohio. We needed an attorney in whom I had complete faith with his decisions and recommendations. Mr. Zoimen is doing a wonderful job reviewing our contracts and providing FMCA sound legal advice. Our previous attorney transferred all FMCA records without any hesitation.

In August 2021, Chris Smith (FMCA CEO) and I were getting questions and concerns on COVID-19 guidelines both in the FMCA office for our employees and at rallies and conventions for our members. Mr. Zoimen, our FMCA attorney, advised us that we needed to get a medical advisor.

I sought advice from Joanne Fadale, RN (Registered Nurse), an FMCA member and retired emergency room nurse. Joanne used her contacts to help us find such a person. Through those contacts, we found a terrific medical advisor in Lee Ann Ernst, RN, who has been the team leader of the tri-state St. Elizabeth Infectious Disease Response Team (IDRT) since its creation in 2014. Lee Ann Ernst coordinates a multi-disciplinary team of about 160 physicians and medical caregivers who have been training for years to assemble quickly when the area experiences a viral disease outbreak, such as COVID-19. Ms. Ernst has given us great advice on matters concerning the operations of FMCA during the pandemic. Ms. Ernst has gone over and beyond just giving advice. She has brought equipment to FMCA to sanitize our facilities whenever our employees in the office have had COVID-19. Chris Smith and I have called on Ms. Ernst numerous times for her guidance as situations have arisen.

**COVID-19 POLICY:** We lost a few employees who were concerned that we were going to require COVID-19 vaccinations to remain employed. We did not enact the requirement for current employees being vaccinated, but we decided any new employees would have to show proof of COVID-19 vaccination before starting work at FMCA.

**EMPLOYEES:** FMCA had 36 full-time and part-time employees when I took office, and currently we have 37 full-time and part-time employees. The staff has come together to meet our members' needs. If you see staff members here at the convention, please take the opportunity to thank them for their dedication to FMCA.

**NEW COMMITTEES:** As part of my changes to improve benefits and recruiting efforts for our members, I divided the Membership/Member Services Committee into three committees. Prior to this change, one committee had been responsible for both recruiting new members and getting benefits for our members. The three committees I created were (1) the Member Recruitment Committee for recruiting only, (2) the Membership/Member Services Committee for USA to get member benefits for the U.S. members, and (3) the Membership/Member Services Committee for Canada to get member benefits for our Canadian members. My thought was to have committee members to concentrate on only one area to get the maximum production from that committee. These committees are highly effective since they are now focused on specific topics.

**TECH CONNECT+:** In March of 2022 during our Executive Board meeting, Mary Lou Kurtz, FMCA's auditor, presented the fiscal year 2021 audit. At this time, she identified that FMCA would need to monitor the increasing income of Tech Connect+. With the change in the program, all current members with Tech Connect+ had to move from Family Motor Coach Association to Family Motor Coaching Inc. Family Motor Coaching is the for-profit subsidiary of Family Motor Coach Association. With the change from a non-profit to for-profit plan, FMCA's cost increased. FMCA was able to absorb a portion of the price increase. The remainder had to be passed along to the member, causing the first price change to the Tech Connect+ program since it launched in 2017. The price has changed from \$49.99 to \$59.99 per month.

**EXECUTIVE BOARD:** Our board has met several times this year in person or by Zoom for board meetings, and everyone is congenial and working together. The atmosphere at meetings is cooperative, and all Executive Board members have an opportunity to speak at any time without repercussions. I have even encouraged the board members to discuss with each other outside of the official meetings any topics that they would like to bring to the Executive Board meetings. This is a unified board working to do their best for the benefit of all FMCA members.

**OUTSOURCING MAGAZINE SALES:** In February 2022, Ranita Jones, who was the longest tenured employee with FMCA, retired after 44 years. Ranita's wonderful personality and cheerful attitude will truly be missed. Ranita had been the FMCA sales manager for several years. With difficulty finding a replacement, the decision was made and approved by the Executive Board to hire James G. Elliott Company, Inc. Ranita agreed to consult as needed through March 2022 to help us with the transition, but it will take months for the Elliott Company to get up to speed. With the Elliott Company we now have sales representatives in three time zones and additional sales force members.

**FINANCES:** Barbara Smith (FMCA National Treasurer) has a complete report to go into detail on FMCA finances. From May 2021, the membership revenue increased from \$3,097,820 to \$5,173,023 to May 2022. This increase was significant thanks to a change in accounting procedures for Tech Connect+ that resulted in revenue and expenses being presented separately rather than just showing net revenue. It will take another year for the system to settle back into a steady income, but I anticipate Tech Connect+ will continue be a great asset to our members and to FMCA operations.

With the lower numbers in attendance at the conventions, continued lower income and increasing costs for the magazine, effects of higher fuel costs and tighter economic factors lowering investment return, FMCA will have several more months of strained finances. The best and fastest way to come out of this situation is to increase our membership numbers, and one-on-one contact is the best way to make long-lasting members.

**GOVERNMENTAL AND LEGISLATIVE AFFAIRS COMMITTEE:** This committee has been continually active in addressing our members' concerns with DEF issues. The committee developed a letter that I sent to RVIA (RV Industry Association) asking RVIA to meet with us. I think that together we should go forward to the manufacturers who hold the solution to this particularly critical issue for our members. The Governmental and Legislative Affairs Committee has conducted surveys of our members, has analyzed the information, and given us a path to resolve the DEF issue.

**FMCASSIST:** This is the best benefit for our members that is included as part of their membership and provides great coverage for emergency medical evacuation and repatriation. I am pleased to tell the Governing Board that our claims have remained within the loss ratio limits and, therefore, there will not be an increase in our FMCAssist rate coming up for 2023. Chubb has done a wonderful job in administering the program for us and has even provided additional benefits such as accidental death and dismemberment (AD&D), emergency room cash benefits, and travel interruption benefits.

**CONCLUSION:** With the steps the Executive Board has taken this year, FMCA is in good shape to withstand the times ahead. I am looking forward to working with all our members to have another successful year and a terrific 2023.

I respectfully submit this report for file.



Rett Porter

National President



***GOVERNING BOARD MEETING***  
***MOTION/AMENDMENT FORM***

This form is to ensure that the motion is accurately recorded. Motions are too important for the secretary to miss a single word. **Please submit your completed form to the National Secretary after making your motion.**

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Member Name (*please print*)

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FMCA Member Number

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Chapter Name

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# ***GOVERNING BOARD NOTES***

## ***2022 – Lincoln, Nebraska***

# **FMCA**

Your RVing Family



***GOVERNING BOARD MEETING***  
***MOTION/AMENDMENT FORM***

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Member Name (*please print*)

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FMCA Member Number

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# ***GOVERNING BOARD NOTES***

## ***2022 – Lincoln, Nebraska***

**FMCA**  
Your RVing Family



***GOVERNING BOARD MEETING***  
***MOTION/AMENDMENT FORM***

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Member Name (*please print*)

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FMCA Member Number

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Chapter Name

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# ***GOVERNING BOARD NOTES***

## ***2022 – Lincoln, Nebraska***

**FMCA**  
Your RVing Family

**“ IT IS IN YOUR  
MOMENTS OF  
DECISION  
THAT YOUR  
DESTINY  
IS SHAPED.”**

**– TONY ROBBINS**

**FMCA**  
*Your RVing Family*