

GOVERNING BOARD MEETING MINUTES

The regular meeting of the Governing Board of Family Motor Coach Association was called to order by National President Rett Porter at 9:01 a.m. on Wednesday, August 23, 2023, in Gillette, Wyoming. The National President and Secretary were both present.

National President Rett Porter called on Chaplain Dane Bailey for the Invocation. President Porter then called for a moment of silence for the past national officers and members who passed away during the past year, and those struggling with health issues. National Senior Vice President Gary Milner led the Governing Board members in the Pledge of Allegiance to the Flag of the United States of America. Dane Bailey also led the Governing Board members in singing O' Canada and the Star Spangled Banner.

The Executive Board was appointed to approve the minutes of the Governing Board meeting. Penny Gortemiller, Director of Chapters and Governance, was designated Assistant to the Secretary for preparation of the minutes of the Governing Board meeting. The FMCA Review Council was designated to serve as Sergeant at Arms. The voting procedures for this meeting were reviewed.

President Porter announced that Review Council member Jerry Work would serve as head teller for this meeting. In addition, the following members were appointed as tellers for vote counting: Andy Balogh, Dick Lowman, Bonnie Lowman, Rodger Donnelly, Dianna Donnelly, Jim Duncan, Elaine Zimmerman, and Al Zimmerman.

President Porter called on Jerry Work for the FMCA Review Council Report on Credentials. Jerry reported that the quorum required for a Governing Board meeting is 51% of the total voting members. Out of 282 possible Governing Board voting members, a total of 211 voting members were represented, which equates to 75%, and thus a quorum was established.

The motion to accept the established quorum was carried.

President Porter noted that a standing rule was inadvertently omitted. He explained that the Executive Board was appointed to approve the minutes of the Governing Board meeting.

Ken Lewis, F428158, National Area Vice President, Great Lakes Area, moved to adopt the Standing Rules. The motion was seconded and carried.

Ken Carpenter, F312233, with the Diesel RV Club chapter, moved to adopt the meeting Agenda. The motion was seconded and carried.

President Porter appointed Sandy Hentschel to track the speakers and the number of times they speak, and he appointed Lois Savage to track the time.

President Porter introduced the head table as follows: Jerry Work, FMCA Review Council; Kathie Balogh, National Secretary; Robert Rosell, Parliamentarian; Gary Milner, National Senior Vice President; Chris Smith, Chief Executive Officer; and Barbara Smith, National Treasurer.

President Porter recognized National Secretary Kathie Balogh and called on her for the reading of the minutes of the August 2022 meeting, held in Lincoln, Nebraska. She reminded the Governing Board

that the reading of the minutes was waived with Standing Rule #4. President Porter thanked Kathie for serving as National Secretary.

President Porter recognized Treasurer Barbara Smith to present the Treasurer's/Finance Committee report. He reminded the Governing Board that the fiscal year 2024 proposed budget would be discussed under new business.

Treasurer Smith referred to the Treasurer's report starting on page four in the Governing Board booklet. She noted that the investment account has \$6.3 million; there is \$571,000 in another account for a total of \$6.8 million in assets. Treasurer Smith referred to the pie chart that shows what FMCA dues are covering. She stated that some costs are controllable. The salaries show as 15% of member dues; the magazine is 15% of member dues; FMC Assist is almost 13% of member dues. The premium for FMC Assist is over \$500,000. Treasurer Smith noted that FMCA had negotiated a two-year contract, with the second year being 2023-2024. The good news is that members are aware of the benefit.

Treasurer Smith noted that less than 2% of all members attend events. She reported that the bank processing fees were negotiated, and that CEO Smith has worked very hard to keep those fees down. Chapter services is only 0.39% of member dues. Treasurer Smith outlined the two important duties she has – she certifies that the staff reports, and audit reports are correct and she directs the actions of the Finance Committee.

Treasurer Smith noted that she hears the same questions asked repeatedly. The first question is how did we go off budget by \$2 million? She explained that the operating loss for fiscal year 2022 was \$1.1 million with half a million dollars being in Tech Connect+ rebates. The program lost users, FMCA paid two phone bills for each line for a short period of time, and the margin went down per line. Treasurer Smith noted that FMC is the for-profit subsidiary. FMCA's two conventions were low in attendance. Advertising is down; low membership numbers contribute to the losses. The current loss for fiscal year 2023 to date is \$750,000 in off-budget expenses. Over \$450,000 of that is Tech Connect+. This loss was partially offset by investment gains of \$680,000. FMCA follows key performance indicators in the market. The last two months FMCA's investments lost \$350,000. She invited questions about individual department losses and offered to discuss with anyone after the meeting.

The second question she gets asked is: What are we going to do about it? Treasurer Smith noted the 2024 budget was cut by \$1.5 million. The 60th anniversary discounts showed immediate improvement in membership joins and renewals. In Lincoln, expenses were frozen. Travel expenses are consistent with the budgeted amount. The average amount used is 60% of the budget, which is consistent this year. FMCA hired Membership Corporation of America for marketing. She noted that we have a cash flow problem. She also shared that FMCA has a new auditor. She said finances are becoming more complicated. She noted that she is open to advice and will act if appropriate.

Treasurer Smith also addressed the Finance Committee report. The Finance Committee met in May to prepare the 2024 proposed budget. They made several recommendations that are included in the booklet. Treasurer Smith thanked the committee members: Dan Fogarty, Jim Giffin, Ken Lewis, Maureen Pelletier, and Wilburn Young.

President Porter thanked Barbara Smith for serving as National Treasurer and Finance Committee Chairman.

President Porter recognized CEO Chris Smith to present the Chief Executive Officer's report on page 14 in the Governing Board booklet.

Chief Executive Officer Chris Smith gave a short PowerPoint presentation regarding the membership statistics – January through July, compared to previous years. On average FMCA receives 500 new joins per month. Acquisition is down 11%. The renewal rate is also sliding downward: 5.1% or 1,600 drop in renewals. This equates to a loss of 3,336 members from July 2021 to July 2023. There is a correlation between the number of members we have and the result of the financial year we have. CEO Smith mentioned the easiest solution is to attract and maintain membership. He referred to the MCA report that was distributed at registration. He suggested that FMCA support, as much as we can, their recommendations. CEO Smith also mentioned the market research report. He suggested FMCA implement as many of their recommendations as we can. The last thing he touched on was the Pathfinder membership category. This comes from the RVIA study where almost double the number of households are looking for an RV as those who already own one. FMCA has the tools for educating potential RV purchasers that will attract these members. He noted that this is a big way to grow membership. The FMC Assist premium could be spread out with more members.

There were no questions. The report was accepted for file.

President Porter noted that the 2022 Governing Board approved funding for RV ownership research and he recognized Adina Wasserman with Marketing General Incorporated for a special report to the Governing Board.

Adina thanked the Executive Board and the Long-Range Planning Committee for inviting her to present the report, and she shared survey results. She noted that the research was gathered from non-FMCA members and said they were not familiar with FMCA's name. The survey asked questions about what non-FMCA members want from an RV association. Communication preferences, and benefits were also addressed. Attitudes of prospective members toward FMCA's governing structure, chapter membership, and voting rights were also addressed as an aspect of membership in an RV organization. To conduct the survey, a list of non-FMCA members who are RV owners was purchased. It was a multi-sourced list. The participants were people who self-identified as RV owners and came from RV dealerships who sold their lists of RV purchasers. The survey list was not from the DMV. Survey invitations were sent by email. There were four reminder emails sent over the course of four weeks. The survey closed June 12, 2023. Over 73,000 emails were sent with 318 individuals responding. 66% of participants were between the ages of 55 and 74. 44% of participants have a net worth of more than \$250,000. 58% own/use a trailer, and 28% own/use a motorhome. Respondents were asked what they use their RV for, and the top three answers were casual camping alone or with family, vacation travel, and weekend camping. Adina noted several different categories when tracking mileage traveled. Since some travel would be included in two separate categories, the total percentage does not equal 100%. When using their RV, 44% travel less than 150 miles; 52% travel between 76 and 300 miles; 30% travel more than 300 miles. 55% of participants use their RV for 30 days per year or less.

Opinions regarding the emblem of FMCA were mixed. The survey showed the oval with the bus in the center without words. Respondents noted that the emblem is outdated, does not represent their type of

RVing, or is only for motorhomes. Some say it represents a fun and interesting group that provides good RV resources. They also showed the oval with only words, and reactions to the name were generally positive because of the word “family.” However, the term “motor coach” made participants believe the association only welcomes or caters to those with a motorhome.

The most important factors in determining whether to join an RV club or association are the cost of the membership, discounts available, and the additional benefits offered. Adina reported that leadership and governance opportunities are rated as least important.

The top 10 benefits cited as making it worth joining an RV association (out of 38 possibilities) are as follows: Campground discounts; fuel discounts; campground finder/reservation system; roadside assistance plan included in dues; discounts on parts or service; campground reviews; mobile app for trip planning; free dump stations; rapid response when help needed; and unlimited mobile hot spot Wi-Fi plans.

The bottom 10 benefits – not of primary interest (out of 38 possibilities) were as follows: Governance aspect or the ability to influence association; affinity groups (chapters) based on interest; association-sponsored service projects; chapters based on regions/areas that have rallies; advocacy on behalf of RVers; regional or national rallies with workshops/vendors; medical insurance program for full-time RV travelers; ombudsman who helps resolve issues with manufacturers; means to connect with RV owners for gatherings; and medical evacuation program. Adina noted that these categories are not driving members to join.

Member Interaction and Engagement was addressed with participants. Participants are most interested in virtual engagement with other members. Regarding participating in member online communities available through the website or an app, such as social media platforms, 53% responded “very likely” and “likely” and RV club or association social media was ranked at 49%. Respondents prefer engaging with other RVers simply by hanging out with the people they are RVing with or by meeting people at campgrounds or events.

Communication Preference with RV Club/Association was addressed in the survey. Participants prefer to receive communication via an email newsletter or through the association/club website. The percentages differ with age brackets.

Adina noted the key conclusions from the survey data: Most RVers own towables – FMCA must emphasize towables over motorhomes. Most RVers do not travel far from home and do not use their RV more than 30 days a year. The FMCA emblem does not relate to typical RV owners. The FMCA name and reference to “motor coach” is a hindrance to growth, but emphasis on “family” is positive. Discounts and roadside assistance are key benefits desired. RV chapters and medical evacuation program are not incentives to stimulate membership growth. Hanging out with friends and meeting new people is what RVing is all about.

President Porter thanked Adina for her presentation. He then recognized Long-Range Planning Committee Chairman Jerry Ayres.

Jerry Ayres moved to suspend the rules and consider adoption of Executive Board action item #9 regarding adopting the January 2023 edition of the FMCA Strategic Plan, “Planning for FMCA’s

Future,” immediately after receiving the related PowerPoint presentation. President Porter called for a second, and the motion was seconded.

It was clarified that this motion would move the consideration of the Strategic Plan forward to follow the presentation and information that was just presented from Marketing General Incorporated. It keeps the information together with the Long-Range Planning Committee’s report and the adoption of the Strategic Plan. President Porter announced that this action is permitted under Standing Rule 1. It was noted that the Strategic Plan would then be up for consideration immediately after the Long-Range Planning Committee’s presentation.

President Porter re-read the motion and noted that an affirmative vote means the Governing Board will consider the adoption of the Strategic Plan immediately following the Long-Range Planning Committee’s presentation. A negative vote means that the agenda does not change, and the Strategic Plan will be considered later in the meeting agenda. ***The motion was carried.***

Long-Range Planning Committee Chairman Jerry Ayres called on committee member Al Zimmerman to give a PowerPoint presentation developed by the committee. He referred to page 71 in the Governing Board booklet. Al recognized the committee members as follows: Jerry Ayres, Chairman; Joanne Fadale; Vanessa Simmons; and Fred Terranova. He noted the dedication and time committed by each member with their weekly workshops.

Al shared that the committee’s work really started in the fall of 2021. He reported on the key points from the Strategic Plan, noting that it is a living document that changes over time. It is to be periodically reviewed and modified. The committee noted that it is preferable to have objective, non-biased research data on the target market so that any planning done is based on unbiased observations rather than individual opinions. The committee reviewed the implications of the 2020 RVIA study data. Al reported that FMCA is not a significant player among RV owners (.69%) or even motorhome owners (3.3%.) Al agreed with the statistics that Adina reported from the Marketing General Incorporated study of non-FMCA RV owners. They indicate that FMCA must shift its appeal to those who do not travel far from home and use their RV primarily in the summer. FMCA must respond to those who use their RV less than 30 days a year (69%.) FMCA must emphasize towables, which is 56% of RV owners, as much or more than motorhome owners. FMCA’s leadership must reflect the target market, while retaining the best of its current structure.

For planning purposes, they identified four target markets, noting that the primary target market is RV owners who are age 55-65, empty nesters, recently retired or retired, and relatively affluent but not wealthy. The younger RV owners are active, using their RVs for an active lifestyle, such as hobbies and sports. Other markets we need to think about are vendors, parts, campgrounds, etc.

Al reviewed the planning process that the committee went through. He stated that they reviewed the mission statement, goals, strategies and objectives. The objectives have more details. The mission statement should state why the organization exists. It should be short and easily remembered. What does FMCA do? The mission statement should be reflective of that answer. The committee developed an improved mission statement it is proposing to the Governing Board.

Goals should be descriptive statements of what is to happen because of the activity FMCA planned. Al reviewed that the committee developed nine goals. He noted that he would review only the first two goals in the presentation; however, the goals are in the Strategic Plan. He reported that each goal has

strategies and objectives. Strategies are the methods, means, and tactics that will be used to fulfill the plan goals. Objectives are what the group wants to accomplish stated in measurable terms. An objective is not an objective until it can be described and measured in expected results and/or time.

Al reviewed Goal 1, reporting that the president will form a new identity committee to create a new logo and brand that orients the organization to a different demographic. Al noted that no one is changing the FMCA goose egg emblem. Logos and emblems are not the same thing. FMCA is keeping its emblem. Logos will be used for marketing to a younger audience by using something that they can identify with.

Al reviewed Goal 2, noting that the goal is to preserve and enhance membership benefits oriented to the current membership while researching benefits that would appeal to the target market.

Al said that the Long-Range Planning Committee submits the FMCA Strategic Plan “Planning for FMCA’s Future” to the Governing Board for adoption.

President Porter reminded the Governing Board that the motion on the floor, which was seconded, is to adopt the January 2023 edition of the Strategic Plan. He asked for discussion.

Governing Board members spoke in favor of adopting the Strategic Plan, noting that a prior Long-Range Planning Committee started the process, and there was a period of time where no Long-Range Planning Committee was in place. He urged the continuation of the planning process going forward. Events were addressed, with one Governing Board member noting that perhaps FMCA could have events only every other year and switch between the east and west coasts for ease of the members near those locations. Concern was raised regarding no visible timeline being attached to the plan. A question was asked regarding who would be overseeing the goals. It was reported that there will be a person designated for each along with a timeline for progress. The Governing Board was reminded that this is a living document, and changes will be made throughout the planning process. It was reported that a document that outlines month by month matches what should be done. It will need to be updated.

A suggestion was made to communicate to the members on a periodic basis on how members can help and how FMCA is moving forward. One Governing Board member noted the research from Marketing General Incorporated indicated that “Family” and Social” are words that resonated with that group. He also mentioned that he would prefer to see them in the mission statement, and that FMCA also should work on retention of members, not just recruitment.

President Porter noted that the mission statement will be addressed in the proposed changes.

A suggestion was made to reconsider the number of areas that FMCA has, and perhaps combine them into four. That way the events could be addressed by four areas and not 10. This could encourage larger attendance at these local events. It was reported that reviewing FMCA’s areas is a duty of the FMCA Review Council.

Ken Lewis, National Area Vice President, Great Lakes Area, called for the question. The motion to end discussion was seconded and carried.

President Porter clarified that the motion on the floor is to adopt the Strategic Plan. The motion carried. President Porter thanked the Long-Range Planning Committee for passing this Strategic Plan which has not been accomplished over the past 20 years.

President Porter recognized Constitution and Bylaws Committee Chairman Connie Pool to present the Constitution and Bylaws Committee report on page 17 in the Governing Board booklet. Connie reviewed that the committee is presenting four proposed amendments to the FMCA Constitution. Connie clarified that the Governing Board members were voting on whether to send the FMCA Constitution amendments to the membership for a vote. There were also three proposed National Bylaws Amendments, which takes a 65% majority vote of the Governing Board to approve.

Connie Pool moved to approve Constitution Amendment proposal #1, on page 19 in the booklet, to amend Article I – Name, Status, and Purposes. The amendment is to add paragraph 2, to allow FMCA to operate under an assumed business name for the purposes of public identity, promotion, and normal or customary operations. ***President Porter called for a second, and the motion was seconded.***

Connie reported that the Constitution and Bylaws Committee was not in favor of sending the proposal to the membership as is, noting there are no rules or procedures to instruct on how to go about creating an assumed business name. She also noted that when the Executive Board discussed the proposal, they noted that as long as a policy and procedure is developed for the process, they would be in favor. Connie said that a policy and procedure was developed and would be discussed under the Policy and Procedure Committee Report. It is new P&P #1010, Assumed Business Name, and would be discussed later.

One Governing Board member spoke in favor of the motion noting that she has two younger daughters who are interested in FMCA, and changing the name to FMCA makes sense to them. Another example for comparison was noted in that Alphabet is the parent company for Google. ***President Porter called for a vote, and the motion carried.***

Connie Pool noted that Constitution Amendment proposal #2, on page 22 in the booklet, is to amend Article I, 3.A. – Name, Status and Purposes. The proposal shortens the existing mission statement of FMCA. She noted that, in addition, Proposal #5 is the same amendment but for the National Bylaws. The Governing Board will be voting on Proposal #2 and #5 at the same time. Connie noted that Proposal #5 has a proviso that if the membership vote on the Constitution is not successful, the Bylaws Proposal will not be implemented. It only becomes effective if the Constitution Amendment passes with the membership vote.

Connie Pool moved to approve Constitution Amendment proposal #2, on page 22 in the booklet, to amend Article I, 3.A. – Name, Status, and Purposes, and National Bylaws proposal #5, on page 26. The proposal shortens the existing mission statement of FMCA and affects both the Constitution and the National Bylaws. ***President Porter called for a second, and the motion was seconded.***

Connie noted that the Constitution and Bylaws Committee does not recommend sending this proposal forward to the membership for a vote. The committee agreed that the current mission statement is too long; however, they would prefer to see a kinder, gentler statement. The Executive Board agreed with the proposal with the recommended change from the Long-Range Planning Committee.

President Porter recognized Vanessa Simmons, F482756, with the Komfort Kruisers chapter, who moved to amend Proposals #2 and #5, to strike the words “educate and empower RV owners” and replace with the words “enable and encourage RV owners so they can enjoy the RV lifestyle and discover the family that is FMCA.” President Porter called for a second, and the amendment was seconded.

President Porter recognized Irene Noden, F209493, with the Great Outdoors Ambassadors chapter, who offered a secondary amendment to strike the words “RV owners” and insert the words “motorized and towable RV enthusiasts.” The amendment would read: “The mission of FMCA is to educate, enable, and encourage motorized and towable RV enthusiasts so they can enjoy the RV lifestyle and discover the family that is FMCA.” President Porter called for a second, and the amendment was seconded.

It was reported that the Long-Range Planning Committee wishes to keep the mission statement succinct, and easily remembered. One member spoke in opposition to the secondary amendment. He pleaded with the Governing Board to keep the mission statement simple. A comment was made that the word “support” should also be included. A question was raised regarding whether a chapter can remain restricted to motorized vehicles. President Porter stated that the chapters still have the option to remain motorized only or open to all owners. A Governing Board member noted that FMCA means motorhomes. Younger members want to see something that represents their RV. It was noted that the definition of a qualifying RV is included in the Bylaws. Another Governing Board member encouraged the Board to keep it simple, and not to confuse the mission and the purpose.

President Porter clarified that the Governing Board is voting on the amendment only – as follows: ***to strike the words “RV owners” and insert the words “motorized and towable RV enthusiasts.” The mission statement would read: “The mission of FMCA is to educate, enable, and encourage motorized and towable RV enthusiasts so they can enjoy the RV lifestyle and discover the family that is FMCA.” The amendment failed.***

President Porter clarified that the pending motion is now as follows:

Vanessa Simmons, F482756, with the Komfort Kruisers chapter, moved to amend Proposals #2 and #5, to strike the words “educate and empower RV owners” and replace with the words “enable and encourage RV owners so they can enjoy the RV lifestyle and discover the family that is FMCA.”

Bob Weithofer, F253844, with the RVQue chapter, moved to amend the motion by striking “owners” and replacing with “enthusiasts.” President Porter called for a second, and the amendment was seconded.

Bob stated that a possible amendment to a policy and procedure considered later today will include those interested in purchasing an RV and who are not yet RV owners. ***The amendment carried.***

President Porter clarified that the mission statement will read as follows:

“The mission of FMCA is to educate, enable and encourage RV enthusiasts so they can enjoy the RV lifestyle and discover the family that is FMCA.”

John Jacobs, National Area Vice President, Midwest Area, moved a secondary amendment to read as follows: “The mission of FMCA is to educate, enable, support and encourage family and social RV lifestyles.” President Porter called for a second, and the amendment was seconded.

One Board member spoke to the secondary amendment, stating he wished to keep the mission statement simple and encouraged voting this amendment down. A recommendation was made to strike the word “enable” to keep the mission statement simple. President Porter stated that would have to be another amendment.

A standing count was necessary to tally the vote. The amendment carried with 113 votes “for” and 77 votes “against.”

Betty Duncan, F253901, with the Georgia Mountaineers chapter, moved another secondary amendment to strike the word “enable.” The motion was seconded by Pat Weithofer.

President Porter clarified that the Governing Board would now be voting on striking the word “enable.” ***The amendment carried.***

President Porter clarified that the motion on the floor is to vote on the amendment as follows: “to strike the words ‘and empower RV enthusiasts’ and replace with the words ‘support and encourage family and social RV lifestyles.’” ***The motion carried.***

President Porter clarified that the motion on the floor is the mission statement as follows: “The mission statement of FMCA is to educate, support, and encourage family and social RV lifestyles.” ***The motion was carried, with more than 65% affirmative vote.***

The meeting was recessed for lunch at 12:30 p.m., and reconvened at 1:30 p.m. While the after-lunch quorum count was being calculated, President Porter referred to the Commercial Council Report on page 62 in the booklet and acknowledged the Commercial Council members listed in the convention program. President Porter thanked Ed Thor for serving as Council President and accepted the report for file.

President Porter also noted the FMCA Review Council report is on page 63 in the booklet and accepted their report for file.

The after-lunch quorum was announced. Out of 282 possible Governing Board voting members, a total of 209 voting members were represented, which equates to 74%, and thus a quorum was established.

A motion was made, seconded, and carried to accept the established quorum.

Constitution and Bylaws Committee Chairman Connie Pool moved to approve the Constitution change as listed in Proposal #3 on page 23 in the Governing Board booklet, a proposed Constitutional Amendment to Article I, 3.B. i. – Name, Status, and Purposes. President Porter called for a second, and the motion was seconded.

Connie reported that the Constitution and Bylaws Committee does not recommend sending this forward to the membership for a vote as is, because it is lengthy. The committee would prefer the purposes re-written to be shorter and to include all RVs.

The Executive Board agreed with the proposed amendment and agreed that wording changes could be made on the floor of the Governing Board meeting.

President Porter recognized Vanessa Simmons, F482756, with the Komfort Kruisers chapter, who moved to amend Proposal 3, Purpose statement by striking items e., f., and g. from the existing wording. The motion was seconded. President Porter clarified that the Governing Board would be voting on removing items e., f., and g. ***The motion carried.***

Don Schluese, F264999, Past National Officer chapter, moved to amend Proposal #3 by striking all of item i., and to replace it with the following: "Promote good fellowship and cooperation among all FMCA members and provide services to meet the needs of the RV community." The motion was seconded.

The rationale provided was to shorten the purpose statement as requested by the Governing Board.

President Porter clarified that the Governing Board would be voting on the shortened statement in Proposal #3 as follows: ***"Promote good fellowship and cooperation among all FMCA members and provide services to meet the needs of the RV community." The motion carried.***

Chairman Connie Pool continued with Proposal #4, on page 25, and moved to amend the FMCA Constitution Article VI - FMCA Numbered Identification Emblems, noting that the entire article will be removed. President Porter called for a second, and the motion was seconded.

Connie noted the committee agreed with sending this proposal to the members for a vote, and the Executive Board agreed.

Connie pointed out that the remaining articles would be renumbered if this goes away. A question was raised as to whether this would eliminate the goose egg logo. Connie noted that it remains in the Bylaws and the policies and procedures.

President Porter clarified that the Governing Board is voting on whether to remove the article from the Constitution. ***The motion carried.*** Connie clarified that the Governing Board was only voting to send the proposals to the membership for a vote.

Connie continued with Proposal #6, to amend the National Bylaws, to delete the description of the FMCA emblem from the National Bylaws.

Connie Pool moved to approve Proposal #6, to remove the emblem from the National Bylaws. President Porter called for a second, and the motion was seconded.

The Constitution and Bylaws Committee does not recommend adoption of the amendment. The committee felt the emblem should be described in the Bylaws. She noted that the Governing Board would have to agree to any changes and, therefore, make a Bylaws amendment if the emblem were to change. The Executive Board agreed with the committee that the description of the emblem should stay in the National Bylaws. There was no discussion. Ken Lewis, National Area Vice President, Great Lakes Area, noted that the Executive Board had a split vote on this amendment.

The Governing Board voted on whether to delete the description of the emblem from the National Bylaws.

The motion failed, and the description of the emblem will remain in the National Bylaws.

Connie Pool continued with Proposal #7, noting that the amendment adds another membership category to the National Bylaws for those people interested in purchasing an RV. ***Connie Pool moved to approve Proposal #7, as presented. President Porter called for a second, and the motion was seconded.***

The Constitution and Bylaws Committee agreed with the proposal; however, they also said they believe the second paragraph could be moved to the policy and procedure. The Executive Board agreed.

Point of Order was raised regarding the status of F, C, S, D, G, etc., and that some are placed after the member number, noting that “P” is already designated, for “Parent.”

Connie clarified the letter “P” would be placed in front of the member number instead of the “F” and not behind the member number.

President Porter recognized Paul Mitchell, National Area Vice President, International Area, who moved to amend Proposal #7, to strike the second paragraph in the proposal. The motion was seconded.

The idea is to attract younger members, including those who are still searching for an RV. They can use the FMCA University. There are a lot of potential RV buyers, and they can get the information they need to help with their purchase.

Chairman of the Policy & Procedure Committee Bob Weithofer noted that a policy and procedure that will be considered later in the day could incorporate some of the information from the second paragraph into the P&P. A Governing Board member stated that he is against the full proposal.

The amendment to strike the second paragraph carried.

One Governing Board member spoke against the proposal, noting that just because someone wants to purchase an RV doesn't mean that they should become members. President Porter noted that the larger the membership, the costs are spread out among all members reducing the costs of member benefits per member.

Mary Glover, F397232, with the Cumberland Travelers chapter, moved to amend Proposal #7, paragraph g. to strike everything after the word “ownership.” The motion was seconded.

President Porter clarified that the motion on the floor is to strike the words following “ownership.” One Governing Board member spoke about the mission statement and the purpose. She was ruled out of order, as it did not pertain to the amendment. A Governing Board member noted that he is concerned with the financial condition and sees the program as a money grab. It was noted that every member in the room came to FMCA with an RV. A comment was made that the Pathfinder brings nothing to the table. They will use the benefits. Another Governing Board member noted that

Pathfinders and RV Basics go together. We should encourage them to join. Several people look for quite some time before purchasing. Another Governing Board member spoke to adding a time limit for the membership.

President Porter clarified that the Governing Board is voting on the amendment to Proposal #7, to strike the words after “ownership.” The proposal would read: “A Pathfinder is a prospective RV owner who is in the research phase of RV ownership.” ***The amendment failed with 72 votes “for” and 135 “against.”***

President Porter clarified that the motion on the floor reads as follows: ***“A Pathfinder is a prospective RV owner who is in the research phase of RV ownership and plans to own at least one-third of an RV within two years of joining FMCA.”***

A Governing Board member asked why we were discussing amendments before voting on the concept of Pathfinders. He noted that the motion should be whether to have six or seven categories. A question was raised regarding whether the Pathfinder members will be removed from FMCA if they do not own an RV by the allotted time. It was reported that is the way the proposal reads. Another Governing Board member stated it took her over five years to find her RV. A Governing Board member asked for the CEO’s opinion on the Pathfinder member concept.

CEO Smith stated that while FMCA does collect data on vehicle ownership, we do not ask for ownership documents. This new category allows FMCA to market to those interested in purchasing an RV and allows FMCA to market the FMCA University for education. He is not certain that the two-year limit is the magic number. Five years may be better. He noted that people can join online now, and it would be difficult to police the two-year limit.

One Governing Board member asked for the National Treasurer’s opinion on the cost of benefits. He asked which benefits cost money and which ones do not. Treasurer Barbara Smith noted that FMCAssist program costs will be going up next year, and having the digital copy of the magazine for this category will save printing and postage costs. Treasurer Smith reported that other than the magazine, FMCA does most of the printing in house.

One Governing Board member noted that FMCA must do something different. We must increase membership. He noted that he felt younger members would see FMCA as the RV organization, and it could be a very positive financial impact for FMCA.

John Sheilds, F511030, with Monaco International chapter, moved to amend section g. to strike the word “two” and insert the word “five.” The motion was seconded.

It was noted that the wording does not limit the FMCA membership to five years; it only says that they will purchase an RV within five years.

A standing count was called for the vote. The amendment carried with 94 votes “yes” and 88 votes “against.”

President Porter clarified that the Governing Board will be voting on the original Proposal #7, as follows: ***“A Pathfinder is a prospective RV owner who is in the research phase of RV ownership and plans to own at least one-third of an RV within five years of joining FMCA.”***

One Governing Board member noted that ownership in FMCA is a choice. Fellow RV owners are a good source of information. FMCA doesn't need Pathfinders. Another Governing Board member asked about the word "plans," noting that FMCA only provides the RV information when they join. President Porter noted that it is a perception. This makes it legitimate if they don't own an RV. A Governing Board member noted that FMCA has several programs to discount the membership fee. He suggested the Pathfinder be a pilot program and be re-evaluated at a later date.

Debbie Bamer, F360114, with the OR/WA Coaches for Christ chapter, moved to amend the proposal to add another sentence that reads as follows: "A Pathfinder member shall be required to pay dues however shall not be eligible to vote or hold elected office." The motion was seconded.

Connie Pool agreed that the National Bylaws note whether the other membership categories can vote or hold office. She agreed that it should be more clearly written for the Bylaws. Connie noted that the policy and procedure includes restrictions. ***The amendment carried.***

President Porter clarified that the motion on the floor is as follows: ***"A Pathfinder is a prospective RV owner who is in the research phase of RV ownership and plans to own at least one-third of an RV within five years of joining FMCA. A Pathfinder member shall be required to pay dues however shall not be eligible to vote or hold elected office."***

Carol Preimesberger, F416335, with the Frustrated Maestros Rocky Mountain Rockers chapter, moved to send the Pathfinder program back to committee. The motion was seconded.

It was noted that the timeline, if sent back to committee, will take another year to get back to the Governing Board. There is a large market for interested buyers. A Governing Board member spoke in favor of the motion, stating that there needs to be more work done, and a limit could be put on the membership. Another Governing Board member said that it's quite apparent that it should be sent back to the committee. It was noted that the budget contains revenue from the Pathfinder members. Treasurer Barbara Smith indicated that the budget would not be affected that much. One Governing Board member noted that the membership is getting old, and chapters are dying. It needs to go forward. FMCA needs younger members.

President Porter noted that the motion on the floor is to send back to committee. The motion failed.

President Porter noted that the motion on the floor is to accept the proposal as amended.

Rusty LaBarre, F031841, with the Central Florida Roadrunners chapter, called the question. The motion to end discussion carried.

President Porter clarified that the motion on the floor is as follows: ***"A Pathfinder is a prospective RV owner who is in the research phase of RV ownership and plans to own at least one-third of an RV within five years of joining FMCA. A Pathfinder member shall be required to pay dues however shall not be eligible to vote or hold elected office."*** ***The motion carried.***

President Porter thanked Connie Pool for serving as chairman of the Constitution and Bylaws Committee and thanked the other members: David Fuller, Ira Miller, Don Schleuse, and Sharon Wilson.

President Porter recognized Chairman Gary Milner to present the Convention Committee report on page 32 in the Governing Board booklet.

Convention Committee Chairman Gary Milner explained that the committee is recommending Redmond, Oregon, for the summer of 2024 International Convention. He also mentioned that the committee is adding a cutoff date for electric refunds to avoid excessive fees. The date will be noted on the registration forms. The committee lowered the expected number of attendees for Tucson, Arizona, from 1,500 to 1,200 for winter 2024.

President Porter accepted the Convention Committee report for file, thanked Gary Milner for serving as chairman, and thanked the members of the Convention Committee: Rodger Donnelly, John Jacobs, Connie Jones, Paul Mitchell, and Patricia Voyna.

President Porter recognized Policy and Procedure Chairman Bob Weithofer to present the Policy and Procedure Committee report on page 33 in the Governing Board booklet.

Chairman Bob Weithofer reported that the committee met three times during the year. They made 17 proposed amendments, six of which were Executive Board approval level. The Executive Board level policies and procedures are as follows: #1003, FMCA Responsibilities; #3011/B, Chapter Bylaws Format; #4000, Committee Responsibilities; #2001, CAN-SPAM Act Compliance; #2031/A, Vice Presidents' Allocation of Expenses for Travel; and #3000/A Contract Review. The committee is contemplating changes for #4010, FMCA Review Council Responsibilities.

Regarding Proposal #1, Policy and Procedure #1010, Assumed Business Name (New), Bob Weithofer, Policy and Procedure Committee Chairman, moved to approve the proposal as shown on page 37. President Porter called for a second, and the motion was seconded and carried.

Regarding Proposal #2, Policy and Procedure #1017, Membership Fees and Dues, Bob Weithofer moved to approve the proposal as shown on page 39. President Porter called for a second, and the motion was seconded. Bob noted that there would be administrative changes to the second paragraph. He said that the word "logo" would change to the word "emblem." The additional clerical change would be to change the letter "E" to the letter "F". Bob noted that there is no time limitation to the policy and procedure at this time. ***The motion was carried.***

Regarding Proposal #3, Policy and Procedure #1018, FMCA Emblems, Bob Weithofer moved to approve the policy and procedure as shown on page 43. President Porter called for a second, and the motion was seconded. Bob noted that the change eliminates the herald, and the Governing Board will have to approve any changes to the emblem. It also requires the emblem to be used on official documents. ***The motion carried.***

Regarding Proposal #4, Policy and Procedure #1018/A, FMCA Logos (New), Bob Weithofer moved to approve the proposal as shown on page 47. The motion was seconded. Bob noted that the Policy and Procedure Committee, and the Executive Board both approved the proposal as recommended by the Long-Range Planning Committee. This establishes a procedure for new logos for marketing purposes. Bob clarified that the approval of the logos is with the Executive Board; however, the policy and procedure is Governing Board approval level. ***The motion carried.***

Regarding Proposal # 5, Policy and Procedure #1028, Commercial Membership Fees and Dues, page 48. Bob Weithofer noted that the handout distributed at registration shows what has changed. The copy in the booklet shows the changes already made. ***Bob Weithofer moved to approve Policy and Procedure #1028. The motion was seconded and carried.***

Regarding Proposal # 6, Policy and Procedure # 3009, Chapter and Associate Chapter Application, Bob Weithofer moved to approve. President Porter called for a second, and the motion was seconded. Bob noted that the change noted on page 51 in the booklet allows for an electronic notification instead of actual signatures with chapter formation. ***The motion carried.***

Regarding Proposal # 7, Policy and Procedure #3022, Chapter National Director and Alternate National Director Responsibilities, Bob Weithofer moved to approve as shown on page 54. The motion was seconded and carried.

Regarding Proposal # 8, Policy and Procedure #4001, Committee Member Appointments, page 57, ***Bob Weithofer moved to approve as presented. President Porter called for a second, and the motion was seconded.*** Bob noted that this change requires that a brief resume be submitted with the committee nominations list for approval by the Executive Board. ***The motion carried.***

Regarding Proposal # 9, Policy and Procedure #4002, Commercial Council Responsibilities, page 59, ***Bob Weithofer moved to approve as presented. President Porter called for a second, and the motion was seconded.*** Bob noted that the change was requested by the Commercial Council. It establishes a quorum of only nine members. ***The motion carried.***

The Policy and Procedure Committee report was accepted for file. President Porter thanked Bob Weithofer for serving as Chairman and thanked the members of the Policy and Procedure Committee: Larry Morrison, Glenn Nulty, Herman Mullins, Rick Starzyk, and Jerry Work.

President Porter referred to the Education Committee Report on page 64 in the Governing Board booklet. He acknowledged that the Education Committee is involved in the RV Basics program and RV Driving School programs that happen at FMCA's events.

The Education Committee report was accepted for file. President Porter thanked Gaye Young for serving as Chairman and thanked the other members of the Education Committee: Gary Cipa, Steve Froese, Bert Henderson, Glenda Milner, and Herb Vogt.

President Porter recognized Linda Burdette to present the Governmental and Legislative Affairs Committee Report on page 66 of the Governing Board booklet.

Linda reported that the committee was very busy this year. She thanked the committee members, noting how hard the committee worked for FMCA over the past year. Linda noted that if members are informed, they are not afraid to stand up and be proactive. This is the most important thing the membership can do. Politicians listen to their constituents. The Governmental and Legislative Affairs Committee report was accepted for file.

President Porter thanked Linda Burdette for serving as Chairman of the Governmental and Legislative Affairs Committee and thanked the other members of the committee: LB Butts, Terry Richard, Joe Wright, and John Traphagen.

President Porter recognized Paul Mitchell, National Area Vice President, International Area, and Committee Chairman, to present the Member Recruitment Committee Report on page 91 of the Governing Board booklet.

Paul reported that the Pathfinder concept came from his committee's recommendation. He noted that the committee also made some changes to the membership recruitment program. They also worked with the Education Committee to provide a free membership renewal if a member completes all the modules in the FMCA University. The Member Recruitment Committee report was accepted for file.

President Porter thanked Paul Mitchell for serving as Chairman of the Member Recruitment Committee and thanked the other members of the committee: Meagan Butler, Maureen Milne, Bill Miller, Tom Selvidge, and Linda Wilkes.

President Porter recognized Harry Hentschel to present the Membership/Member Services Committee Report on page 92 of the Governing Board booklet.

Harry recognized the committee members and acknowledged all the hard work the committee did during the past year. He listed the new FMCA member benefits that were introduced this year as well. Harry noted that the items that came from the Long-Range Planning Committee and the Member Recruitment Committee deal with all RV types, which the Membership/Member Services Committee recommends. Harry Hentschel asked CEO Chris Smith about the Pilot/Flying J pilot program. Chris mentioned that the offer is whether they want to partner with FMCA. They set up a text code for members that can be used now while they monitor the usage. If it is successful, FMCA may partner with them for a fuel discount. It is for both gas and diesel, and the number of gallons is unlimited. Chris mentioned that members cannot stack discounts. Harry pointed out that the code is only good through September 5th. The report was accepted for file.

President Porter thanked Harry Hentschel for serving as chairman and thanked the members of the Membership/Member Services Committee: Dennis Ducharme, Chris Holtzman, and Barry Zimmerman.

President Porter referred to the Risk Management Committee Report on page 93 of the Governing Board booklet. There were no questions. The report was accepted for file.

President Porter thanked Farrell Long for serving as chairman and thanked the other members of the Risk Management Committee: Dennis Ducharme and Bob Golk.

President Porter recognized and thanked the Technical Advisory Committee for the many hours they have dedicated to reviewing technical articles printed in *Family RVing* magazine: Monte Beck, Bruce Chong, John Clarke, Steve Froese, Wilt Greenwood, Roger Marble, Ed Smith, and Chip Wright.

President Porter referred to the Actions on page 94 in the Governing Board Booklet.

Ken Carpenter, F312233, with the Diesel RV Club chapter, moved to accept the action items. The motion was seconded and carried.

President Porter referred to the President's report on page 97 in the Governing Board booklet. There were no questions.

President Porter noted that there was no unfinished business.

Under new business, President Porter stated that the Membership Dues topic remains on the Governing Board Agenda each year, and the Finance Committee recommended no dues increase currently.

Barbara Smith, F329936, National Treasurer, moved to keep dues at the current rate. The motion was seconded and carried.

Rodger Donnelly, F253331, with the Thousand Trails of Texas chapter, moved to suspend Standing Rule 16 to extend the meeting beyond the 5:00 p.m. hour. The motion was seconded and carried.

President Porter then called on National Treasurer Barbara Smith for the proposed 2024 fiscal year budget.

Treasurer Barbara Smith noted that the budget is a living document. She invited Governing Board members to raise any question they may have regarding the budget. She said the Finance Committee used realistic registration numbers for the convention registration income. The Finance Committee met and recommended FMCA work on Goals 1 and 8 on the Strategic Plan. They made an assumption that the Pathfinder membership category would pass. Treasurer Smith reported that the Tech Connect+ program may have a new partner that includes additional revenue. The FMC Assist premium was locked in for the 2024 budget, but she expects the contract premium to be increased next year. She suggested that they plan for the increase now. Treasurer Smith mentioned the last two columns in the budget are important, noting that the new budget looks similar to the 2020 and 2021 amounts. There is a projected revenue drop from last year. She mentioned that the FMCA campground revenue is earmarked for repairs.

Under expenses, Treasurer Smith noted the convention expenses are much more accurate for predicting attendees. She noted that the advertising promotion amount was decreased significantly. Treasurer Smith pointed out the charitable match in the budget. She stated that the National Area Vice President travel expense is allocated, and they tend to use only 60% of the total. That is the expectation in the budget. The travel budget for the president was increased. She reported that they have negotiated credit card fees. Treasurer Smith shared that the Protech loan is not paid in full yet. She noted that there is no operating contingency in the budget. The Finance Committee was comfortable without the contingency being included. The Executive Board agreed. Barbara mentioned that the items below the line are for items that do not take place every year, such as marketing expenses, education set-aside funds, and campgrounds. Repairs on electricity, asphalt, and cement are necessary at the campground.

Ken Lewis, National Area Vice President, Great Lakes Area, moved to adopt the Fiscal Year 2024 Proposed Budget. The motion was seconded.

Treasurer Smith pointed out the campground income was listed in the budget. She mentioned that the campground was inspected, and changes were necessary to the number of sites available. There are now 15 full hook-up sites and seven electric-only sites. A question was raised about the amount in the reserve account. Barbara shared that there is 6.8 million in our reserve account. Barbara noted that \$3.5 million of that is pre-paid dues, which cannot be spent.

The motion to adopt the fiscal year 2024 proposed budget carried.

President Porter thanked Barbara Smith for serving as Chairman and thanked the other members of the Finance Committee: Dan Fogarty, Jim Giffin, Ken Lewis, Maureen Pelletier, and Wil Young.

President Porter noted that there is no contract yet for the T-Mobile portion of Tech Connect+. There is a special rate on devices, and they are adding another benefit regarding a SIM card for your device. A significant amount of income is expected for the program. He also mentioned a video that was produced for RV dealers to show prospective FMCA members.

President Porter called on Jim Duncan, Nominating Committee Chairman, for the election of officers.

Jim Duncan noted the Nominating Committee report on page 101 in the Governing Board booklet. He pointed out that the resumes were also included in the booklet. He thanked the Nominating Committee members: Dane Bailey, Rodger Donnelly, Jack Mayberry and Al Zimmerman.

President Porter announced that the casting of the ballots would begin for the 2023 National Officer Election and, per Standing Rule #11, all members are requested to remain on the floor during voting.

President Porter called for nominations from the floor for the office of National President. There were none. Nominations were closed. Curtis Coleman spoke on his own behalf. Gary Milner spoke on his own behalf.

The vote count taken for the office of National President was as follows: out of 211 possible, there were 136 votes for Gary Milner and 75 votes for Curtis Coleman. It was declared that Gary Milner was elected National President.

President Porter called for nominations from the floor for the office of National Senior Vice President. There were none. Nominations were closed. Kathie Balogh was asked to speak on her own behalf, and she did so. Paul Mitchell was asked to speak on his own behalf, and he did so.

The vote count taken for the office of National Senior Vice President was as follows: out of 211 possible, there were 96 votes for Kathie Balogh and 114 votes for Paul Mitchell. It was declared that Paul Mitchell was elected National Senior Vice President.

President Porter called for nominations from the floor for the office of National Secretary. There were none. Nominations were closed. Pamela Richard was asked to speak on her own behalf, and she did so. Don Schleuse was asked to speak on his own behalf, and he did so.

The vote count taken for the office of National Secretary was as follows: out of 211 possible, there were 108 votes for Pamela Richard and 102 votes for Don Schleuse. It was declared that Pamela Richard was elected National Secretary.

President Porter called for nominations from the floor for the office of National Treasurer. There were none. Nominations were closed. Ken Carpenter was asked to speak on his own behalf, and he did so. Barbara Smith was asked to speak on her own behalf, and she did so.

The vote count taken for the office of National Treasurer was as follows: out of 211 possible, there were 137 votes for Barbara Smith and 73 votes for Ken Carpenter. It was declared that Barbara Smith was elected National Treasurer.

President Porter declared the results of the 2023 national officer election as follows: Gary Milner, National President; Paul Mitchell, National Senior Vice President; Pamela Richard, National Secretary; and Barbara Smith, National Treasurer.

President Porter announced the results of the National Area Vice President Elections held earlier this year as follows: John Jacobs, F413028, Midwest Area; Bill Newton, F448330, Northeast Area; Connie Jones, F327809, Rocky Mountain Area; Dianna Huff, F363612, South Central Area; and Bill Dees, F354115, Southeast Area.

President Porter noted that the newly elected national officers would take office following the Annual Membership Meeting to be held on August 26, 2023.

There was no further business, and the meeting was adjourned at 6:20 p.m.



Kathie Balogh
National Secretary



Rett Porter
National President