



**People's Memorial Annual
Meeting Minutes
April 6, 2024
1:00pm
Meeting held via Zoom**

1:00 Welcome - Dennis Barnes, Board Member and Ann Norman, Board President

1:04 Approval of 2023 Annual Meeting Agenda and 2022 Annual Meeting Minutes - Ann Norman

Members and Board unanimously approved the 2023 Annual Meeting Agenda and 2022 Annual Meeting Minutes

1:12 Financial Report - Kirsten Kauffman, Board Treasurer

- Over half of PMA's income in 2023 was from individual giving, but this number did drop from previous years so we've been working to increase our corporate and foundation giving. Corporate and foundation giving has doubled from previous years.
- Over 14,000 new members joined last year, making up a quarter of our income. We believe this income number will go up now that we've increased the membership fee to \$99.
- Payroll and benefits represents the highest portion of our expenses. Last year was an unusually high expense as we hired a new Executive Director. Our Funeral Financial Assistance fund represented 7% of our expenses. Our Fall Fundraiser didn't bring in as much income as we'd hoped and are reconsidering future in-person events.
- For the Co-op Funeral Home, 757 cases were handled, 93% members, most chose cremation.
- We have a new urn company and have been very happy with this partnership. TCFH gets a percentage of each sale to members.
- Like PMA, TCFH's largest expense is payroll and benefits. We're expecting to see a jump in this category in the coming year as we replace some defunct office equipment.

1:18 Contracts Committee Report - Katy Roberts, Board Vice President

- We have added four new funeral homes to our contracted funeral homes list, bringing more options to members throughout Washington. We have also contracted with English Funeral Chapel in Eastern Washington, providing alkaline hydrolysis. We also contract with three pet funeral homes.

- We had a big change this year in our contracts. Previously PMA had designed specific packages and pricing for our contracted funeral homes to offer our members. We have now shifted to a 15% discount for our members. This brings more flexibility both to our contracted funeral homes and our PMA members.
- The price survey is one of PMA's most important works. Please consider volunteering to help us gather pricing information from funeral homes throughout the state!

1:21 PMA 2023 Annual Report - Casey Husseman, Executive Director

- In 2023 PMA saw many changes. Our Managing Director, Kimberly Forsythe, is now the Business and Finance Director for PMA. Chris Ronk is now our Managing Funeral Director.
- PMA continues to work to get the 1984 Funeral Rule updated. Many of our members wrote to the FTC and our Communications Manager, Beverly Tryk, appeared on an FTC panel sharing years of data from Washington State funeral homes.
- The number of facilities in Washington providing end of life services has decreased since 2020. Much of this is due to large corporations buying up smaller organizations and we're seeing the costs of services increase. We're in talks with State legislators about keeping funeral homes open and prices low.
- Our contracts with partner funeral homes are now one year, allowing us to keep up with the needs of members and keep in regular contact with the funeral homes.
- We've written our next three year Strategic Plan. We met many of the goals set in our previous plan. Some new targets include increasing the number of PMA members living outside King County by 10%, growing our Funeral Financial Assistance Fund so we can serve 40 families each year, and continuing to expand our educational resources.

1:35 Website Tour and Volunteer of the Year Award - Katarina Abbott, PMA Administrative Assistant

- Katarina demonstrated how to use the PMA website to find resources.
- Congratulations to Phil Mortenson, our Volunteer of the Year. Many thanks to Phil for sharing his expertise with us!

1:45 Election of Board Members & Alternates - Meghan Walker, Board Secretary

- Bios of Board member candidates presented
- Election of Board Members & Alternates

1:51 TCFH 2023 Annual Report with Chris Ronk, TCFH Managing Funeral Director

- In 2023 we served 757 cases. 86% were direct cremations. This number is lower than 2022 due to facility maintenance at our contracted provider.
- We will be rolling out an updated general price list this April at The Co-op Funeral Home. As of April 3rd, new customers will be subject to the new price list. Some prices have increased, commensurate with market conditions and the increasing price of products, services, and subcontractors we're seeing up and down our supply chain. We continue to keep prices as low as possible.
- In 2023 the Co-op Funeral Home started offering terramation, or natural organic reduction, through our partnership with Return Home.
- In 2023 we handled 47 aquamations, 7% of our total cases.
- The Co-op Funeral Home is proud to offer ALL disposition options currently legal in Washington State.

2:00 Quick Break

2:10 Community Education - Beverly Tryk, Communications Manager

- Of the 34 education sessions offered last year, nine of them were our essential Funeral Options 2.0.
- 72% of our class attendees last year were not yet PMA members.
- Our Ducks in a Row sessions are available online for free viewing on our website or YouTube channel
- We've started offering educational packages as an employee benefit for interested organizations

2:15 Keynote Address by Brian Flowers, Owner of Wildflower Funeral Concepts

2:45 Announce Raffle Winner, Closing and Adjournment, Ann Norman, Board President

Meeting adjourned at 2:46pm