

Membership Committee Minutes: January 14, 2021

Attendance: Marvel Jeffcoat, Mathew Jenkins, Maria Link, Amy Rogala Hobbs, Bethany Jenkins

FHANA Staff: Lauren Barnes

Absent: Ellisa Kroll, Joni Shimp

Budget Information:

Measure Goal: 1401	Measure Actual: Total-Sport/Pleasure: \$4,177.91
Revenue Budget: \$201,300.00	Revenue Actual: \$168,802.00
Expense Budget: \$79,798.60(61,298.60+2000+16,500)	Expense Actual: \$72,698.25(KFPS 59,278.48, Membership 1,080.71, Strategic Plan 12,339.05)

Transfers

Measure Goal: 590	Measure Actual: Transfers + Imports: 597
Revenue Budget: \$60,750.00	Revenue Actual: \$60,692.00
Expense Budget: \$9,990.00	Expense Actual: \$2,062.81

Membership Totals:

- Associate Members – 18
- Renew Business – 81
- Renew Full – 718
- Renew Sport/Pleasure – 46
- New Associate – 43
- New Business – 20
- New Full – 256

Strategic Planning Goal:

2.2 Growth through chapters by encouraging membership

- 2.2.1 Goal-Membership committee to reach out to the local chapters, help explain the benefits of FHANA to the chapters and Non-members, membership drive through the chapters.
- 2.2.2 Lead Assignment-Membership Committee
 - 2.2.2.1 Support Assignment-Board of Directors, FHANA Member Council, Marketing Committee, Staff

2.3 Increase youth membership through youth category

- 2.3.1 Goal-Establish a Youth Membership Category. Non-KFPS associated fees.
- 2.3.2 Lead Assignment-Membership Committee
 - 2.3.2.1 Support Assignment-Board of Directors, Finance Committee, Staff

2.4 Increase youth membership through youth category

- 2.4.1 Goal-Membership committee to work through the local chapters to help encourage potential youth members to join.
- 2.4.2 Lead Assignment-Membership Committee
 - 2.4.2.1 Support Assignment-Board of Directors, FHANA Member Council, Staff
- 3. Increased membership retention by developing a mentor program for new breeders**
 - 3.3.1 Goal-To establish a program where new or potential members could be referred to other long-standing members to help welcome them and understand the history and tradition of FHANA/KFPS.
 - 3.3.2 Lead Assignment-Membership Committee
 - 3.3.2.1 Support Assignment-Board of Directors, Marketing Committee, Breeding Committee, Staff
 - 3.4 Developed a thriving young FHANA program**
 - 3.4.1 Goal-Attract new members through a Young FHANA program.
 - 3.4.2 Lead Assignment-Membership Committee
 - 3.4.2.1 Support Assignment-Board of Directors, Marketing Committee, Finance Committee, Staff

Meeting was called to order at 4:00 pm CT/5:00 pm ET.

New Committee Member: Mathew Jenkins introduced his daughter, Bethany Jenkins. She is joining the Committee and is one of the first people to join under the Future FHANA Youth membership category. The Committee is looking forward to her input and perspective.

Code of Conduct: The Committee received a copy of a 21-page draft of a code of conduct and a request to work on a shorter version to be presented to the Board. To expedite the task, Mat and Marvel Jeffcoat worked on it prior to this Committee meeting. It was shortened to two pages, plus four pages of reference material (excerpts) from the Grievance policy, By-Laws, and Rules & Regulations. Those excerpts might be converted to links in the document in future drafts. The new draft was included in the meeting materials, and the Committee was asked to review it in the next week. They should give any input to Mat or Marvel. In the meantime, since the Board meeting is on Tuesday, Mat will submit the same draft to Jason Tice for inclusion in the Board packet to get a preliminary feedback from the Board.

Magazine Article for “The Friesian” Magazine: Marvel got a request from the Editorial Committee for an article on Future FHANA. They are making room in the magazine, and the Committee has a short time frame to fulfill the request. Maria Link is working on the article. A preliminary draft was included in the meeting materials for any feedback from the Committee. The article is due February 1, 2021.

Future FHANA Update (AGM Strategic Goal): Lauren Barnes has developed a couple of spreadsheets to track memberships and to track progress of sales etc. on the coloring book pages. Memberships are slow so far, but Lauren said that there had been a lot of interest via phone calls to the office. There has been good response to the coloring book sponsorships and about half of the pages have been reserved, as well as the cover. Lauren has sent out invoices to the sponsors that have committed so far. About 4 or 5 photos were received and Lauren forwarded them to Jancy Morgan, the artist. Two of the photos are of approved stallions. The committee agreed that once the coloring books were printed, the sponsors should receive a thank you note and copies of the coloring book. Jancy has started work on the drawings.

Mentoring Program Update (AGM Strategic Goal): Marvel reported that she will work on getting the mentor's orientation meeting scheduled. The code of conduct project took priority in the last couple of weeks.

Membership Drive Via Chapters (AGM Strategic Goal): Marvel reported that she did a presentation at the FHANA Membership Council (FMC) in December about the Committee's 2020 initiatives and described the new programs, changes, and accomplishments. Mat was also on the call and contributed additional remarks and information. The document that was composed by Maria last month for the chapters to use to promote memberships and renewals was attached to the FMC's agenda for that December meeting. This week, Marvel emailed the document to chapter presidents and representatives as a reminder to promote renewals through their chapters.

Former FHANA Member Email: Marvel received an email from a former FHANA member who had asked her if she was interested in why he left FHANA. Marvel said to the Committee that it is nice to be working on positive things, but it is important to understand the viewpoint of former members and why they left. The email was written in the spirit of being helpful, and Marvel summarized the content. It addressed the perception that FHANA is a "good ol' boys' club, unfriendliness, people vying for power, the registry's breeding focus, dressage focus, personal opinions on inspections, and B-Book. The email was included in the materials for this meeting at the last minute, so Marvel strongly encouraged the Committee to read it to gain perspective. Mat is going to call him, as well.

Minutes from 12-10-20: The minutes are included in this meeting's materials. There is a tight turn-around to get the minutes to Jason Tice. Typically, the Committee meeting is on Thursday, and minutes are due next day at noon.

Next Meeting: The next meeting is scheduled for Thursday, February 11. A different start time was discussed to accommodate a committee member's new schedule. The time will be announced later.

Meeting Adjourned: 4:35 pm CT/5:35 pm ET

Next Meeting/Conference Call: Thursday, February 11, 2021, time tba.