



Annual General Meeting Committee Minutes: Monday, January 18, 2021

Attendance: Jason Tice, Allison Thomas, Danielle Piascik, Rebecca Wildstein, Pam Groom, Rebecca Eccard

Budget Information:

Measure Goal:

Measure Actual:

Revenue Budget:

Revenue Actual:

Expense Budget: \$25,670 F&B minimum cost

Expense Actual:

The AGM committee discussed the format for the 2022 AGM held in New England. Potential speakers included a dressage speaker, a driving speaker and a sports medicine speaker. Danielle will continue conversation with Dr. Jose Garcia regarding pricing and accommodation needs and forward the information to Jason. He will not be able to attend the offsite location. Danielle spoke to Julio Mendoza who will not be able to attend due to conflicting commitments in Wellington. She did get in contact with Liz Austin and will have an update on Liz for the next meeting. She was checking on her schedule to see if she had any conflicts but would get back to us. Jason suggested if Liz was not able to be the speaker, to get in contact with Iron Spring Farm, who has sponsored the Dressage speaker in the past, if they had any recommendations as to speakers they would like to sponsor. Alison suggested if needed, we could check with Marc Peter Spahn or not focusing on dressage and looking at more trick training, demo type speaker if we end up needing another speaker. Pam forwarded John Greenall's information to Jason to follow up with for the driving speaker position. He is happy to attend and open to speak on a variety of topics we would like. Jason will follow up with him.

Another topic was the offsite location and who would be presenting. John Greenall is happy to present during the offsite. Dr. Jose Lopez Garcia would not be able to present during the offsite portion. Danielle suggested having a learning opportunity during the offsite about runners and learning to run your own horse as well as what to look for. The education and inspection committees have been trying to work on a video piece/webinar with Doeke and Petra regarding running your horse that could be incorporated into the offsite. It may be a good time to have an optional piece for people who are interested in asking questions and seeing it in person as we will also have the video recording available that we can use as an educational video on the FHANA website later on. Jason asked if we wanted to make this part of the speaking portion as well as the offsite. It was suggested having the Doeke and Petra webinar as part of the breakout session with the Education Committee. Alison will talk to the Education Committee and Lisa Baker regarding the webinar and incorporating it into the AGM.

The next topic was having a COVID-19 agreement regarding the AGM and speakers. It was discussed who would be responsible for expenses related to COVID-19 testing and quarantining. Jason said if it was still an issue, and it is currently on several committees lists, we could wait and see what is needed. If we are required to do temperature checks, we will see if the hotel is offering someone to do this or if we will need to find a couple volunteers to do this. Rebecca W mentioned Foxwoods is a sovereign nation and does not fall into the same rules as the State of CT. The requirements of COVID-19 ___0 in CT may fall to us to comply with. We will wait until the inspection committee comes up with their COVID-19 guidelines and follow suit, with modifications as needed



when 2022 comes around. We will keep COVID-19 regulation on the agenda and discuss as needed as we get updates from other committees.

The committee discussed the schedule of events that Jason put together. The mini proms will be incorporated into the offsite followed up by a Club Hosted dinner.

Jason would like the speakers, bios and pictures solidified within the next 60 days. The Board was in favor of offering the breakout sessions and offering the alternatives to the membership. It was suggested to set an expectation for how many will attend the break out session vs the presentation speakers. The committee discussed having a pre registration with a limited number of slots for each break out session. If there are slots available during the AGM that did not fill during pre registration, members can attend until the session is full. It was also discussed to be aware that breakout sessions were not covering similar topics as the presentation speaker.

Jason updated the committee that the Foxwoods contract has been signed and deposit has been made. He has not had a conversation with them yet regarding rooms for the breakout sessions. He will do this after we nail down our schedule and topics.

The technology portion of the AGM was discussed. Jason asked the committee regarding the vendor. Danielle asked if he has the ability to record multiple live sessions or if he would only be able to record one session. Other ideas to record the breakout sessions were discussed such as running as a webinar. Jason will ask him regarding the different sessions. The committee agreed the costs presented were very reasonable. Jason will add the costs to our budget.

Next, we discussed the sponsorship program. Jason suggested offering some items A La Carte for a lower amount such as the logo on marketing, single page ads to attract more of the smaller breeders and farms. The packages we agreed were well designed. Jason will add video ads as part of the sponsorship packages as well as part of the a la carte options. There are typically 1-2 Model sponsors and 2 Crown sponsors. Color and schedule of events page were well received. We discussed producing a video ad, similar to a tv commercial for the AGM, including clips of Foxwoods and Bridle Brook, as well as some of the bigger sponsors. Alison suggested including the video in things like webinars, virtual shows, etc. Alison asked if the committee would be interested in things like scheduling social media posts similar to what they did for the 35th anniversary to keep membership engaged and interested in the AGM.

Lastly, the committee discussed the stallion auction format. Pam suggested running the stallion donations as a raffle number selling lot, where we would sell numbers for each breeding (i.e., 1-100 for \$X each number) where someone could potentially win a breeding with only purchasing 1 raffle ticket vs. auctioning the breeding for the full amount and not getting many people involved.

Next meeting will be February 15, 2021 at 4:00 pm