

Membership Committee Minutes: February 11, 2021

Attendance: Marvel Jeffcoat, Amy Rogala Hobbs,

FHANA Staff: Lauren Barnes

Absent: Mathew Jenkins, Bethany Jenkins, Ellisa Kroll, Maria Link, Joni Shimp

Budget Information:

Measure Goal: 1493

Revenue Budget: \$203,000.00

Expense Budget: \$

Measure Actual: Total-Sport/Pleasure: \$2,247.09

Revenue Actual: \$67,309.05

Expense Actual:

**Transfers**

Measure Goal: 465

Revenue Budget: \$64,000.00

Expense Budget: \$

Measure Actual: Transfers + Imports: 615

Revenue Actual: \$6,165.00

Expense Actual: \$

Membership Totals:

Associate Members – 6

Renew Business –38

Renew Full – 360

Renew Sport/Pleasure – 25

New Associate – 4

New Business – 2

New Full – 35

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

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Meeting was called to order at 5:00 pm CT/6:00 pm ET, via ZOOM.

**Committee Update:** Joni Shimp resigned from the Committee due to lack of time and inability to attend regular meetings.

**Code of Conduct:** Marvel Jeffcoat stated that the draft of the Code of Conduct had gone through several revisions since the last meeting. Marvel thanked Amy Rogala Hobbs for reviewing and giving feedback on the version that was provided on January 14. Mathew Jenkins worked on it again this week and did a major overhaul and got it down to one page. Marvel reviewed it and said it reads better now and is much more concise.

**Membership Number Updates:** Jason Tice provided the Committee with the following numbers: New Business: \$360 New Friends of FHANA: \$240 New Full: \$4,980 Renew Friends of FHANA: \$360 Renew Full: \$52,732.48 Renew Sport/Pleasure: \$2,247 Renew Business: \$6,894 Outstanding Memberships: \$83,165.00 Total membership count as of Feb. 1 is 939. Finished 2020 with 1677. Jason said, "Really need to continue to hit the membership renewals and remind people to get this taken care of. We are currently a head of the game for 2021 so great job, keep up the momentum."

**Magazine Article for "The Friesian" Magazine:** Maria Link finished the article about Future FHANA in plenty of time before the 2/1 deadline and it was submitted to the Editorial Committee. Marvel said she did a terrific job. Amy said she's looking forward to seeing it in the magazine.

**Future FHANA Update (AGM Strategic Goal):** Lauren Barnes submitted a couple of spreadsheets for the meeting. The coloring book still needs sponsors for 6 pages and the back cover. She said that Fenway/the Kelnhofers would help to sponsor some more pages if we couldn't get all of them sold. There are still sponsors who have not paid their invoice. Future FHANA membership went from three at the last meeting to fifteen. Some of those members need to be contacted because we don't know if they belong in the youth or the adult category. Need to confirm with Mat that an FF adult member who needs to conduct business (like transfers, register foal, etc.) need to be a Full Members. In other words, pay a Full Membership plus the FF membership. Marvel reported that she got an update on the progress of the artwork from Jancy Morgan. Seven of the pages are in various stages of completion (penciled, inked). Lauren had attached to the meeting materials an example of one of the drawings that is almost complete, and it looks great.

**Mentoring Program Update (AGM Strategic Goal):** Jason did a nice job of getting the first mentor spreadsheet sent out to the mentors at the end of January. Since Amy is a mentor, Marvel asked her to give some feedback on how it went contacting new members. She said some didn't have phone numbers. She emailed all of her contacts. Immediately got a response from two who were very excited about the program. Marvel got feedback from Jo Clough. Jo recommended adding a list of the chapters in the welcome package because they asked about it. She also recommended adding a list of keuring sites, but the Committee thought they should be referred directly to the website, so the information would be current. She noted that some didn't have phone numbers, so she emailed them. Marvel was surprised there was so many without phone numbers. No one has had any language barriers so far. Marvel asked if Amy would call Angie's January list and she agreed.

**Ideas and Suggestions from Jason:** Marvel reported that Jason had sent her some good ideas for the Committee. They have returned to personalizing the Welcome Letters with names and R-numbers. He recommends helping members understand TMV (Total Membership Value) which is like ROI. He recommends showing the dollar value of benefits (i.e. \$50 magazine, \$40 KFPS indirect membership) on the Welcome Letters. Marvel asked him to go ahead and make those changes. Members should be reminded throughout the year about their benefits. One way would be 1/2-page article in magazine. Marvel said we might use a pie chart as a visual. And lastly, it would be nice to do some video testimonials for website and YouTube, and send them out periodically throughout the year and especially renewal time. Marvel said she would document these ideas in the minutes so that the Committee can work on them in 2021.

**Membership Drive Via Chapters (AGM Strategic Goal):** Marvel reported that her chapter had sent out emails and did a Facebook posting to promote membership renewals.

**Minutes from 1-14-21:** 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, March 4, 2021 at 5:00 CT (6:00 pm ET, 3:00 pm PT). The meeting is scheduled 3 weeks (rather than 4) from this meeting, so that there is more time between the FHANA Board meeting and this Committee meeting to create more time to draft the Minutes.



**Meeting Adjourned:** 5:40 pm CT/6:40 pm ET

**Next Meeting/Conference Call:** Thursday, March 4, 2021 at 5:00 CT (6:00 pm ET, 3:00 pm PT)