



Board of Directors
Special Meeting Minutes
February 8, 2021 6:30PM EST

I. Welcome & Call to order

- a. In Attendance: Dr. Rosanne Palermo, President, Marquis Laude, Vice President, Allison Thomas, Secretary, Eric Smith, Treasurer, Charlotte Dumford, Director, Mathew Jenkins, Director, Angie DePuydt, Director, Jason Tice, Executive Director, Erin Miley, Guest Attendee
- b. Conflicts of Interest: None.

II. Review of Logo Concepts

- a. Mr. Jenkins reviewed the four presented logo options with the board. He clarified that all options are concept art only and are not the completed logos. The goal with the concepts to have them agreed upon so that they can be presented to the membership for a vote to determine the concept we will move forward with. Once a concept is selected, the logo will be fine tuned and details worked out.
- b. The four logos presented include two shield based designs and two without borders, one of those based on a silhouette and one more abstract design.
- c. The goal of the meeting is to narrow the logo choices down to two logos.

III. Discussion

- a. The board discussed the merits and concerns of each logo at extensive length. Talking points included the shapes of the shield, to include a banner or not, the positioning of the horse and the merits of the two different horse silhouettes presented.
- b. Primary concerns for the logo are agreed to be that it needs to be able to be easily used for embroidery, on something like a lapel pin, and on larger media like the FHANA booth or chapter banners.
- c. The board discussed the idea of having an artist create the rendering of the horse once a concept is selected, rather than having the existing graphics artist try to adapt an existing silhouette for the logo. It was agreed that this was a course the board will pursue.
- d. The board heavily favored presenting a shield based option that combined elements of the two shields as the first option. The fourth, more abstract option was selected as the other option to present.
- e. The board discussed previous logo options that earlier committees had developed. One of the options that was presented by the 2018 Marketing Committee was discussed at length and favored by the board. It will also be looked at as a logo option.
- f. Mr. Jenkins and Jason will work with the graphics designer to merge the two shield concepts to create one that meets the board's specifications. Concepts will then be sent to the board for further discussion.

IV. Adjourn

- a. Mr. Laude motioned to adjourn. Motion seconded by Ms. Dumford. Meeting adjourned at 7:32 pm EST.