

Membership Committee Minutes: March 4, 2021

Attendance: Marvel Jeffcoat, Mathew Jenkins, Bethany Jenkins, Maria Link

FHANA Staff: Lauren Barnes

Absent: Amy Rogala Hobbs, Ellisa Kroll

Budget Information Feb. 28, 2021:

Measure Goal: 1493

Revenue Budget: \$93,000.00

Expense Budget: \$

Measure Actual: Total-Sport/Pleasure: \$2,917.09

Revenue Actual: \$97,809.05

Expense Actual:

**Transfers**

Measure Goal: 465

Revenue Budget: \$7,000.00

Expense Budget: \$

Measure Actual: Transfers + Imports: 127

Revenue Actual: \$8,420.00

Expense Actual: \$

Membership Totals **Since Jan. 1, 2021:**

Friends of FHANA – 6

Renew Business – 56

Renew Full – 496

Renew Sport/Pleasure – 32

New Friends of FHANA – 8

New Business – 4

New Full – 74

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.

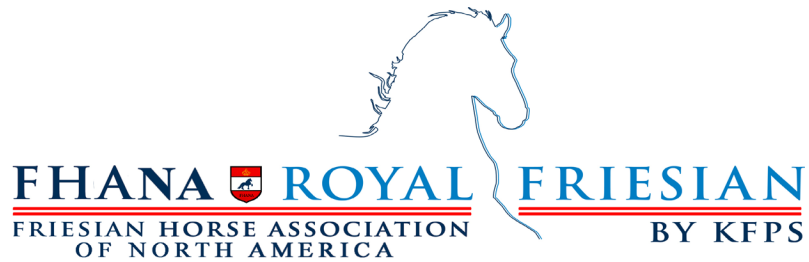
**Miscellaneous:** Marvel Jeffcoat thanked Mathew Jenkins for giving the Committee’s 2020 report out at the FHANA AGM, since she was unavailable. Mat did a great job. Marvel also thanked Lauren Barnes for helping with the logistics on this meeting and getting the BoardEffect “book” published and distributed.

**AGM Update:** Mathew Jenkins provided the Committee’s 2020 report out. The Committee had completed or were well underway with implementation of the goals/programs that were assigned to this Committee in 2020.

**Future FHANA Update (AGM Strategic Goal):**

**Coloring Book Update:** Lauren Barnes provided the Committee with a spreadsheet of the current status of sold pages, paid pages and photos submitted. Currently, there is only six pages left to sell. She will send invoice reminders to the sponsors of pages that are unpaid. Jancy Morgan has some questions about some photos that were submitted that were landscape-oriented.

**Future FHANA (FF) Membership Update:** Lauren provided a spreadsheet with current membership information. Twelve members so far. Some of the members need to be clarified whether they are in the youth or adult categories. The spreadsheet will also track who has received their coloring book. The Committee discussed and clarified a couple of scenarios if a member changes status and whether additional fees are involved. It was decided if a person is a Full member and wants to be in FF they would be paying the Full fee plus the FF fee. If a person is an FF member and later needs to upgrade to a Full Member to complete a transaction (like transfer of ownership), they would just pay the balance to meet the Full fee. And finally, it was suggested to reach out to people who haven’t renewed.



**New Membership Gift:** The Committee was given an update that the inventory of “The Friesian horse” KFPS books has been depleted already. Prior to this meeting, Jason Tice had informed Marvel that the KFPS had 90 remaining books and asked if this Committee wanted them. She said yes. Marquis Laude has a container shipping from the Netherlands, possibly at the end of March, that the books can be added to it. There are no plans for the KFPS to print more books. Mat suggested we might be able to purchase printing rights from the KFPS. In the meantime, the FHANA office will provide a magnet, decal, and España Silk sample grooming product in the new member welcome packets.

**Code of Conduct:** The Code of Conduct was distributed to the entire membership via email today.

**Mentoring Program Update (AGM Strategic Goal):** There was a sorting issue with the data for February due to the difference in US and European date formats. Jason resolved it for February but need to find an Excel formula to make it easier going forward.

**Meeting Adjourned:** 5:30 pm CT/6:30 pm ET

**Next Meeting/Conference Call:** Thursday, April 8, 2021 at 5:00 CT (6:00 pm ET, 3:00 pm PT)