

Membership Committee Minutes: May 6, 2021

Attendance: Marvel Jeffcoat, Mathew Jenkins, Jess Dodge, Becca Eccard, Bethany Jenkins, Ellisa Kroll, Maria Link, Joe Michielli, Joanna Parrish-Lubbers, Amy Rogala Hobbs

FHANA Staff: Lauren Barnes

Absent: Kailie Rayner

Budget Information Feb. 28, 2021:

Measure Goal: 1493

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

Revenue Budget: \$93,000.00

Revenue Actual: \$130, 884.98

Expense Budget: \$

Expense Actual:

Transfers

Measure Goal: 465

Measure Actual: Transfers + Imports: 272

Revenue Budget: \$14,000.00

Revenue Actual: \$17, 450.00

Expense Budget: \$

Expense Actual: \$

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

Friends of FHANA – 15

Renew Business –66

Renew Full – 640

Renew Sport/Pleasure – 46

New Friends of FHANA – 8

New Business – 4

New Full – 142

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 5:00 pm CT/6:00 pm ET, via ZOOM.

Introductions: Marvel Jeffcoat invited everyone to introduce themselves.

Miscellaneous: Marvel said that Kailie Rayner, Bethany Jenkins, and Joanna Parrish-Lubbers had been added to BoardEffect.

Welcome Gift for the 2022 Welcome Packet: Jess Dodge reported that she had researched options for the gift and acknowledged that the budget number limited choices. Joe Michielli asked what was the budget. Marvel said it is \$4000, which is about \$2 per item. The Committee continued their discussion from the last meeting about a collectable item, such as a series of prints that would continue from year-to-year. Jess had previously offered to create the artwork, and she presented a preliminary sketch of an approved stallion at this meeting. The Committee thought it was great. The final product would probably be 5"x7". Jess will check with her printers that do fine art printing and Lauren Barnes will check on FHANA's printer to get an estimate on printing cost, taking into consideration quality of paper.

Future FHANA Update (AGM Strategic Goal):

Coloring Book Update: Lauren stated that all of the pages have been paid for, and she provided the Committee with a spreadsheet in the Board Effect book of the current status of payments and photos submitted. Jancy Morgan let Marvel know that the artwork may be completed by next week. Marvel said she would wait to

discuss getting the drawings into electronic format until Jancy was finished. Jess said that she could help with getting them into electronic format if needed. Marvel asked for a volunteer to create a Word document for the thank you page (inside back cover) that listed all the sponsors. Maria volunteered. Marvel also asked for a volunteer to compose a description of the Future FHANA program for one of the pages in the coloring book. Lauren volunteered.

Future FHANA (FF) Membership Update: Lauren provided a spreadsheet in the Board Effect book with current membership information. There are 20 members signed up. Everyone has been contacted to ensure they are in the right category (over or under 18). Maria Link had completed her assignment of composing a Future FHANA Welcome letter for the welcome packets that is written in kid-friendly language. She also changed the font and added social media icons. Amy Rogala-Hobbs said she would like to see all the welcome letters encouraging members to submit photos of them and their horse. Mathew Jenkins said the Marketing Committee is working on several things like hashtags and TicToc that dovetail with the Membership Committee activities. Joe suggested encouraging members to go ahead and submit their photos on social media with a hashtag. Jess suggested looking at Instagram for hashtag ideas. Joe said the Marketing Committee will work on it.

Membership Benefits Table on the Website: Lauren reported it has been added to the Benefits tab under the Membership section of the website.

Business Member Benefits: Our motion for a 10% discount on the AGM attendance fee has been sent back to the AGM Committee for further study of the financial impact.

The Committee discussed other ideas to encourage membership to upgrade to Business. Joanna suggested offering liability insurance. Becca Eccard commented that USEF offers a similar insurance benefit. Joanna also said that the member benefits, like the Sherwin Williams discount, should be promoted to members a couple of times a year. Joe suggested a discount on upgrading to Business around inspection time. Mat suggested giving more free benefits like advertising in the AGM program for free, or a complimentary virtual open house or tour for the Business member's farm. Becca suggested a page in the FHANA magazine listing Business members, their website, and discounts that the category gets. She also suggested doing a Director Spotlight for Business members in the emails that FHANA sends out. Joe suggested another membership category such as Business Elite. Jess commented that the Editorial Committee is working on a one-time coffee table type magazine in which a Business/Business Elite member could potentially advertise in at a discount. The Committee agreed to think about these ideas and continue to brainstorm at the next meeting before submitting proposals to the Board.

Mentoring Program Update (AGM Strategic Goal): Regarding Mentors' signatures on emails, we found out that it is not possible to give Mentors their own FHANA email address. Amy suggested having the Mentors sign their emails as "name, FHANA Mentor". Marvel will pass that on to the Mentors. Marvel reported that the 90 KFPS books "The Friesian horse" were leaving on a boat in Marq Laude's container from Holland this week.

Sub-Committee Future FHANA (FF): Maria took over the meeting at this point as Sub-Committee Chair. Maria wanted to get a better idea at this meeting of different types of activities to offer FF Members whether it be virtual events, webinars, contests, how many times a year, and how to execute them. Mat said the Marketing Committee is working on a date for the virtual trail ride, and perhaps the FF program could participate in some

capacity. Mat suggested a virtual lesson with someone like Jenny Veenstra. That would be a good first activity for FF. The Committee agreed. Joe suggested a monthly virtual lesson with not only riding, but grooming, in-hand, inspection prep, etc., relevant to the season. Jess said a braiding video would be good. These could be a “Live” or Zoom presentation. Mat confirmed that there is a FHANA YouTube channel and Maria said we might have an FF YouTube channel in the future. Jess suggested getting 12 or so YouTube videos ready and scheduling them out, and marketing them to the kids as what to look forward to. Maria suggested bringing topic ideas to the next meeting. Joe asked how the kids would find out about the videos and Jess said you just have to get them to subscribe to the YouTube channel. This could be included on the Welcome Letter. Mat said a group chat [text] should be established for the FF Members. Becca noted that as with USEF Safe Sport protocols, the chat should include parents as a precaution.

Joanna asked if there would be an activity for FF Members at the inspections and Mat said it would be up to individual site hosts, but that would be ideal. Mat said a goal for 2021 would be a 3-day clinic, possibly at the Young Living facility as host. Joanna commented that there needs to be events in different areas of the country so that everyone could potentially participate, and Mat said we didn’t want cost to prohibit an FF Member from attending just because they live far away. Mat also mentioned a breakout session at the AGM for FF. Maria suggested a contest for this year like a Tic Toc video. Maybe a funniest Friesian TicToc. Mat suggested a sound or hashtag. Joe said his son is active on TicToc and has a lot of followers. His son may be able to make some recommendations.

Maria and Joe discussed having a monthly or quarterly call so that FF Members could get to know each other. Mat and Maria agreed that a good first event would be an introductory call.

Meeting Adjourned: 6:30 pm CT/7:30 pm ET

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