

Marketing Committee Minutes: April 19th, 2021 3PM PST

**Budget Information:**

Measure-Goal:	Actual:
Revenue-Budget: \$42,700.00 merchandise	Revenue Actual: \$13,81117 ads, classifieds, Phryso, calendar,
Expense-Budget: \$25,500.00	Expense Actual: \$2,353.85 marketing/ads, calendar, website maint.

**Strategic Planning Goal:**

**1.2 Sharing education**

- 1.2.1 Goal-FHANA is the go-to association for everything Friesian. Make our educational materials readily available at various events, shows, expos, webinars. Share this information with potential members to help educate them on FHANA/KFPS and the Friesian horse.
- 1.2.2 Lead Assignment-Marketing Committee
  - 1.2.2.1 Support Assignment-Board of Directors, Education Committee, Membership Committee, Staff

**6.3 Branding campaign with award-winning logo that is easily recognized**

- 6.3.1 Goal-Design and establish a logo that is recognized as the logo of the go to place for the Friesian Horse
- 6.3.2 Lead Assignment-Marketing Committee
  - 6.3.2.1 Support Assignment-Board of Directors, Staff

**6.4 Enhanced presence at equine trade shows and allocate funds to support outreach**

- 6.4.1 Goal-Increased budget to attend equine trade shows and increased budget to support our outreach.
- 6.4.2 Lead Assignment-Finance Committee, Marketing Committee
  - 6.4.2.1 Support Assignment-Board of Directors, Staff

**Dial 425-436-6344**

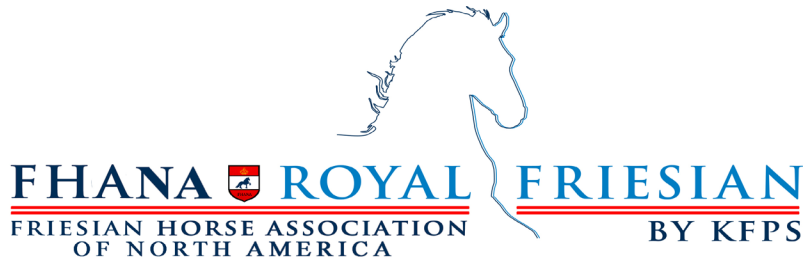
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**Attendance:**

Joe Michielli, Mark Muilwijk, Ruth Page, Katie Wenger, Mathew Jenkins.

**1. Logo Survey**

It was discussed that an additional survey should be sent to the membership to decide if they even want a new logo because of the logo voting results. It was suggested that members be able to see what the logos would look



like on shirts or stationary. The committee agreed that the wording was critical and the members needed to understand why the survey was being sent out.

2. Brand Identity Guide

There was further discussion about the Brand Identity Guide and the what it will entail. The Logo use policy was discussed as well. Mark was put on point on this task and will come to the next meeting with more ideas.

3.FHANA Marketplace

Joe brought a recap of the call with the FHANA Marketplace about increasing sales. Linda has access to higher quality products and we have the potential to offer more to our members. There was discussion about selecting 2 items to showcase. The committee opted to wait as a new logo is still in the works. The matter was tabled for the time being.

4.Strategic Goals

The committee was reminded to come to the next meeting with goals that each member wanted to see the committee accomplish.

Meeting was adjourned with the next meeting set for May 17<sup>th</sup>, 2021 at 3PM PST

Budget Information:

Measure-Goal:	Actual:
Revenue-Budget: \$	Revenue Actual: \$ ads, classifieds, Phryso, calendar, merchandise
Expense-Budget: \$	Expense Actual: \$ marketing/ads, calendar, website maint.

Strategic Planning Goal:

**1.3 Sharing education**

- 1.3.1 Goal-FHANA is the go-to association for everything Friesian. Make our educational materials readily available at various events, shows, expos, webinars. Share this information with potential members to help educate them on FHANA/KFPS and the Friesian horse.
- 1.3.2 Lead Assignment-Marketing Committee
  - 1.3.2.1 Support Assignment-Board of Directors, Education Committee, Membership Committee, Staff

**6.5 Branding campaign with award-winning logo that is easily recognized**

- 6.5.1 Goal-Design and establish a logo that is recognized as the logo of the go to place for the Friesian Horse
- 6.5.2 Lead Assignment-Marketing Committee
  - 6.5.2.1 Support Assignment-Board of Directors, Staff

**6.6 Enhanced presence at equine trade shows and allocate funds to support outreach**

- 6.6.1 Goal-Increased budget to attend equine trade shows and increased budget to support our outreach.
- 6.6.2 Lead Assignment-Finance Committee, Marketing Committee



6.6.2.1 Support Assignment-Board of Directors, Staff