

Marketing Committee Minutes: March 22nd, 2021 3PM PST

Dial 425-436-6344

code 237470

Attendance:

Joe Michielli, Mark Muilwijk, Ruth Page, Leslie Goodyear, Katie Wenger, Jason Tice, Beverly McGowan, Mathew Jenkins

1. New Member introduction

Joe, Mark, Katie, and Leslie were welcomed to the committee and each member shared a brief bit of information about themselves.

2. Logo Survey Results

The results from the logo survey were shared and the top two logos that were picked were the existing KPFS Logo and the Shield and Horse FHANA option. A Logo subcommittee was discussed as well as the potential for another survey to narrow down the logo selection.

3. Virtual Trail Ride

There was a conversation about the marketing committee hosting a virtual trial ride. The committee liked the idea and discussed potential dates. The event was tabled for a future meeting.

4. FHANA Elevator Pitch

FHANA needs a 15 second message to share as to why FHANA? Why would someone want to joining FHANA over another registry. The committee was tasked with coming up with ideas for this. Mark suggested that the marketing committee develop a brand identity guide to encompass the elevator pitch and all aspects of FHANA marketing. The committee agreed that this was a great idea.

5. 2021 Goals

Each member was asked to come up with goals they wanted to see for the Marketing Committee in addition to the strategic planning goals.

Meeting was adjourned with the next meeting set for April 19th, 2021 at 3PM PST

Budget Information:

Measure-Goal:

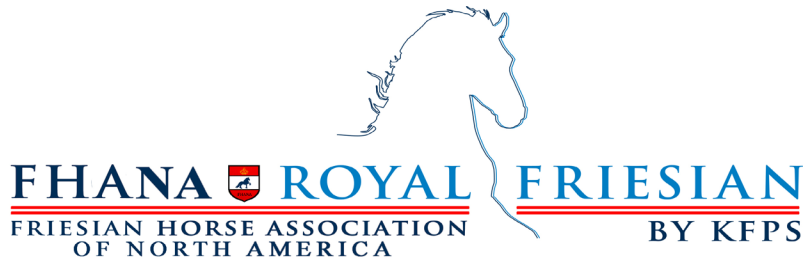
Actual:

Revenue-Budget: \$ Revenue Actual: \$ ads, classifieds, Phryso, calendar, merchandise

Expense-Budget: \$ Expense Actual: \$ marketing/ads, calendar, website maint.

Strategic Planning Goal:

1.2 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

