



Marketing Committee Minutes: May 17, 2021

Attendance: 9

Budget Information:

Measure-Goal:	Actual:
Revenue-Budget: \$42,700.00	Revenue Actual: \$16,559.17
Expense-Budget:\$25,500.00	Expense Actual: \$2,323.84

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

Attendance:

Joe Michielli, Mathew Jenkins, Jason Tice, Mark Muilwijk, Paula Bartlett, Jackie Robbins, Ruth Page, Katie Wegner, Shasta Ockerberg

I. Board Effect

a. Jason Tice gave a brief introduction and tutorial about the new website the committee will be using. The Marketing Committee will be able to hold meetings as well as submit marketing files that everyone can view and edit. Some of the most common features that



will be used are Home (shows upcoming meetings), Book (holds past meeting minutes and agendas), and Collaborate (create polls, surveys, etc.)

II. New Faces

- a. The Marketing Committee welcomed four new members to the team for the 2021-2022 year: Paula Bartlett, Shasta Ockerberg, Jackie Robbins, and Felix Santana. Welcome aboard! The Committee is also saddened at the departure of Beverly and Leslie, but we wish them the best of luck in their future endeavors.

III. Logo

- a. Joe proposed to create a sub committee to specifically design the new FHANA logo. One of our new members, Jackie, has experience in designing horse logos. She wants to create a logo that can not only be embroidered on different merch but can also be separated for smaller marketing pieces.
- b. The sub committee is made up of Joe Michielli, Mark Muilwijk, Allison Thmas, Jackie Robbins, and Shasta Ockerberg.
- c. The logo design and selection is due by July 1st, 2021.

IV. Logo Use Policy

- a. The goal is to create a new policy for how the FHANA logo is used and who gets to use it. Joe informed that members will be using the new logo for personal, business, chapter, and other purposes, and there needs to be guidelines for how to gain permission.
- b. The sub committee is made up of Paula Bartlett, Shasta Ockerberg, and Mark Muilwijk
- c. The logo use policy is due by May 31st, 2021.

V. KFPS Logo Use

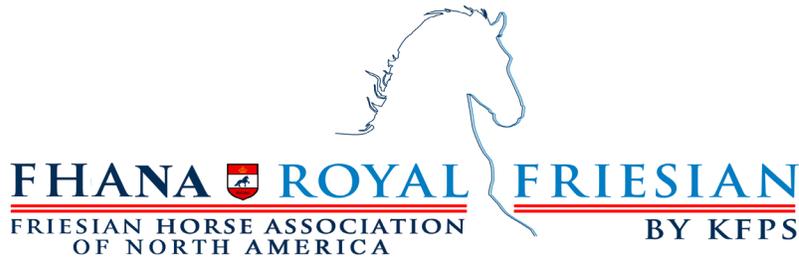
- a. KFPS is no longer leaving the Netherlands or shipping merch overseas. Joe will reach out to the organization to discuss logo use and future marketing partnership.

VI. Brand Identity Plan

- a. Joe wants to create a pitch to introduce the FHANA name and its goals as an organization.
- b. The sub committee is made up of Shasta Ockerberg and Mark Muilwijk.
- c. The brand identity first draft is due by May 31st, 2021.

VII. FHANA Marketplace

- a. The goal for the marketplace is to recreate and rebrand the web layout for a better viewer experience. Currently, the marketplace is run by a third party, but Joe wants to put together a subcommittee to make the website easier to navigate and understand.
- b. The subcommittee is made up of Joe Michielli, Paula Bartlett, Katie Wegner, and Ruth Page.
- c. Joe also wants to have a list of merch items put together and ready for when the new logo is made. The committee is looking into Samnar and Alpha Broader, an embroidering company, during this process.



VIII. Hashtags

- a. Future FHANA members have brought up wanting to have hashtags for the organization. Joe wants to create more hashtags that are fun but also unique to FHANA or Friesians. Some ideas during the meeting were #fhanatics, #wespeakfriesian, and #friespirit. Members are encouraged to continue brainstorming and send ideas to Joe.

IX. Ethnic Diversified Marketing Strategies

- a. The committee wants to reach out to more communities to educate and promote the Friesian horse, especially the Amish and Hispanic communities. Not only do we want to connect and converse with the people about buying Friesians, but we want to learn more about their needs in horses and what we can do to support that. Joe wanted people with experience with these communities and would be willing to contact their members.
- b. The subcommittee is made up of Ruth Page and Felix Santana.
- c. Joe also wants to create a marketing campaign with the Educational Committee to showcase the uses of Friesians. The idea of using the Tik Tok platform was brought up, and the committee agreed to start creating Tik Tok videos to show the versatility of the Friesian. This ranges from trail riding, therapy, barrel-racing, archery, and more. The committee will discuss this more in upcoming meetings.

X. Virtual Ride

- a. The idea was brought up during the meeting but was determined to not be a convenient marketing technique.

XI. Elevator Pitch

- a. Shasta created an elevator pitch spotlighting the Friesian horse. It is located in the Library under Other Files in the Elevator Pitch folder.
- b. It will be later revisited and revised by Shasta Ockerberg, Mathew Jenkins, and Ruth Page.

XII. FHANA Family

- a. Mark designed some logo ideas specifically for FHANA. His ideas are located in the Library under Other Files in the Logo folder.
- b. The ideas will be revisited at the logo subcommittee meetings.

The meeting was adjourned with the next meeting being held on June 21st, 2021 at 3 PM PST.

