



Annual General Meeting Committee Minutes: Monday, May 17, 2021

Attendance: Jason Tice, Allison Thomas, Danielle Piascik, Pam Groom, Rebecca Eccard, Lauren Barnes, Rebecca Wildstein

Budget Information:

Measure Goal:

Measure Actual:

Revenue Budget:

Revenue Actual:

Expense Budget: \$25,670 F&B minimum cost

Expense Actual:

The AGM committee discussed the stallion sponsorship letter Jason provided that was used in the prior years. All were in agreement it was a good format. Danielle suggested a few edits in the wording that she emailed for review. The committee agreed the letter would go out to stallion owners and stallion stations, also including an invite to participate in the Friesian Spectacular during the offsite.

Liz Austin and John Greenall will be participating in the offsite. All 3 speakers are set for the AGM. Timing for the offsite and Friesian Spectacular was discussed in regards to the pricing Rebecca W provided for offsite transportation. Pricing came back as \$2280 for two buses. Rebecca will go back and get written quotes to provide to Jason.

The committee also discussed the format for the Stallion Auction. Lauren put together a fantastic example of the auction wheel with numbers based on tickets sold. She also included R numbers for members who enter. Auction will be available to members and nonmembers. It was very professional looking and customized to each stallion. Allison looked around for companies who offered auction services and found them to be very expensive.

Social media plans were discussed. Jason sent examples of what that was used for the 35th and past agms. Pam, Rebecca, Rebecca and Danielle emailed Jason posts. Jason asked for them to be put together in actual posts for Lauren to copy and paste and schedule throughout the year.

Jason asked about the welcome bags. Danielle will ask Todd for a book with examples we can choose from for the donated welcome bags. We discussed the donated items already received/committed for the bags. We would like travel size items from each of the New England States. Jason asked if anyone has reached out to CT Visitor Bureau yet. Danielle and Rebecca W agreed to reach out. Danielle has already spoken to the CT Wine Trail. They will send information to include to AGM guests about the CT Wine Trail if anyone was interested.

NEFHC did make a letter/invitation to participate in the Friesian Spectacular. Now that we have a letterhead for AGM, all communications and invites will be used with that letterhead.

Next meeting will be June 21, 2021 at 4:00 pm

