

Membership Committee Minutes: April 8, 2021

Attendance: Marvel Jeffcoat, Mathew Jenkins, Jess Dodge, Amy Rogala Hobbs, Bethany Jenkins, Maria Link

FHANA Staff: Jason Tice, Lauren Barnes

Absent: Becca Eccard, Ellisa Kroll, Joe Michielli, Kailie Rayner

Budget Information April 1, 2021:

Measure Goal: 11320

Measure Actual: Total-Sport/Pleasure: 3,457.09

Revenue Budget: \$108,000.00

Revenue Actual: \$122,582.07

Expense Budget: \$

Expense Actual:

**Transfers**

Measure Goal: 465

Measure Actual: Transfers + Imports: 212

Revenue Budget: \$10,500.00

Revenue Actual: \$13,410.00

Expense Budget: \$

Expense Actual: \$

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

Friends of FHANA – 9

Renew Business –61

Renew Full – 597

Renew Sport/Pleasure – 38

New Friends of FHANA – 9

New Business – 11

New Full – 116

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

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Meeting was called to order at 5:00 pm CT/6:00 pm ET, via ZOOM.

**Welcome:** Jason Tice officially welcomed everyone to the Committee. Marvel Jeffcoat echoed Jason's welcome. She said due to the time constraints of this meeting, we would spend time on individual introductions at the next meeting.

**Tutorial on Board Effect:** Marvel stated that Board Effect is the online portal that FHANA uses to house documents, meeting materials, and meeting schedules for FHANA's Board and Committees. She said some of the Committee members may not have access to the portal due to space restrictions. Mathew Jenkins said it would be members of the subcommittee that might be affected, but Google documents may be used instead. Lauren Barnes then gave a tutorial on how to navigate in Board Effect. If anyone has any questions, contact Lauren at [fhana@fhana.com](mailto:fhana@fhana.com). Amy Rogala Hobbs pointed out a feature that allows a person to make notes on documents, such as the agenda, and she encouraged everyone to try it out. Marvel added that there is a directory with Committee members' contact information.

**Future FHANA Update (AGM Strategic Goal):**

*Coloring Book Update:* Lauren stated that all of the pages have been claimed, and she provided the Committee with a spreadsheet of the current status of payments and photos submitted. Jancy Morgan let Marvel know that the artwork is in various stages of completion. Pencil drawings are about 50% complete and some have been inked-in. Mathew commented that some of the members were a little slow in getting their photos submitted to FHANA which meant Jancy was subject to a delay and got a lot of the photos all at once. Jancy will be able to give Lauren or Marvel a better timing estimate after this weekend. Jess Dodge offered if the Committee needed help with this project or one in the future, she is a children's book illustrator and could assist in any way.



*Future FHANA (FF) Membership Update:* Lauren provided a spreadsheet with current membership information. There are 17 members signed up with mostly being kids under age 18. Lauren reminded the Committee that we still need a Future FHANA Welcome letter for the welcome packets that is written in kid-friendly language. Maria Link volunteered to compose a draft. Lauren will send examples of the Welcome letters that FHANA uses for Full Members to Maria.

**Mentoring Program Update (AGM Strategic Goal):** Marvel gave a brief overview of the Mentoring Program for the benefit of the new Committee members. Marvel said she heard from Jo Clough on the Inspection Committee who is also one of the Mentors. She is getting a lot of questions about inspections, and so she thought an insert into the Welcome packet that focused on inspection information would be helpful. Marvel drafted the insert and submitted it to Jo for her to take to the Inspection Committee for further review and revisions. Amy has gotten a lot of questions about how to register a horse, transfer ownership, find a chapter, and how to find things on the website. New members have commented that they are so glad to have someone to talk to because they are overwhelmed and a little intimidated. Amy helps them with networking such as joining groups on Facebook and introducing themselves to the Board and Committee members. Marvel said that is great; that is how the program is supposed to work. Marvel told Jess that she would send her a copy of the Mentoring Handbook to have on hand.

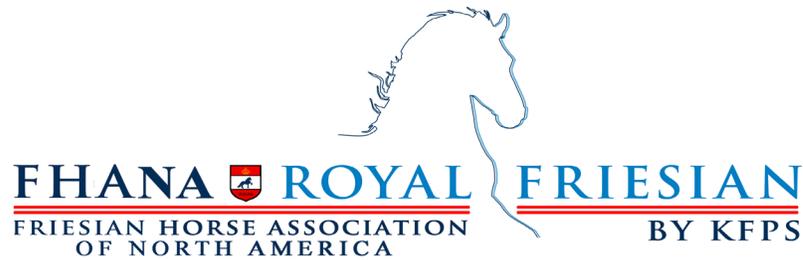
The Committee had a discussion about how the Mentors should be signing their emails to avoid the perception of promoting their farms. Mathew suggested looking into the possibility of getting them a FHANA email address. Marvel said the first step should be to have Lauren check with Jason on the possibility of FHANA email addresses for the Mentors. Then depending on that answer, Amy can develop a universal mentor signature format.

**Membership Benefits on the FHANA Website:** Lauren reviewed the current format of the membership benefits on the FHANA website (Member Levels tab) which is a narrative/descriptive style. She introduced a table/checklist format which she had developed. It would allow members to click on the membership level that works best for them. The narrative description of the Future FHANA categories would remain since there are two of them. The Committee recommends that the FHANA Staff add the table and make changes as discussed.

Lauren said Jason suggested that the Business Membership get a 10% discount on the AGM attendance fee as an added benefit. The Committee thought it was a good idea. Amy made a motion to request the added benefit for the Business Membership to get a 10% discount on the AGM attendance fee, for approval. Jess Dodge seconded the motion. Motion passed. **MOTION: Recommend adding a new benefit to the Business Membership which is a 10% discount on the AGM attendance fee.** Mat said, between now and the next meeting, the Committee should think of clever ways to encourage members to upgrade to Business such as discounts, offerings, or virtual open houses.

The Committee also reviewed the website's homepage which has a description of the Full Membership with a "Join Now" button at the bottom of the page. It was decided to add a "Member Benefits" button next to the "Join Now" button.

**Welcome Gift for the 2022 Welcome Packet:** Marvel described the logistics and timing of coming up with an item for the Welcome Packet. It must be relatively flat and lightweight. It must be in the FHANA office by



November 1, 2021. The budget is \$4,000 which is roughly \$2 per item. The Committee discussed stickers, keychains, medallions, key lanyard, wooden/carved item, 3-D popup card, etc. Jess suggested a special item such as a collectable item series, like a print, that would encourage renewals. Jess and Amy will work together to come up with suggestions and present at the next meeting.

**FHANA Featured Committee for Facebook:** Marvel will compose the verbiage. Committee members will send their photos to Marvel.

**Miscellaneous:** Marvel responded to an inquiry by the MTFC about benefits in 2020. Marvel will send her response and the inspection insert to the Committee, FYI.

**Sub-Committee Future FHANA:** Mat reiterated that the Future FHANA program is more than just organizing kid events. The vision is for it to be run by the youth and grow from a sub-committee to a stand-alone committee to perhaps its own separate (sister) organization, like JongKFPS. Mat introduced Maria as the first Chairperson for the Future FHANA Sub-Committee. Mat will be the Board liaison. Kailie Rayner will spearhead the East coast and Bethany Jenkins will spearhead the West coast. Mat talked to the Lone Star chapter due to their youth involvement, and he wants to get Brett Youssi to be the Central Future FHANA representative. Brett is considering it. As the program develops, officer positions will become necessary. Mat is hesitant about planning a 2021 event due to the status and uncertainty of the country fully opening up, and thinks we may plan for a 2022 clinic and an AGM breakout session. The Committee agreed that for the near future, the Sub-Committee meetings would happen as a double meeting with the Membership Committee meetings. This would facilitate teaching the Sub-Committee the logistics of conducting and participating in meetings. Marvel added that the Committee could have a coloring contest, as a virtual activity this year. She also said in the future, the committee might have a page or two in "The Friesian" magazine dedicated to Future FHANA, as the JongKFPS does in the "Phryso" magazine. Mat gave a preview of the Marketing Committee's initiatives which includes a virtual trail ride, and that could be one of the first activities for our Future FHANA group. Mat said he had preliminary discussions with Felix Santana about Young Living hosting the 2022 clinic at their location. Future FHANA is self-sustaining through the sponsorships of the coloring book pages and membership fees. Lauren said the sponsorships brought in approximately \$5500.

**Meeting Adjourned:** 6:10 pm CT/7:10 pm ET

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

<b>FHANA Member Benefits</b>	<b>Business</b>	<b>Full</b>	<b>Sport/Pleasure</b>	<b>Future FHANA</b>	<b>Friends of FHANA</b>
Membership Welcome Packet	<input checked="" type="checkbox"/>				
Friesian Magazine Subscription (\$50 USD Value)	<input checked="" type="checkbox"/>				
USEF Membership Discounts	<input checked="" type="checkbox"/>				
Eligible for FHANA Awards including USDF All-Breeds	<input checked="" type="checkbox"/>				
10 % Discount at the FHANA Marketplace	<input checked="" type="checkbox"/>				
Receives the Monthly E-News Letter	<input checked="" type="checkbox"/>				
Able to be on a FHANA Committee	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Owner of a KFPS Registered Friesian	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Receives the FHANA Coloring Book	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Able to apply for Sport Predicate and Sport Elite Predicate	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Able to purchase the Dutch Publication, The Phryso	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to the FHANA Membership and Horse Directory	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Able to transfer horses	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Able to register foals	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Able to register horses for Inspections by KFPS Judges	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertise on the FHANA Classifieds webpage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attend Education Weeks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
List horses in a Business name or Trust	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to calculate inbreeding coefficients for potential foals	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to the Approved Stallion database and information	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10% Discount on Advertising with FHANA	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listed as a Breeder and Seller on the FHANA website	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>