

Marketing Committee Minutes: June 21, 2021

Attendance: Joe Michielli, Mark Muilwijk, Ruth Wegner, Katie Wegner, Felix Santana, Shasta Ockerberg

Budget Information:

Measure-Goal:	Actual:
Revenue-Budget:	Revenue Actual:
Expense-Budget:	Expense Actual:

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

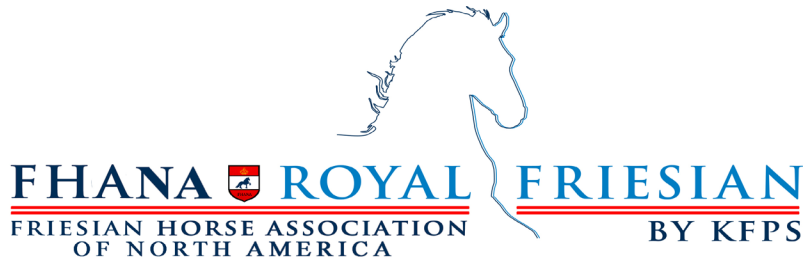
6.4.2.1 Support Assignment-Board of Directors, Staff

I. Brand Identity Guide

- a. Thank you to Mark Muilwijk and Shasta Ockerberg for creating an official brand identity guide for when the new logo is complete. The guide is now up on Board Effect, and Joe would like all Marketing members to take a look and email any feedback to him.
- b. Joe would like the guide to be finalized by the next Marketing meeting.

II. Logo Committee

- a. The Committee had their first meeting on May 19 to go over the goals and needs when designing the new logo.



- b. Jackie has created lots of designs that the Committee is excited to see. She will bring her completed ideas to the next subCommittee meeting.
- c. The next subCommittee meeting is TBD.

III. Logo Use Policy

- a. Thank you to Mark Muilwijk, Paula Bartlett, and Shasta Ockerberg for creating an official logo use policy when the new logo is complete. The policy is now up on Board Effect, and Joe would like all Marketing members to take a look and email any feedback.
- b. Joe would like the policy finalized by the end of July.

IV. KFPS Logo Use

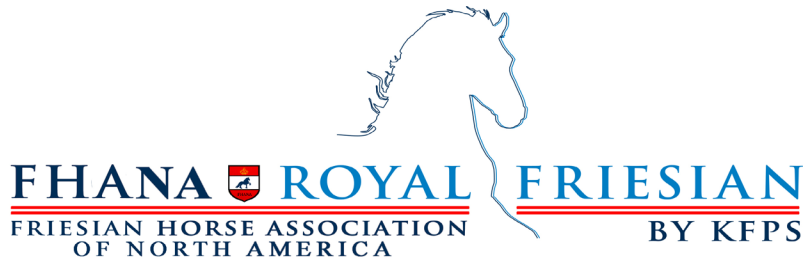
- a. Joe has attempted to contact KFPS multiple times but has received no response. He will continue to make phone calls to reach them.

V. Hashtags

- a. There were a few more ideas for Friesian or FHANA-related hashtags to use for social media and other platforms.
- b. A few ideas are #fhanatics and #friespirit
- c. If anyone has other ideas, please text, email, or message Joe.

VI. Ethnic Diversity Strategy Committee

- a. Ruth wants to translate more documents and marketing material into Spanish to better include the Hispanic community and pertain to the language's popularity in North America.
 - i. A motion was made by Katie to include our documents in Spanish, the motion was seconded by Shasta, and all voted unanimously yes.
 - ii. This will be finalized by the next meeting.
- b. Ruth also wants to highlight more Friesian barns from the Hispanic and Amish communities.
 - i. She suggests creating videos to spotlight Amish and Hispanic farms to educate FHANA on the people's true, appreciative nature towards Friesians and other horses.
 - ii. If members know of any Amish or Hispanic-owned barns, reach out to owners or give out Joe's contact.
- c. Felix believes reaching out and educating communities about FHANA will help spread awareness and interest. He also suggested bringing a member of the Amish or Hispanic community onto the Marketing Committee.



VII. Membership

- a. Joe talked about creating different layers of membership.
- b. The idea will be discussed more in future meetings.

VIII. Strategic Planning Committee

- a. There had been talk about a virtual ride at the end of the summer, but many are growing busy with the upcoming Keurings. Joe suggested possibly trying for October or November.
- b. The idea will be discussed more in future meetings.

IX. Elevator Pitch

- a. The pitch is now up on Board Effect. Joe would like all Marketing members to take a look and email any feedback.

X. Membership Recognition

- a. Joe mentioned creating awards and acknowledgements for members' time in the organization, such as 5/10/15/20 years of commitment.
- b. The idea will be discussed more in future meetings.

The meeting was adjourned with the next meeting being held on July 26th at 3 PM PST/4 PM MST.

