

Membership Committee Minutes: June 3, 2021

Attendance: Marvel Jeffcoat, Mathew Jenkins, Becca Eccard, Bethany Jenkins, Ellisa Kroll, Maria Link, Joe Michielli, Joanna Parrish-Lubbers, Amy Rogala Hobbs

FHANA Staff: Lauren Barnes

Absent: Jess Dodge, Kailie Rayner

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

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

Welcome Gift for the 2022 Welcome Packet: Jess Dodge couldn't be at this meeting but said that she would have the stallion drawing done by the next meeting. Marvel Jeffcoat did not ask her for the quotes from Jess' fine art printers. Lauren Barnes got a quote from the FHANA printer, Post Printing, of \$241 for 1,700 5x7 black ink 100# white vellum cover paper, postage not included.

Mentoring Program Update (AGM Strategic Goal): Lauren reported that the 90 KFPS books "The Friesian horse" that left in a container from Holland are somewhere in the Atlantic right now. Once we get them, they will be all mailed out to new members. Marvel said that she had gotten some feedback from the mentors after the May list was sent out. There were some commonalities. Most were calling and/or sending emails with a lot having no response. However, a few that were reached turned out to be very meaningful contacts. The list contained some phone numbers that weren't correct or no phone at all. Some reasons for lack of response could be that people aren't as open to cold calling or are too busy to chat. Some ideas or suggestions they had were maybe it would be more effective if people opt-in and choose a mentor with a background of interest. Some didn't want to be seen as harassing or spamming people. One thought it would be more rewarding if she knew members are receptive and want contact. One said she liked that each new member receives an attempt at contact. One suggested that a mentor list be put in the Welcome Packet. Marvel said her thought was that a big part of the program was FHANA reaching out to members proactively rather than leaving it up to the new member to take action. That is a more friendly approach. Marvel said she told the mentors that the measure of success is not how many people they actually talk to, but rather the individual meaningful conversations and relationships that they build. She also said that there is no expectation of spamming the people. One call and or an email is enough. Mat Jenkins said the whole point of this is that someone with FHANA is reaching out with a personal touch. He felt like maybe it takes an initial call and email, and then later a follow-up call. He said the Committee should determine what the process should be and possibly provide a script. Amy said, in her experience as a mentor, she was getting thank you's from people and they also ask questions. Amy said she would share the emails she was getting from the people she was mentoring with the Committee. Joe Michielli suggested an opt-in/opt-out feature of registration, and surveying people who opted in on why they purchased a Friesian, or what their disciplines they are interested in. Joanna Parrish-Lubbers thought an email after opting-in would be good. She felt that people like the Amish would not be receptive to a phone call. Joe said he would have liked having a phone call from someone in FHANA when they first joined. Mat reiterated that the whole goal of the Mentoring Program was that every new member is contacted by a FHANA member, and they have a point of contact going forward. We want people to know we are available and we want to help them. Mat said he and Jason Tice had been exploring using a company that does robo calls, and this could be a tool for the Membership Committee. Mat thinks it's a good idea to have a meeting with the mentors for input.

Business Member Benefits: The Committee continued its discussion of possible incentives to encourage membership upgrades to business. Marvel reminded everyone of the ideas from the last meeting. Joe made a suggestion of offering early registration/access for events for Business Members, similar to Costco.

Miscellaneous: The Committee had a non-membership related discussion. Joanna asked if FHANA was going to have inspections. She asked if the question has been asked of the judges, if the travel band is lifted are they still willing to come to North America? Amy, who is Chair of the Finance Committee, said as of now the plane tickets have been purchased, the judges are still planning on coming, and everything is still going forward. Marvel noted that FHANA had opened up the online registration for inspections. Joanna said there is big risk in traveling to and from the countries. She said also if North America was still considered a travel risk, and the judges got sick, their insurance would more than likely not pay. Joanna is concerned about spending a lot of money on training, and having the uncertainty of the inspections. She said there is a way for the judges to come over if there is a travel band. They would have to apply well ahead of time for a “national interest waiver”. Lauren said these are issues for the Inspection Committee. She said the inspections are happening and they’ve got entries. Amy said the KFPS has told FHANA they are coming. Joanna suggested that FHANA put out a letter that says 100% the inspections are happening. Marvel asked Lauren to take the concerns from this discussion back to Jason.

Future FHANA Update (AGM Strategic Goal):

Future FHANA (FF) Membership Update: Lauren provided a current spreadsheet with 20 members. Joe said his son and another friend should be on the list. Lauren will check on it.

Coloring Book Update: Lauren drafted the program description for the coloring book and there were no changes from the Committee. Maria drafted the sponsorship thank you page. There was one sponsor that could not be reached. Lauren will contact them to see what format they want their name in. Marvel said Jancy Morgan had a family member that was ill, so the artwork was not finished yet. The Committee discussed giving her a deadline of June 15th.

Sub-Committee Future FHANA (FF): Maria took over the meeting at this point as Sub-Committee Chair.

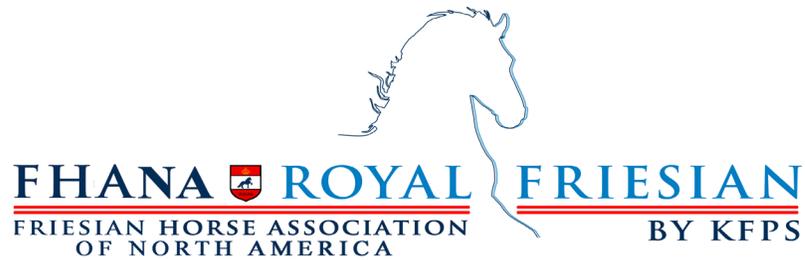
TikTok videos: Lauren had given the Committee an example of a TikTok video. Joe’s son is still doing some brainstorming to come up with some recommendations.

Virtual trail ride: The Committee tabled this discussion until next meeting.

Monthly informational videos: Maria asked for any new ideas since last meeting. Lauren suggested how to trim your Friesian’s feet with a guest speaker, a farrier. Joanna mentioned that Petra Zeelen had done one recently but Lauren said this would be geared toward kids and much shorter. Joanna suggested proper clothing for the inspection. Marvel suggested a video about sanding and blackening the hooves. Joe suggested tacking up the horse. Maria asked how we would find people to do the videos. Joe suggested that we approach some of the big farms to do videos. He said his farm manger, Jessie Carter, could do two or three. Joanna asked if it had to be kids doing the videos and Maria said no, just targeted toward kids. Lauren said she would not be making the YouTube channel until we had 4 or 5 videos ready to go, as Jess had suggested.

Quarterly virtual gatherings: The Committee thought the two age groups should have their own call, but make the meetings back-to-back on the same day. The Committee wants to target mid-July.

Social Media: Maria reminded that we wanted to promote program by doing a featured Future FHANA member on Facebook. Ellisa Kroll and Maria will contact FF Members for a write-up. Lauren can send Ellisa and Maria their contact info (FF adult – their email and FF youth – their parent’s email).



Hashtags: Joe said the Marketing Committee had been working on hashtags, such as #fhanatics. There is not one specific for Future FHANA yet. Lauren suggested using #futurefhana and #fhanatics because we can add as many hashtags as we want.

Group chat: This would be initiated by FF members and not FHANA. Perhaps we encourage that in the quarterly virtual gatherings.

AGM Breakout Session: Tabled until next meeting.

Inspection Insert: Marvel said she had worked on an insert for the Member Welcome Packet on behalf of our Committee and submitted to the Inspection Committee. It's an informational document because new members had a lot of questions about inspections.

Meeting Adjourned: 6:02 pm CT/7:02 pm ET

Next Meeting/Conference Call: Thursday, July 8, 2021 at 5:00 CT (6:00 pm ET, 3:00 pm PT)