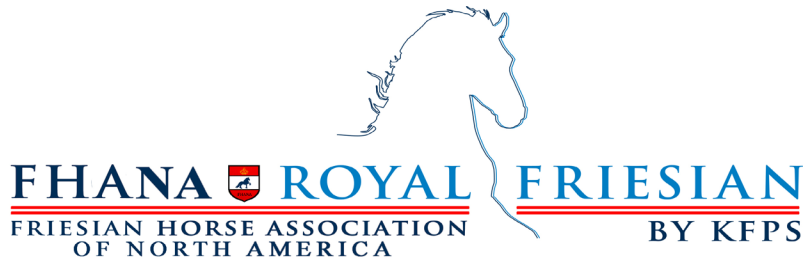


FHANA Mare Show Minutes

1. **Roll Call:** Jason Tice, Tiffany Vanderkooi, Erin Miley, Amy Kroll, Rebecca Eccard, Sharon Bechler
2. **Committee Roles:** Discussion regarding confusion with East and West Chairs and not knowing how to merge the rolls for this Committee. Moving forward meetings will be set monthly at each meeting. Sharon will prepare the agendas and Rebecca will take minutes.
3. **Sponsorship Goals:** Setting a goal of \$8,000.00 for both East and West Coast Mare shows. Tiffany and Erin presented the committee with the idea of having a stallion Breeding auction as a fundraiser, Jason cautions this as it is the biggest fundraiser for the AGM and stallion owners may be unable to donate more breeding's. Amy agreed with Jason saying she is only allotted a few breeding donations by the stallion owners and she has used them all for the year. Rebecca presented an idea instead of Semen Auction change and made it a raffle on having a Friesian Experience. We can reach out to stallion owners and see if they are willing to do a barn tour with a demonstration and or personal time with an approved stallion. The Committee liked this idea and Rebecca will start organizing a list and getting the donations. Rebecca asked if anyone would be willing to reach out to our previous donors, Tiffany said she will do so Rebecca to send her list.
4. **IBOP Tests:** A FHANA member contacted Jason asking if we could offer them IBOP tests at the Mare Show East. The committee questioned if this would take away from Keurings, also was this something that was offered at the Mare Show in the Netherlands. Also, there is the issue of setting up a full dressage court. Amy said they only have the letters and a few boards for their Inspection and that the exhibitors are ok with that. Rebecca asked Jason if he had a lot of interest in having the IBOPS and he said he had requests for 6 IBOP tests so far. Jason will check and see if the non-traditional court will be acceptable for these exhibitors, if so, we will allow IBOPS at the Mare Shows IF entries warrant.
5. **Television Broadcasting:** Rebecca is trying to have the Mare Show East recorded and broadcasted as a special program. Jason is also hoping that we can have both mare shows offered live stream. Sharon can have a West Coast live stream via Zoom, Rebecca to check with NYSF to see if any issues with doing that or are we obligated to use a service they offer.
6. **Gift/Exhibitor Bags Product Sponsors:** Equiderma agreed to a sponsorship /product (6 total) one for each class. Blue Seal (Kent Group) will be donating the gift bags and cookies. Tiffany will be sending samples for gift bags as well.
7. **Awards:** Prizes will be ordered but without any dates in the event the Mare Shows need to be canceled. Equiderma Gift for class winners, plaques for Champion and Reserve Champion in both young and older mare divisions. Jason also has the coolers from Horses 2 Fly. Orange Roses to be purchased for both shows as well.
8. **Website/PayPal:** Discussion on the complexity of the website, too many pages and difficult to navigate for editing. We will need to address this over the winter before promoting the 2022 Mare



Shows. Sharon asked if PayPal was an option exhibitors could register and pay online; Jason to look into as he has concerns if this is a viable option due to needed waivers needing to be signed.

9. *Marketing Plan:* Postcards have been sent and the social media plan is on track and came out quite nice.

10. *Programs/deadlines for copy:* 09/20 deadline for programs. Entry dates have changed. Entries received after August 20th have a \$50.00 late fee, entries received after 09/01 have a \$300.00 late fee. A full refund will be given to all entries if Keuring's are cancelled due to Covid restrictions.

11. *Communication of List of exhibitors:* Sharon wanted to make sure everyone knew they can check and see where entries are for both shows by looking up the events on the KFPS website.

Schedule next committee Meeting: August 25th at 4pm