

Marketing Committee Minutes: July 26, 2021

Attendance: Joe Michielli, Paula Bartlett, Mark Muilwijk, Ruth Page, Eric Smith, Allison Thomas, Katie Wenger

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

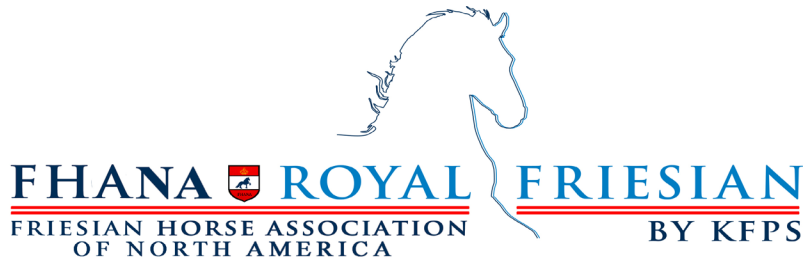
6.4.1 Goal-Increased budget to attend equine trade shows and increased budget to support our outreach.

6.4.2 Lead Assignment-Finance Committee, Marketing Committee

6.4.2.1 Support Assignment-Board of Directors, Staff

I. Eric Smith

- a. As a member of the Board, Eric is seeking contact information for sponsors for FHANA. This should be a company or a direct person of a business.
- b. Joe wants each member to come up with 2-3 companies to consider for sponsorship. A list of current sponsors will be sent out, but Joe is looking for new leads and contacts.
- c. Joe is hoping to send the new list to the board by August 6th, 2021.



II. Hiring Open Position

- a. FHANA is looking for a 3rd member of their staff to help with marketing and sponsorship. Jason is asking the Marketing Committee to help out on social media, as well as search for position items to send to the Board.
- b. Jason is trying to budget for the position, but this item will be suspended for discussion and brainstorming until our next meeting.

III. Calendar Sponsors

- a. FHANA has open spaces in their upcoming calendar.
- b. They are looking for artwork for the months of May, November, and December. Each month costs \$750 to be featured.
- c. The price and space can be split among members, as well as auctioned off at the AGM silent auction.
- d. The submissions are due by August 15th, 2021.

IV. FHANA Marketplace

- a. The reconstruction of the FHANA website and their marketplace will be suspended until after inspections have completed. This will allow more time for the FHANA logo to develop and finalize. During this time, the committee can work on little projects, such as brainstorming and creating merchandise for the club.

V. Brand Identity Guide

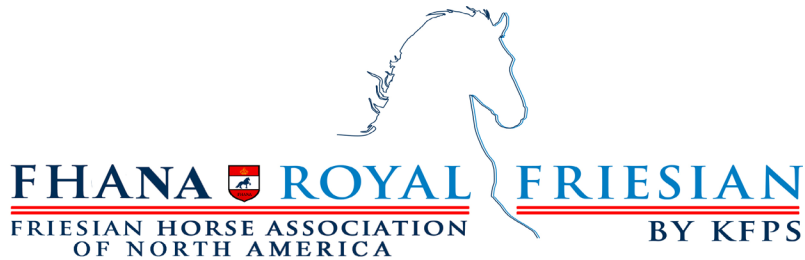
- a. Joe will send out the PDF for the guide. Please look through to review and note on any changes or considerations and email to Joe for further discussion.
- b. The committee hopes to have this completed by our next meeting.

VI. Logo Use Policy

- a. Joe will send out the PDF for the policy. Please look through to review and note on any changes or considerations and email to Joe for further discussion.
- b. He will also reach out to the Rules and Regulations Committee for help on the revisions.

VII. Logo

- a. Jackie is still creating and developing the FHANA logo. She has created over 200 designs, but she wants to ensure she will create something that will last and be remembered in the future.



- b. There is no timeframe at the moment, but the Committee may reach out to other designers to create *one* logo.
- c. The budget for the tradework will be due by the end of August or September.

VIII. KFPS Logo Use

- a. Joe has received no help or progress from KFPS about using their logo. He is going to ask Jason for use clarification.

IX. Hashtags

- a. Joe is still seeking ideas for new hashtags, especially for Future FHANA members. If you have any ideas, please email or text Joe.

X. Ethnic Diversity Strategy Committee

- a. Joe is seeking a member of the Amish/Mennonite community to invite to the Marketing Committee for help reaching out to different audiences.
- b. Ruth wishes to spotlight a club or farm in the Amish and Hispanic communities on social media.
- c. During the last meeting, there was a motion to make all future FHANA social media and printed materials in both English and Spanish. This motion will be withdrawn from the June meeting minutes and revisited at a later date for better discussion and confirmation in the motion.

XI. Other Agenda Items

- a. Smaller items have been moved to October after inspections have completed.

The meeting was adjourned with the next meeting being held on August 23rd at 3 PM PST/4 PM MST.

