

Membership Committee Minutes: July 8, 2021

Attendance: Marvel Jeffcoat, Allison Thomas, Jess Dodge, Becca Eccard, Bethany Jenkins, Maria Link, Joe Michielli, Kailie Rayner  
 FHANA Staff: Jason Tice, Lauren Barnes  
 Absent: Ellisa Kroll, Joanna Parrish-Lubbers

Budget Information Feb. 28, 2021:

Measure Goal: 1493	Measure Actual: Total-Sport/Pleasure: \$2,917.09
Revenue Budget: \$93,000.00	Revenue Actual: \$130,884.98
Expense Budget: \$	Expense Actual:

**Transfers**

Measure Goal: 465	Measure Actual: Transfers + Imports: 272
Revenue Budget: \$14,000.00	Revenue Actual: \$17,450.00
Expense Budget: \$	Expense Actual: \$

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

- Friends of FHANA – 15
- Renew Business – 66
- Renew Full – 640
- Renew Sport/Pleasure – 46
- New Friends of FHANA – 8
- New Business – 4
- New Full – 142

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.

**Miscellaneous:** Jason Tice reported out on the status of the inspection season and answered questions. Inspections are going forward as planned. Judges have been assigned but not published, and their flights have not been booked yet. He introduced the Committee's new Board liaison going forward, Allison Thomas. Kailie Rayner introduced herself and gave a little information on her background.

**Welcome Gift for the 2022 Welcome Packet:** Jess Dodge presented the finished drawing of Age 168. The drawing is meant to be the first of collectable art in a series and be an incentive for members to renew. Her printer will print on fine art paper (5x7) and quoted \$1.70 each (\$2,900, 1700 items) with free shipping. This is well within the \$4,000 budget. Jess has sent a drawing to them to check as a proof. If this is satisfactory to her, she will approve the printing job. She will find out the printer's turnaround time. Jason will send a copy (pdf) of the drawing to the Board as an FYI. The Committee thanked Jess for donating her time and artwork.

**Mentoring Program Update (AGM Strategic Goal):** Marvel will get with Lauren Barnes, offline, to arrange a Zoom meeting with the mentors for feedback and discussion.

**Incentives to Upgrade to a Business Membership:** The Committee discussed the ten incentives that had been developed in the two previous meetings. Jason recommended that we avoid discounts, as that affects bottom

line. Marvel Jeffcoat will put the Committee’s suggestions into a document for the Committee to review between now and the next meeting.

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

- *Future FHANA (FF) Membership Update:* Lauren reported that there are 25 members, an increase from the last meeting.
- *Coloring Book Update:* Marvel reported that Jancy Morgan anticipates being finished with the artwork on July 16<sup>th</sup>. Then she will take it to an outside vendor to be scanned which will be 620 dpi. Marvel said that there had been a request from one of the sponsors to have the original artwork. Marvel stated that Jancy owns the copyright and originals. She reminded the Committee that the sponsors paid for sponsoring a page, and not for the original art. Marvel reminded Jancy that FHANA has a complimentary page reserved for her. She said she may do a tribute page to Sape 381 Sport.

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

- *“Featured” FF Member on social media:* Maria and Ellisa Kroll worked on getting profiles and photos of FF members to feature on FaceBook. Maria had one response and Lauren will post it. Kailie noted in her experience, making social media posts at key times of the day would produce better results.
- *Monthly informational (“how to”) videos for YouTube:* Maria asked Joe Michielli if his farm manager had had time to make a video. Maria reminded that we were going to approach some of the bigger farms to do a video. Joe said his farm would do a couple. Becca Eccard said she would do some. Kailie said she would do a couple, under 5 minutes. And Bethany volunteered as well. Jess suggested a video on leading a foal/halter breaking.
- *TikTok videos:* These are the fun videos. Maria asked for ideas on how to do this. Joe described different types of TikTok videos. Bethany suggested for the FF to get together on a call/Zoom and get ideas from them. Joe said it there could be logistical problems and difficulty for FHANA to post these videos. Marvel clarified that there would be no FHANA account, but rather individuals would post videos with challenges, themes, dances, songs, or audio coming from suggestions from FF. FF would also suggest hashtags to use. Kailie said we should take care that no one is excluded. Bethany reiterated that people would use their own TikTok accounts and use hashtags. No one would be excluded because everyone would be welcome to create a video. If anyone’s video went viral, FHANA could repost it. Jess said an adult could make the suggestions for a theme. Bethany mentioned “glow up” could be a theme for the horses. Bethany will see if she can find an example. Joe suggested we ask the FF members if any of them want to be a social media influencer. Maria had concerns about how to regulate the influencers. Bethany said the best way to get youth involvement, is to not make it complicated.
- *Virtual introductions:* Since the meeting is running long, Maria will email Lauren about possible dates.

**Meeting Adjourned:** 6:45 pm CT/7:45 pm ET

**Next Meeting/Conference Call:** Thursday, August 5, 2021 at 5:00 CT (6:00 pm ET, 3:00 pm PT)  
 [This was later postponed to August 12, same times.]