

Membership Committee Minutes: August 12, 2021

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

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

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 was able to obtain a 25% discount on the printing cost from the art printer, thus saving \$672. Final cost was \$2,135.37. Lauren reported last week that the printing order had already arrived in the FHANA office, thus completing the project well before the November 1st deadline.

Status of Books for New members “The Friesian horse”: The last 90 books at the KFPS were shipped in Marquis Laude’s container from the Netherlands to Montana. The FHANA office provided labels to Marq, who packaged and mailed the books directly to the new members who were owed a book. The Committee is grateful to Marq for his generosity in the shipping and the administrative work to get the books mailed. These books in English are now out-of-print and sure to be a collector’s item in the future.

Future FHANA Update (AGM Strategic Goal):

- *Future FHANA (FF) Membership Update:* Lauren reported that the membership level is the same as last month, 25 members. She said there was some interest from the FF meet-up posts and the FF spotlight posts.
- *Coloring Book Update:* Marvel reported that she had been unable to contact Jancy Morgan and will talk to Jason Tice.

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

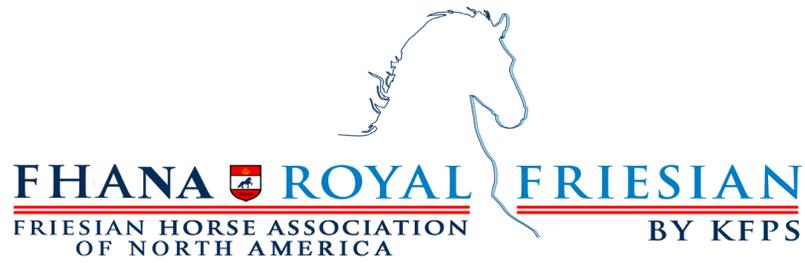
- *Monthly informational (“how to”) videos for YouTube:* Maria said she’d been approaching farms and individuals about doing some videos for us. The Fenway Foundation is interested in doing some. Maria asked if anyone knew of any small farms that we could reach out to as well. Becca Eccard had completed a video, and Lauren played it for the Committee. The Committee thought it was terrific and Marvel thanked Becca for doing it.
- *TikTok videos:* Maria did not receive any example TikToks since the last meeting. Maria asked if she could use Marvel’s TikToks as examples for the Committee and she said yes. Maria has been learning how to use TikTok. Mathew and Bethany Jenkins are working on one and will have it done in a few days.
- *FF Member Spotlight on FHANA’s Facebook:* Maria said they had started the rollout and several had been posted. They were getting a lot of “Likes”.
- *FF Quarterly Introduction Gathering Zoom:* It was scheduled for July 29th, but was cancelled due to too few RSVPs. Maria suggested we schedule the 4th Quarter one in October. Marvel said perhaps when we get the YouTube videos and the TikTok videos out, we’ll have a better response to the next Quarterly Zoom. Maria added that the FaceBook Spotlights will promote the program as well. We’ll have more time to advertise the meeting.

Maria concluded with recommending to anyone that they can contact her via email with suggestions for small farms to contact to do videos, and to communicate on any of the other projects we are working on.

Miscellaneous: Marvel left some things off the agenda to keep the meeting short. Those items are the July minutes, the mentoring meeting, and incentives to upgrade to Business Membership.

FHANA has asked to use the balance of the Committee’s budget for other projects. [Subsequently, FHANA used Marketing funds instead, so our balance is still intact.]

Joanna Parrish-Lubbers said we have a big issue regarding the inspections not happening. It is a false promise to members to talk about a February/March inspection if the NIE waivers have not been approved. If you want to keep membership you have to be honest. Allison Thomas said that the NIE waivers were still on the table; FHANA was not able to complete the application because the judges hadn’t provided their passport information yet. And then they decided not to travel due to COVID concerns. FHANA learned this yesterday morning and announced it later in the same day. Jess said it was not a realistic goal to plan for February/March inspections due to weather, and FHANA needs to be open and honest about that. Marvel said that Allison can take the Committee’s concerns back to the Board. She added that the Site Hosts are tasked with polling owners and members about their interest in an inspection at that time of the year. Joanna said we should be brainstorming about American judges. Marvel said from a broader perspective, this is going to affect membership numbers which is unfortunate because we have increased the numbers from last year. Mathew said the Committee needs to be planning some damage control and working on unifying the members because a lot of people are mad. We need to do this between now and the next meeting. Jess suggested FHANA be involved in shows and having classes around the country to judge the horses by American judges. She is aware of IFSHA shows, but she doesn’t mean that. Becca said, in looking at other breed organizations, we could try to organize an online futurity. People could take a picture and video of their foals and they could either be voted on or judged by a KFPS judge, for best colt/filly. Talk about the motherline, etc. This could create some excitement. Becca said IFSHA has considered it but hasn’t done it. Becca said she could do a high-level outline with ideas and send it



out to the Committee for input. Then it can go to the Board and they can assign it to the appropriate Committee(s) to further develop and implement.

Meeting Adjourned: 5:45 pm CT/7:45 pm ET

Next Meeting/Conference Call: Thursday, September 9, 2021 at 5:00 CT (6:00 pm ET, 3:00 pm PT)