

Marketing Committee Minutes: August 23, 2021

Attendance: Joe Michielli, Eric Smith, Mark Muilwijk, Paula Bartlett, Mathew Jenkins, Katie Wenger, Shasta Ockerberg

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. Sponsorship

- a. Joe sent a request to Jason requesting a list of existing companies we are partnered with. While he hasn't heard anything yet, Joe still suggests committee members reach out to companies that can potentially sponsor us.
- b. Katie suggested Lisa Oberman and Smart Pack, and Joe suggested Tiffany Donnely. He will send the list of existing companies to Eric to send to Board members.



- II. FHANA 3rd Hire Position
 - a. The Marketing Committee is working with a couple other committees for consideration for this position.
 - b. Time was spent devising job requirements and duties this position would be responsible for. Shasta created a job description outline that she would send to Joe. Mark suggested making the position contract base, but Joe doesn't know exactly what is needed from this position.
 - c. Joe will call Lauren and Jason and ask for a list of responsibilities. Then the committee can help create and decide other matters of the job.

- III. Brand Identity Guide
 - a. Mark has set up the BIG as a PDF for members to observe and critique. Send an email to Joe with any feedback or corrections.

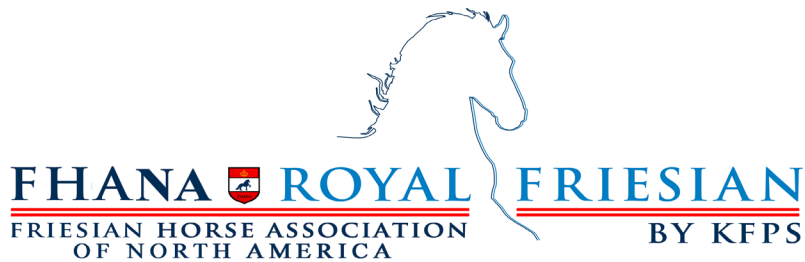
- IV. Logo Use Policy
 - a. Shasta has set up the LUP as a PDF for members to observe and critique. Send an email to Joe with any feedback or corrections.

- V. Logo
 - a. Joe hasn't heard from Jackie but is going to contact her to ask for an update. Members are encouraged to reach out to other designers to see if they are interested in submitting 1 design for logo.
 - i. Designers must contact Joe about design and will then be brought up to logo subcommittee for further discussion and consideration.

- VI. Hashtags
 - a. Mark added existing hashtags to BIG. Always looking for more ideas for the organization and for Future FHANA members.

- VII. Ethnic Diversity Strategy Committee
 - a. Joe and Ruth have contacts in the Amish and Hispanic communities that they are reaching out to.
 - b. Joe wants to spotlight 1 Amish or Hispanic barn on social media per a certain amount a time to help erase stereotypes of the communities. He also wants to spotlight businesses with a FHANA membership as well.

- VIII. Elevator Pitch
 - a. The elevator pitch has been uploaded to Board Effect. Members are strongly encouraged to review and send feedback to Joe for revision.



IX. Round Table Discussion

- a. Mark suggested the committee approves the minutes from the last meeting at the beginning of each new meeting. The committee will start this at the next meeting.
- b. Mathew brought up that the committee needs to create a budget plan for the 2022 year. There will be a budget meeting on September 13th, 2021 at 3 PM PST for discussion.
- c. Mathew also strongly suggests that the committee comes up with something fun for the members in the Fall due to the rescheduling of the keuring that was supposed to take place in September.
 - i. The committee brainstormed different clinics to do in different areas of horsemanship.
 1. The different clinics included farrier/feet, clipping/braiding, driving, foal handling/training/basics, walking/presenting, long-term grooming/hair care, saddling, tack, lunging, walk/trot, eye bops, and more.

The meeting was motioned to adjourn by Katie, seconded by Paula. The motion was passed unanimously. The next meeting will be held on September 23rd, 2021 at 3 PM PST/4 PM MST.