

Marketing Committee Minutes: September 27, 2021

Attendance: Joe Michielli, Shasta Ockerberg, Eric Smith, Jackie Robbins, Paula Bartlett, Mark Muilwijk, Allison Thomas, Katie Wegner, Marchelle Holloway

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

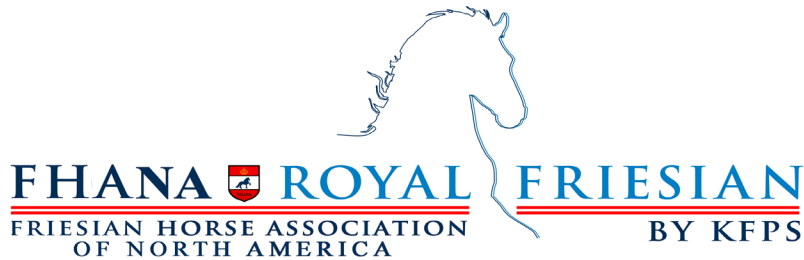
6.4.1 Goal-Increased budget to attend equine trade shows and increased budget to support our outreach.

6.4.2 Lead Assignment-Finance Committee, Marketing Committee

6.4.2.1 Support Assignment-Board of Directors, Staff

I. New/Exiting Members

- a. We want to welcome the newest member of our Marketing Committee: Marchelle Holloway. She comes with marketing experience and will be a great asset to the future of this committee. Welcome to the team, Marchelle!
- b. We are saddened to see that Ruth has left the Marketing Committee, but we send her off with good vibes with whatever she sets out to do. Take care, Ruth!



- c. Allison is a FHANA Board member who previously attended the meetings as a representative, but she is now acknowledged as a reoccurring Marketing Committee member. Thank you for your involvement, Allison!

II. Logo Subcommittee

- a. Joe has reached out and sent the submission process to 3 designers that were discussed at the last subcommittee meeting. All logo members were CCed, and the meetings will be set up in the meantime.
- b. The official process for submitting logo ideas will proceed as follows. Each artist will be seen one at a time with the logo subcommittee to present themselves and their qualifications for designing. The subcommittee will then vote yes or no on moving forward or not. If approved, the artist can then submit their logo pieces. The designs will be brought up to the Marketing Committee to vote upon. If approved again, the design will go to the Board.
- c. Jackie's logo design was reviewed on September 2, 2021 and then was tabled until this meeting. Discussion was open for members to express their thoughts on her design, then the committee took to a vote. The results were 5 to 2 in Jackie's favor, and she will prepare a presentation for a scheduled Board meeting. Contact Joe if you want to review her design.

III. Logo Use Policy

- a. Members still need to review the document and send their feedback to Joe for revisions. Changes and member additions will need to be taken to the Board but contact Joe first. He, Jackie, and Marchelle would like to join the subcommittee.

IV. Brand Identity Guide

- a. Joe has decided to dismember the subcommittee and add the document to a new Marketing Strategy Committee. Allison made the motion to dissolve the subcommittee, Katie seconded, and the motion passed.

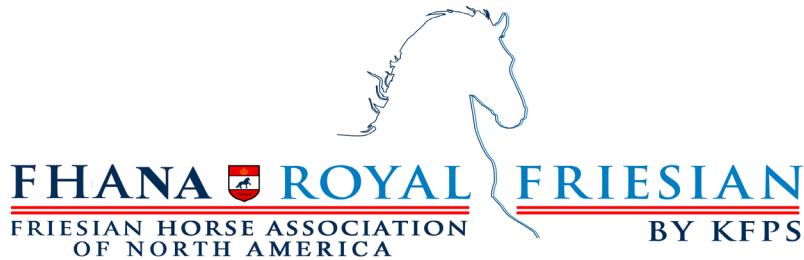
V. Marketplace Committee

- a. There are no updates to address as the subcommittee needs to wait until a logo has been decided in order to proceed. Jackie and Marchelle would like to join the subcommittee.
- b. Hopefully, the subcommittee can revisit and begin pursuing closer to November and December.

VI. Ethnic Diversity

- a. This topic was skipped until a later date.

VII. KFPS Logo Use



- a. Joe has contacted them several times and has still not received an answer. Eric brought up that KFPS and their associates have differing opinions about the new KFPS logo, and this should be tabled to later date.
- b. There were assumptions about how KFPS will react to the new FHANA logo. Joe reassured that, even though there may be pushback, KFPS has no say in our logo design as long as we respect their organization by encompassing the royal Friesian logo or a rendition of it.

VIII. Elevator/Hashtags

- a. Joe has made the decision to include these projects in the new Marketing Strategy Committee.

IX. Sponsorship Requests

- a. The Marketing Committee has been tasked with finding 5 new sponsor contacts. Anyone who has any thoughts or recommendations for sponsorships should contact Joe to forward to Jason.
- b. Think about who hasn't sponsored us before. If you suggest an organization to Joe, reach out and inform the organization first.

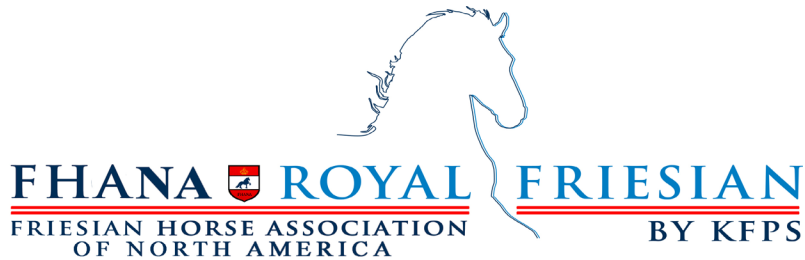
X. FHANA Hire

- a. We are waiting on Jason to send a list of the duties and expectations of this new position. Jason has budget room in mind for this job, but Joe will report back later with more information once the two have talked more.

XI. Marketing Strategy Committee

- a. Mark made a motion to create a Marketing Strategy Committee that would take care of any publicity ideas and ways to display our organization, especially the Brand Identity Guide, our budget plan, and any goals that need to be set for this committee. It will look like a breakout session to help build a plan and decide what we are doing and what we should be doing. Allison seconded, and the motion was passed.
- b. Members will now include Joe, Allison, Mark, Jackie, Katie, and Marchelle.
 - i. Space will be available for Mat and Felix to join if they would like.
 - ii. Members were encouraged to start thinking about a new and clean budget/outline/plan.
 1. Big money items will be moved to the Events Committee.

XII. Advertisements



- a. American Driving Society reached out to Jason about use of our logo in some of their photos. Jason will determine what photos could be used, and the members will decide on a later date.

XIII. Board

- a. The Annual General Meeting committee has reached out to see what committees want to do a breakout session on the Friday and/or Saturday of their event to talk about something in their group for 30-45 minutes. Time slots would be created for committees to claim for presentations. Responses need to be sent no later than the next AGM committee meeting.
- b. The committee talked about discussing the Brand Identity Guide or branding identity overall, but no topic was set.
- c. Jackie made a motion to create and present at a AGM breakout session. Allison seconded, and the motion was passed unanimously.

XIV. Strategic Planning Goal

- a. Eric asked to move this topic to the Events/Planning Committee. It will no longer be discussed in this committee.

XV. Budget

- a. Needs to be created by 3rd week of October!

Jackie made a motion to adjourn the meeting. Allison seconded, and the motion passed. The meeting was adjourned with the next meeting being held on October 25th, 2021 at 3 PM PST/4 PM MST.

