

Membership Committee Minutes: October 18, 2021

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

Budget Information Feb. 28, 2021:

Measure Goal:	Measure Actual: Total-Sport/Pleasure:
Revenue Budget:	Revenue Actual:
Expense Budget: \$	Expense Actual:

Transfers

Measure Goal:	Measure Actual: Transfers + Imports:
Revenue Budget: \$	Revenue Actual:
Expense Budget: \$	Expense Actual:

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

- Friends of FHANA –
- Renew Business –
- Renew Full –
- Renew Sport/Pleasure –
- New Friends of FHANA –
- New Business –
- New Full –

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.

Membership Renewal Letter: Becca Eccard took the discussion from the last meeting and her own ideas and drafted an updated renewal letter for the Welcome packages. She suggested that FHANA should offer a 2022 discounted rate to Full Members at the Sports/Recreational rate. She used the previous letter as a template and added in statements about how FHANA appreciated that members were not able to fully use the benefits that they had been paying for. Allison Thomas said that offering this discount would put FHANA at a financial loss. A discount would have to go through the Finance Committee, and the budget requests were supposed to be turned in by October 1. Allison said that this would have a very significant impact. Members of the Committee felt that the Board needs to have a conversation with the KFPS about the inequity of membership paying for service they are not getting. Becca made the following motion and Mat seconded it: Motion passed unanimously. **MOTION: Request the FHANA Board of Directors approach and negotiate with the KFPS Board of Directors for relief of fees for FHANA.** Becca will make changes to the letters, and Allison suggested to include generic wording that FHANA is looking at finding cost savings for the membership in any way possible.

Future FHANA update:

- *Coloring Book:* Allison said that she had a few conversations with the artist, who committed to provide FHANA with 12 finished drawings scanned and sent to Allison so that she can show the Board tomorrow. Allison said she has seen 21 drawings at various stages of completion. The artist

told Allison she is almost done. The artist will not give Allison a number of how many are complete, how many partial, and how many are not started.

Sub-Committee Future FHANA (FF):

- *Halloween/Holiday Showcase:* Mat stated that timing didn't work out for a Halloween theme. So, holiday submissions would be due November 11 and the show on December 8. There will be exhibition and costume classes. Submissions will be grouped into one video to avoid technical problems from individual internet speeds. Judges would be Future FHANA members. They are looking into ornaments as awards. There is Future FHANA money available for any costs associated with the event. Lauren showed an example of the ornaments which could be purchased from the FHANA Marketplace at a discount (\$15 discounted to \$5). Lauren stated we would need to decide whether these were given to everyone participating or just to winners. Mat forecasted approx. 75 to 100 entries based on the 200 in the virtual show last year. The Committee agreed that all participants should get an ornament. Becca will check with her sponsors to get something donated for first place costume and exhibition.
- *Camp:* Mat said Felix Santana at Young Living has offered to provide his Utah facility as a camp. We need to start planning for 2022.
- *Welcome Gift/Vinyl Sticker:* Jess completed the artwork, a beautiful fantasy Friesian with flowers in the mane and tail. Jason will get an estimate on printing in different sizes, and priced for sticker and a cling. The Committee loved it.
- *Swag:* T-shirts, lanyards, key chains should be on the radar for the FF.
- *Time Slot for FF Breakout Session at AGM:* Lauren said there is already time set for meeting and breakout session. Need to figure out the content for each. Sat. 7:30-8:30 am is the meeting time. She doesn't see a time for the breakout session. Lauren will follow up.

Next Meeting/Conference Call: Thursday, November 18, 2021 at 5:00 CT (6:00 pm ET, 3:00 pm PT)

Meeting Adjourned: 5:50 pm CT/6:50 pm ET