

Membership Committee Minutes: November 18th, 2021

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

Budget Information

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.

Future FHANA Update (AGM Strategic Goal):

- *Coloring Book Update:* Ms. Thomas asked the committee on what the committee would like to recommend for the coloring book as the artist has not completed the artwork yet. The committee discussed multiple options regarding completing the coloring book. Ms. Thomas also stated that FHANA works with a cash budget and the budget needs to be balanced. Ms. Thomas stated that the committee could purchase a membership gift to correct the balance. Ms. Jeffcoat suggested to pre-pay the printer for the coloring book and Ms. Eccard agreed. Mr. Michielli stated that printer won't invoice until the product has been printed. Mr. Michielli offered to reach out to the artist to try to get a timeframe for completion as he speaks to her fairly frequently. Ms. Rayner stated that the book needs to be hand drawn as that was promised to members. Ms. Barnes stated that the artist has had some images since January of 2021. Ms. Thomas stated that it sounded like the committee would like to move this project to 2022. Ms. Thomas stated that if the artist is unable to complete the project, another artist is interested, but it would take three months to complete the book. Mr. Jenkins stated that the artist is

working for free from FHANA and that the book was not a budgeted item as it was created after the budget was established. Mr. Jenkins suggested a completion date of the 2022 AGM. Mr. Michielli suggested the deadline of 12/31/2021 in order to have the book completed and printed by the AGM. Ms. Jeffcoat agreed. Mr. Michielli made the following motion and Ms. Eccard second it. The committee decided to complete the following motion: **MEMBERSHIP COMMITTEE MOTION: With regard to the artwork for the Future FHANA coloring book, the Committee requests that the FHANA Board send a letter to Jancy Morgan, the artist, informing her that FHANA has set a deadline of December 31, 2021 for receiving all of the artwork from her in electronic form. If the deadline is not met, FHANA will pursue other means of completing the project. The letter should ask that Ms. Morgan sign the letter in acknowledgement.**

Membership Letter for 2022 Renewals: Ms. Jeffcoat thanked Ms. Eccard on completing the letter and asked for suggestions on any changes. Ms. Jeffcoat stated that she had a few minor adjustments and set a tone that the committee wanted to get across. Ms. Barnes pulled up the letter for those to read that had not had a chance to before the meeting. Ms. Rayner stated that it was very well written. Ms. Jeffcoat asked if a vote was needed, Mr. Jenkins and Mr. Michielli stated a vote was not needed. Ms. Jeffcoat stated that she would send the adjustments to Ms. Barnes to complete.

Sub-Committee Future FHANA (FF): Marvel stated that she wanted to schedule the meeting so Maria could be on the call, but the letter and the coloring book needed to be discussed.

- *Holiday Showcase:* Ms. Barnes stated that the Holiday Showcase had three submissions, none were videos or Future FHANA submissions. Ms. Barnes stated that she spoke to Ms. Link, and brought Ms. Link's idea to the committee about awarding those members who did submit an image for the showcase. Ms. Barnes stated that the showcase was advertised several times to the membership. Mr. Jenkins stated that FHANA should thank them for participating by sending them a gift. Mr. Jenkins stated that members are busy and some members are frustrated since inspections did not occur in 2020 and 2021.
- *Future FHANA at the AGM:* Ms. Barnes stated that the AGM committee requested that FHANA contact the youth members to see if they are interested in coming. Ms. Barnes stated that she did not hear from anyone. Ms. Rayner stated that she would be at the AGM. Ms. Jeffcoat suggested a follow up email. Ms. Barnes stated that she would send another email to the FF members/parents.
- *FF Sticker/Gift:* Ms. Barnes stated that per the board directive, items from the FHANA Marketplace need to be purchased before purchasing other items. Mr. Michielli stated that an upcoming logo change is why the items from the Marketplace should be purchased first. Ms. Barnes stated that there are only 27 FF members, so 45-50 items can be stored in the office. Mr. Michielli stated that he has a detailed list of the items in the FHANA Marketplace. Mr. Jenkins asked Ms. Barnes to pull up the sticker to show the committee. Ms. Jeffcoat reminded members that the sticker was designed by Ms. Dodge as a FF membership gift. Ms. Eccard stated that the design was beautiful and didn't want it to be discarded. Ms. Eccard asked about the sticker price. Ms. Barnes stated that 100 would be around \$125. Ms. Eccard offered to pay for the sticker.

- *FF at Dressage Finals:* Ms. Barnes stated that the previous weekend was Dressage Finals and for the first time ever there was a youth section. There was a Future FHANA member that competed at Dressage Finals. Ms. Barnes suggested someone from the committee contact the member to congratulate her. Ms. Jeffcoat stated that she would contact Mr. Dumford about an article about the member. Ms. Jeffcoat stated that she would ask Ms. Link to write an article about the member.

Miscellaneous: Mr. Jenkins would like the committee to create a corporate membership letter for businesses that don't necessarily have to be a Friesian business. He stated that this would bring more sponsorships to FHANA. Mr. Michielli agreed. Ms. Barnes stated that when a membership is created it becomes a by-law change. Mr. Michielli stated that a motion would need to be submitted to the board, and that the benefits would need to be determined. Mr. Jenkins stated that maybe the sponsorship committee or the marketing committee create a marketing package in order to not complete a bylaw change. Ms. Jeffcoat stated that this is an item for the marketing committee if it is a package. If it's a membership, then it's needs to be written up to past along to the board. Mr. Michielli stated that the marketing committee has many initiatives to complete, so it may not be completed by the marketing committee. Ms. Jeffcoat asked for other opinions. Ms. Eccard asked for a timeline. Mr. Jenkins stated that it would need to be drafted and motion submitted before the December board meeting in order to be on the ballot for January. Mr. Michielli and Mr. Jenkins stated that they would draft it and send to Ms. Jeffcoat in the next few days.

Mr. Jenkins stated that board nominations end in a week and reminded the committee that elections are in January.

Ms. Jeffcoat stated that she would contact Ms. Link about meeting dates in December and would send out options for the next meeting.

Meeting Adjourned: 6:58 ET

Next Meeting/Conference Call: TBA