

Marketing Committee Minutes: 1/24/22, 6:00PM EST

Members attending: Eric Smith (board representative and interim chair), Allison Thomas (board representative), Mathew Jenkins, Mark Muilwijk, Jackie Robbins, Katie Wenger.

Absent: Shasta Ockerberg, Paula Bartlett, Marchelle Valenchi (with notice), Felix Santana.

Budget Information:

Measure Goal:	Actual:
Revenue Budget:	Revenue Actual:
Expense Budget:	Expense Actual:

1. Marketing Minutes from September 27 for approval: Allison made the motion to accept, Katie second. Approved unanimously.

3. Messages from the Board (Eric)

- a. Marketing Committee member change. Joe has resigned from the committee. The board assigned Eric to be the interim Chair. Marchelle's name will be listed appropriately – Marchelle Valenchi.
- b. The new board starts in Feb. Looking for committee makeup in 2022. Let Eric know who is interested to stay on the committee in 2022.
- c. AGM on Feb 24-26. Eric, Allison, Jackie, and Mat are attending. 1. Jackie any committee members should be available for recognition during the Logo presentation during the Awards ceremony. 2. Need volunteers to sit at the Thursday evening Meet & Greet for the marketing committee table. Talk about the marketing committee, goals, and see if there are any members with strengths on any of the goals to recruit.

4. Strategic Planning Goal: Reviewed the following.

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-Increase the FHANA budget to allow for the attendance at additional equine events, shows, expos, and other programs.
- 6.3.2 Lead Assignment-Finance Committee
 - 6.3.2.1 Support Assignment-Board of Directors, Marketing Committee, 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

5. Reports from Subcommittees

- a. Logo Subcommittee, Logo roll out (Mark, Allison, Jackie) The logo is ready for rollout at the AGM and plans for website will follow the AGM by about one week. Jackie will finish the video presentation.
- b. Logo Use Policy Subcommittee (Paula, Shasta, Mark) Mark will work on the document for review by the committee at the next regular meeting. Use Jackie as a resource. Mat volunteered to assist Mark.
- c. Brand Identity Subcommittee, Brand Identity Guide (Shasta, Mark) Jackie, Mark, and Mat are working on the doc in BoardEffect. They will collaborate in Mark's Google Docs. Other works in progress (elevator pitch and

hashtags) are part of the brand identity and should be included in this doc. Be ready to share progress at the next regular committee meeting.

- d. FHANA Marketplace Subcommittee (Paula, Katie) There is aging inventory at the marketplace. Eric will share the list. The committee brainstormed how to move these items: check with Jason to see what the commitments are with the current marketplace, check with Jason to see if all the items can be discount at cost to move quickly, see if items can be auctioned off at the Michiana Inspection and Auction, Send items to other inspections, use some for awards, and keep some for retro design sales. Also looking to see what items have moved well in the past, so recommendations can be made for items going forward.
- e. Ethnic Diversified Marketing Strategies Subcommittee (Felix) No update
- f. Marketing Strategy Committee, see minutes for details (Allison, Mark, Jackie, and Marchelle) Need to make the 2022 goals with measure and assign each goal to one committee member for development and tracking. This will be the committee's roadmap for 2022. Jackie recommended that we need these goals and measures before the AGM so we can recruit any missing talent. Some goals for consideration are: growing memberships (the 2022 budget has defined 50 additional); growing the marketplace (the budget has defined increasing the net income from ~\$600 to \$3000); growing social media presence; increase website ranking to #1 for searching "Friesian"; grow the Newsletter circulation; Much discussion on website ranking growth. Scanned educational materials do not help Search Engine Optimization (SEO) rankings until there is text to be searched. There is little to no expense money to pay for text conversions. Jackie recommended trialing a few (up to 10) high volume articles and requesting 5 or 6 quotes through FIVERR.com. Mark also volunteered to see if these Phryso articles are available in text format so money would not have to be spent converting them. He will also check with Jason. Metatags for these articles will not significantly increase ranking but can be added at no cost.

6. Other Initiatives

- a. Website educational search engine increased ranking; convert scans to text, metatags, etc. Discussed above.
- b. Elevator Pitch, upload into BoardEffect. Part of the Brand Identity.
- c. Hashtags. Part of the Brand Identity.
- d. Marketing budget expectations. Discussed in Marketing Strategy. Eric will get a full list of budget items assigned to to the marketing committee.

7. **RoundTable:** No new items.

8. **Good of the Order:** Next meeting Feb 15th at 6PM EST. Agenda: Bring your Marketing Strategies with measures ideas to the meeting. There needs to be a completed list for the AGM committee table.

9. **Adjourn:** Allison motioned to adjourn and Katie second.

