

Event Committee Minutes: Date 4/11/2022

Attendance: Danielle Piascik, Pam Groom, Lauren Riehle, Debra Nichol, Sarah Medler present. Beverly McGowan on the call at 7:23pm.

Budget Information:

Strategic Planning Goal:

**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

6.4.1.1 Support Assignment-Board of Directors, Staff

**Conflict of Interest**

No conflict of interest expressed at this time.

**Approval of the Agenda**

Riehle motioned to approve agenda, Medler seconds.

Introductions of attendees are conducted.

**Review Committee Mission**

The mission of the group is to help provide media materials, assistance with demos and sponsorships support for events. To help educate the public about the Friesian horse and FHANA by providing a consistent message about the Friesian horse.

**Review Committee Budget**

The annual budget is set at \$5,000. If we want more funds, we will need to secure those ourselves.

**Discuss Events on the Calendar**

Equine Affaire MA and Equine Affaire OH

FHANA will be at each of these events. Costs for each is \$1500-\$1800. The marketing literature is not taken out of our budget. May look to have a smaller booth/area in OH to help save money. Ohio 2023 will come out of this year's budget. Suffice to say, current budget is about \$1,400 +/- to work with for the year.

**Discuss submitted application(s) for sponsorship**

Events/Sponsorship Committee 4.11.22 Presented by Pam Groom

MidWest Horse Fair application reviewed. Vote to provide support via marketing material, help with demos passed unanimously. No financial support to be given at this time.

NWHA Horse Show Series Open Breed Charity Show application reviewed. McGowan removed from meeting as conflict of interest as she is the applicant. Vote to provide support via marketing material, help with demos passed unanimously. No financial support to be given at this time.

### **Round Table Discussion**

Google Doc/Map idea discussed to show locations, dates, number of attendees if possible, of events that we could help chapters, shows or FHANA to participate in. Looking at a more country wide view to include as many areas as possible. Possibility of a rotation of financial support over the years was also discussed. Spreadsheet to be compiled. Members are encouraged to bring such events to the next meeting to start working on this project.

Possibility of the FHANA sponsorship application to be amended. Members are encouraged to review and make suggestions if necessary to bring to FHANA if needed,

Motion to adjourn made by McGowan, second by Riehle.

**Adjourned** at 8:12pm