

Event Committee Minutes: 5/9/22

Attendance: **Roll Call**

Danielle Piascik, Pam Groom, Laruen Riehle, Debra Nichol, Beverly McGowan, Sarah Medler joined at 7:11pm.

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

Call to order at. 7:02 PM

Roll Call

Danielle Piascik, Pam Groom, Lauren Riehle, Debra Nichol, Beverly McGowan, Sarah Medler joined at 7:11pm.

Conflict of Interest

Approval of the Agenda

7:11pm

Discussion about Start, Stop and Continue

Start:

Veterinarian Community/schools
Membership Discount if s/u at events
Make a Wish
Charity Events
Farriers/ schools
WEC Equine Affair October 22
West Coast Events
Additional State Fairs
FHANA Chapters- offer packages to
Dressage Shows
Carriage Shows

Events/Sponsorship Committee 5/9/2022 Presented by Pam Groom

Promote FHANA Fan membership

Stop:

Equating everything with money

Continue:

Washington State Fair?

California Fair?

Hats off Kentucky

Equine Affair

Equitana

Keurings

Tree Decorating

Recognition and Acknowledgements

High Point

(SUB SECTION)

Who are current sponsors?

Who sponsored in the past so we know where to go/ask?

Sponsor award/thank you

Table discussion of how money of sponsorships needs to go through FHANA. Address this issue next month.

Pass out list of Start/ Continue to persons to chose/ research/ report for next meeting.

Adjourn 7:55pm

Respectfully Submitted,
Pam Groom