

Sports Committee Minutes: May 18, 2022

Attendance: Gail Aumiller – Chairperson; Charlotte Dumford - Board Liaison; Jason Tice – Executive Director, Teresa Guest, Mary Hamer, & Erin Miley; Absent: Dan Dali, Marita Floryn with notice, Amy Kroll with notice

Budget Information:

Measure Goal: 30

Measure Actual: Sport/Pleasure Memberships

Revenue Budget: \$3,700.00

Revenue Actual: Awards + Sport/Pleasure Memberships: \$540.00

Expense Budget: 10,000.00

Expense Actual: \$4,581.58

Strategic Planning Goal:

6.2 Promote public awareness of the diverse use of the breed-versatility

6.2.1 Goal-Promote the Friesian horse as a versatile horse.

6.2.2 Lead Assignment-Sports Committee

6.2.1.1 Support Assignment-Board of Directors, Marketing Committee, Editorial Committee, Staff

Began: 7:35 pm EST

Unable to approve 04-20-2022 minutes due to lack of quorum when meeting started

Old Business:

1. Jason has been updating our website award pages to have all awards criteria consistent and equitable, and is to be commended for the outstanding job he has done, especially with the dressage categories. The Performance Event Record .pdf file has been replaced with an .xlsx file where members are able to input their data electronically. The 2021 Award winners page has been posted.
2. Teresa's collaboration with the Marketing Committee regarding e-News blurbs that will educate our members about and promote our awards program, was addressed at the recent Committee Chair meeting.
3. A driven dressage show at Trinity Equestrian Center, Erie area in PA, is still in the development stage. Roseanne has set July 16 and/or 17 for possible dates. Details are being finalized. A possible format could be to provide videographers and have the rides and drives videoed and submitted to Spotlight Horse Shows for scoring.
4. Status of developing a HOTY voting program for members with no email address. Because of the expense of direct mailings that have had little participation results, another procedure

needs to be developed. Jason will ask the Membership Committee to find out how they are dealing with the no email address issue.

New Business: These are due to Jason by the 25th of the month.

1. Gail attended the April 25, 2022 Committee Chair Meeting. Marketing would like content from the Sport Committee for Social Media (short snippet content including photos and sport people to respond to any comments. Jason suggested we put our content, like puzzle pieces, into one document to send to him for posting with Tuesdays to become our Social Media Sport Day. Gail will handle each 2021 Award winner and photo content. Performance award content will be divided in this manner:
 - a. Mary will be responsible for Riding, Driving, and In-Hand
 - b. Teresa will handle Ridden, Driven, and Western Dressage
 - c. Erin – Youth riding, driving, dressage and the Talent Cup
 - d. ? - Sport Predicate content
2. FHANA now has an official “Image and Article Release Form.” A copy of the document has been added to our Board Effect library.
3. The Committee Chair meeting suggestion that we consider adding a Trainer award to our EOY awards was enthusiastically embraced by our committee, so we will begin creating that proposal in collaboration with the Inspection Committee. Gail will begin the proposal draft and have something ready for the next meeting.
4. High Point Ribbon Club: Sponsorship Committee is looking at it again, since securing a sponsor was never implemented, its implementation did not follow the proposal that was approved, causing the Sport Committee to rescinded its proposal. Jason pulled the info off the website until all issues have been resolved.
5. FHANA’s performance score card initiative – we need to create objective and measurable goals tied into the Sport Committee part of the Strategic Plan. That specific 6.3 goal is: “**Promote public awareness of the diverse use of the breed-versatility.**” Committee members are to prepare statements for a brainstorming session during our next meeting, so we can develop at least one key goal to be included on the performance scorecard. Gail will send out a reminder midway between this and our next meeting.
6. Next meeting date Thursday June 16, 2022 @ 7:30 PM EST

Adjourned 8:33 pm

Respectfully submitted, Gail Aumiller