

FHANA Events and Sponsorship Committee

Minutes from the FHANA Events and Sponsorship Committee from 8/8/2022

Call to Order: at 7:02pm

Roll Call: Pam Groom, Danielle Piasick, Sarah Medler, Lauren Riehle, Beverly McGowan, Deb Nichol, Julie Karpus present.

Introduce our guest: Julie Karpus. Introduction made and welcomed.

Conflicts of Interest: None stated.

Approval of Agenda: Motioned by Riehle seconded by McGowan- approved.

Approval of July Minutes: Motioned by McGowan seconded by Riehle- approved.

Applications for Sponsorship/Support: None received.

Board Effect application and usage was discussed. Many had log in issues, Danielle to contact Jason to have passwords/log in resent/ fixed etc.

Hats Off KY report from McGowan stated the event was a great event with breed demo and education on the Friesian breed. Was a great opportunity to get the breed out.

Strategic Planning Session Update: A map was presented to view what is/ could be going on in the regions. This was a helpful tool to help locate deficiencies in promotions. A silent auction (online), was discussed as a fundraiser for us. Companies such as One Cause, 32 Auctions and Gala Bid were discussed. Nichol motions and Medler seconds to send this motion to FHANA. **Motion is to allow this committee to host an online auction as a fundraiser.**

AGM Sponsors: Schneider's Saddlery and SmartPak were proposed. Additional companies are needed if we know contacts so they do not have to do cold calls if possible.

2023 Budget Request: Discussion was made, possible budget of \$8,500 was discussed. Table topic until next month.

Sponsorship: Working on going with the marketing packages that were proposed a couple of meetings ago. Being reviewed and will re-discuss at next meeting for final product.

Round Table Discussion: Discussion was made about the FHANA coloring books for IFSHA National youth participants. There will be a conflict with some board members and this proposal if it is submitted.

Adjourn: Motion made by Riehle seconded by McGowan, adjourned at 8:15pm

Event Committee Minutes 8.8.22 Presented by Pam Groom

Respectfully Submitted
Pam Groom, Committee Chair

