

Sports Committee Minutes: July 20, 2022

Attendance: Gail Aumiller – Chairperson; Charlotte Dumford - Board Liaison; Jason Tice – Executive Director, Marita Floryn, Mary Hamer; Amy Kroll & Erin Miley; Absent: Dan Dali; Teresa Guest 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: 7:34 pm EST

Approved 04-20-2022, 05-18-2022, & 06-16-2022 minutes; motion to approve by Erin, 2nd by Marita. There were no objections nor abstentions and the motion passed unanimously.

Old Business:

1. Jason has been updating our website. On the <https://fhana.com/fhana-awards/> page update the first paragraph to include adding regional awards, talent cup awards, and Horse of the Year awards:

FHANA's award program has been developed to support FHANA's mission statement: "To promote and preserve the KFPS Friesian Horse in North America." FHANA has a rich history of annual accolades that recognize its members' dedication to our association and performance awards that recognize our members' achievement with their horses. *In 2018 FHANA's Horse of the Year program, which recognizes horses of distinction in stallion and mare breeding, as well as riding, driving, and Mare Show performance was instituted. Starting in 2019, FHANA began recognizing performances at the regional level, and with the 2019 implementation of FHANA's Young Horse Talent Cup Awards, FHANA now offers awards that recognize a horse's accomplishments, regardless of the person showing that horse.* In 2021 with the enactment of the FHANA Lifetime Achievement Award, an award that recognizes a horse's contributions over the whole of its career, there is now a hall of fame for our horses!

2. The driven dressage show at Trinity Equestrian Center, Erie area in PA, will be postponed

until 2023.

3. Content for Marketing's social media. Gail completed the 2021 Award winners content, their photos, and included the award sponsor's logos and sent to Jason to be sent on to the Marketing Committee for social media posting. Teresa submitted her Dressage Performance awards content for social media. Social Media posts yet to be completed:
 - a. Mary will be responsible for Riding, Driving, and In-Hand
 - b. Erin – Youth riding, driving, dressage and the Talent Cup
 - c. Gail - Sport Predicate content

Jason will keep us informed of when our content gets posted, so we are available for comment replies.

4. Discussion and tweaking of the Trainer award proposal: Because of the big differences in show and inspections results, it was decided to offer 2 trainer awards—one for shows and one for inspections. Gail will edit the 2nd draft of the proposal, and have the 3rd draft ready for discussion at our next meeting.
5. FHANA's performance score card initiative – 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.**" Gail created a spreadsheet of the performance awards and the number of applications that were submitted for each during the past 3 years, as well as the awards that had no submissions. We will reference this data when discussing and brainstorming for the development of at least one key goal to be included on our performance scorecard.

New Business:

1. Next meeting date Thursday July 20, 2022 @ 7:30 PM EST

Adjourned 8:42 pm

Respectfully submitted, Gail Aumiller