

**Future FHANA Committee Minutes
September 14th 2022 12:00 pm EST**

Attendance: Maria Link (Chairperson), Alanna Bent (Chairperson)

Absent: Erin Miley (Board Liaison), Kailie Rayner

Recorded by Maria Link (Chairperson)

Began: 12:01 pm Eastern Time

Current Budget: \$2,463.78

Horse Illustrated Young Rider Update: Alanna B. reports that in email communications with Allison Thomas she cautioned that print ads do not hold a very good return for the money they cost. Given that Future FHANA is self-funded, both Alanna B. and Maria L. agreed that the committee should focus their efforts on other products at this time and that maybe this can be revisited in the future.

Future FHANA Spotlight Facebook Post/Newsletter Insert Complete: Maria L. completed the mock Future FHANA Spotlight Facebook Post and Newsletter Insert. Both items were emailed to Alanna B. and Erin M. for review. Maria L. asked if the Future FHANA Spotlight would showcase a new member every month as previously discussed. Alanna B. agreed. Maria L. asked if these should be sent over to Jason. Alanna B. confirmed these should be forwarded to Jason and he would be able to direct them where they need to go. Maria L. will update the mock Facebook post/Newsletter Insert and forward it on to Jason. Maria L. and Alanna B. agreed these two items will roll out once the Digital Future FHANA Spotlight Form is active on the FHANA website.

Future FHANA Newsletter: Alanna B. proposed the idea of having a Future FHANA specific newsletter that would include items such as: how to join Future FHANA, Future FHANA Spotlight, Coloring Book advertisement, fun facts, and current Future FHANA activities. This Future FHANA specific newsletter would be sent to all of the FHANA membership to help promote Future FHANA and bring in new members. Maria L. concurred this would be a great idea. Alanna B. will reach out to Jason on this subject.

Digital Future FHANA Spotlight Form Complete: Alanna B. completed the Digital Future FHANA Spotlight Form. Maria L. commented that it looks great - simple and easy to read/navigate. Maria L. asked if this will be linked on the Future FHANA section of the FHANA website, and/or in a separate location. Alanna B. expressed that she would like to see the Spotlight Form linked on both the Future FHANA page, as well as the "Announcements" section of the FHANA website. Alanna B. said both herself and Maria L. will be able to view the submitted Spotlight Forms. It was agreed that new submissions will be brought to each committee meeting to be equally divided up among the committee members. The committee members will then create the Spotlight/Facebook posts using the completed form and the Future FHANA Spotlight will be updated on a monthly schedule.

Coloring Book Sales: Maria L. inquired if there had been any Coloring Book sales. Alanna B. said she was unsure. Maria L. will follow-up with Jason regarding this subject.

Social Media Schedule: Maria L. wanted to touch base on the social media schedule and when the plan is to start implementing a bigger social media presence. Alanna B. recommended waiting until the Future FHANA Spotlight items are completed and being promoted. Maria L. was curious if the committee's first Facebook post was going to continue with the "themed" concept discussed at prior committee meetings. Alanna B. suggested

that the social media schedule should consist of 75% “themed” posts and 25% informational/marketing posts for Future FHANA. Maria L. thought this would be a great idea and both agreed that the first “theme” should be fall/costume related due to the time of year. Maria L. stated she would begin to draft the initial themed Facebook post to roll out once the Future FHANA Spotlight projects are completed like Alanna B. suggested.

Good of the Order: Maria L. expressed she would like to start keeping a running tally of the committee’s current budget and member count for each meeting to allow for better perspective and planning. Alanna B. agreed. Maria L. also conveyed significant gratitude for Alanna B.’s help with the Future FHANA committee this year.

Next Meeting: Monday October 17th, 2022 at 12:00 pm Eastern Time

Assigned Items for Next Meeting:

- Social Media Schedule – First “themed” Facebook Post to be completed by Maria L.
- Alanna B. will reach out to Jason for a list of FHANA members.
- Maria L. will reach out to Jason regarding current Coloring Book sales/member count.
- Maria L. will submit Future FHANA Spotlight Facebook Post/Newsletter Insert to Jason.
- Alanna B. will reach out to Jason regarding a Future FHANA specific newsletter.
- Alanna B. will reach out to Jason to determine location for the digital Future FHANA Spotlight Form on the FHANA website.

Adjourned: 12:34 pm Eastern Time

Future FHANA Committee Minutes September 14th 2022 respectfully presented by Maria Link.