

Sports Committee Minutes: August 17, 2022

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

Budget Information:

Measure Goal: 30

Revenue Budget: \$3,700.00

Expense Budget: 10,000.00

Measure Actual: Sport/Pleasure Memberships

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

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: 7:30 pm EST

Approved 07-20-2022 minutes; motion to approve by Erin, 2nd by Amy. There were no objections nor abstentions and the motion passed unanimously.

Old Business:

1. Content for Marketing's social media. Erin has completed the Youth and Talent Cup posts and Mary's Riding awards post is done. Performance award content yet to be completed and send on to Jason:
 - a. Mary will be responsible for Driving and In-Hand
 - b. Gail - Sport Predicate content; text done, needs photos
2. Discussion and tweaking of the Trainer award proposal: the 4th draft of the proposal, based on previous committee discussion. Add increase membership to financial impact statement and ask for implementation in 2023. Gail will make these 2 edits. **Motion to send draft 5 of the Trainer award proposal on to the Board for their approval made by Erin and 2nd by Teresa. There were no objections nor abstentions and the motion passed unanimously.**

3. FHANA's performance score card initiative – Creating 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.”** Jason shared his initial format. Discussion and brainstorming session to develop at least one key goal to be included on the performance scorecard. Definitely need a goal of increasing the number of award applications..
 - a. For performance awards should we have a specific number goal for each award, should we group by adult and youth, or should we consider all awards together?
 - b. For Talent Cup applications: group by discipline, group by age, or group all together?

Jason will revise his score card and this discussion will continue. The committee had a lively discussion on how to actually increase the application numbers.

 - a. Award flyers to be distributed at shows—Erin will take some to the IFSHA Nationals in September. Gail will send the 2021 award flyer to Jason.
 - b. Articles written by previous award winners. Gail will ask Sarah Medler and Kendall Habermehl
4. Sport articles for *The Friesian* magazine: articles due Nov 1 for January/February issue; Feb 1 for April/May issue; May 1 for July/August issue; August 1 for October/November issue. Feature 1 or more of our 2021 award winners
 - a. August 1 submissions by Mary (her path to sport predicate); Gail (awards article); Gail & Ellisa Kroll (participation in Spotlight Horse Show's Sunflower video event)
 - b. November 1 submissions? Previous award winners: western dressage & inhand
 - c. February 1 submissions? Summary of performance award applications?
 - d. May 1 submissions? 2022 award winners?
5. Committee Chair 7-25-22 meeting report – AGM event: make attending a vacation; Mob museum field trip; sport committee content? Inspection numbers down; send in measureable goals; budget funding is due Sept 25; Event & Sponsorship has a request to donate FHANA coloring books to IFSHA for their National show youth exhibitors; request for magazine articles next meeting; caring for the senior horse article; FHANA calendar is \$750/page: October 24 next meeting.

New Business:

1. Request a list of all exhibitors after entries close for FHANA participation recognition and provide FHANA coloring books to IFHSA 2022 National Show youth. Erin will deliver.
2. BreyerFest 2023 theme: Driving Forward. How encourage Friesian participation? Gail will share the event information with the Sponsorship/Event committee
3. Spotlight HS Sunflower show results—how utilize? Gail will share the spreadsheet with the education committee.
4. Other new busines: Jason shared a possible award (folding embroidered lawn-type chair) for the All Breeds awards. The committee approved.
5. Next meeting date **September 21, 2022?** @ 7:30 PM EST

Adjourned 8:30 pm

Respectfully submitted, Gail Aumiller