

Sports Committee Minutes: September 21, 2022

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

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: 7:33 pm EST

Approved 08-17-2022 minutes; motion to approve by Amy, 2nd by Teresa. There were no objections nor abstentions and the motion passed unanimously.

Old Business:

1. Content for Marketing's social media. Continue sending Jason any sport content about our members (brief text and photo(s)) that we know about. Jason asked that for October we develop social media posts pushing our end of year awards.
2. The Board approved our Trainer award proposal, effective December 1, 2022. Gail will begin developing the application form and the website description.
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."** Discussion and brainstorming session to develop at least one key goal to be included on the performance scorecard. Develop goals to be approved and sent on. From previous discussion: We definitely need a goal of increasing the number of award applications. 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? For Talent Cup applications: should we group by discipline, by age, or all together?

Jason will revise his score card and this discussion will continue.

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.**

Sarah Medler and Kendall Hebermehl, both 2021 award winners, are working on articles due November 1, so the Jan?feb issue will feature 2 of our 2021 award winners

- a. February 1 submission ideas? Jason gets many questions about IBOPs, so perhaps a Q&A article about those. (reference materials on our website); Amy will ask Jenny Veenstra about writing an IBOP feature.
 - b. May 1 submission to become an annual feature that will recap our 2022 award winners.
5. Jason has sent coloring books to Erin, whose children will give them to the junior exhibitors at the IFSHA National Show September 29 - October 1. As in 2021, FHANA will award a High Point ribbon to the FHANA member earning the most placing points at the IFSHA National Show. Using the show results, Gail will calculate those points.
 6. Gail has sent BreyerFest 2023 "Driving Forward" info on to the event/sponsorship committee.
 7. Gail sent Spotlight Horse Show's Sunflower dressage video links on to the education committee, in case they wanted to utilize it to develop a video library of member ridden and driven dressage tests.

New Business:

1. Sport Elite Predicate questions from members indicate that section of our website, particularly the application form, needs to be revamped and updated a bit for more clarity. Must include language regarding more than 1 official judging a test to mirror that for our performance awards

From our performance award requirements: "If a class is judged by more than one official, the results must be averaged together for one award score. (example: one cannot turn in three tests or 3 results from three different judges all from the same ride/drive/class when there were 3 officials judging, but the average of those scores may be used for one score)."

2. Jason will create our 2023 budget, share with our committee, and submit to the Budget Committee. Needs to include \$ for the 2 new trainer awards for 2023.
3. Dan Dali has resigned from this committee, so a replacement was discussed. Amy will make a contact, with the intention of bringing a new member on by our next meeting.
4. Next meeting date October 26, 2022 @ 7:30 PM EST

Adjourned 8:07 pm

Respectfully submitted, Gail Aumiller