

Sports Committee Minutes: October 26, 2022

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

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 09-21-2022 minutes; motion to approve by Amy, 2nd by Erin. 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))
2. The 2 newly approved Trainer awards website description pages have been developed and Jason will get them posted. Gail still needs to create the application forms for committee approval. Jason & Gail will work together to continue updating other award webpages that include Sport Elite, Sport Predicates, and Youth Driving awards
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 for our discussion to 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. Gail will also submit an article about FHANA members' participation at the National Show.

- 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 has asked Jenny Veenstra about writing an IBOP feature, possibly in a Q/A format. Must gather those questions. Gail will contact 2021 award winners to have another of those member articles written.
 - b. May 1 submission to become an annual feature that will recap our 2022 award winners.
5. Erin had her children deliver the complementary FHANA coloring books to the junior exhibitors at the IFSHA National Show September 29 - October 1. To encourage use of the coloring book, we will ask for finished colored pages to be shared with the office, so they can be featured on social media, in eNews, and/or on our website. If this proves to be popular, perhaps there could be a contest of some sort. Using the results, for the Friesian USEF National Show, Gail has calculated those points, contacted the show's high point FHANA member, and will share this information for the magazine, eNews, and social media.
 6. Our 2023 budget for awards remains at its 2022 amount, approximately \$9,600. Because nearly \$5,000 of that amount goes to our USDF All-Breeds awards, raising its \$25 member participation fee needs to be discussed.

New Business:

1. With our 2 new trainer awards, members have an opportunity to become sponsors for those awards. The committee discussed possibilities and Gail and Erin will make some contacts. The required 5 year Sponsorship for national awards is \$500; for regional awards is \$250; for both national and regional awards is \$700.
2. Current Ridden Dressage award level calculations do not include Intro tests. After a committee discussion regarding this, to encourage youth riders and novice dressage riders to participate in our ridden dressage award program, **Erin moved and Amy seconded to add Introductory tests to the ridden dressage level table with a value of 3 points. There were no objections, nor abstentions, so the motion passed unanimously.**
3. IFSHA has the old FHANA logo on its website links page, so Jason will send them our new logo for it to be updated. Gail will forward that contact information to Jason.
4. Other new business? Jason mentioned that since the keurings have ended, we can begin to accumulate data needed for our HOTY program. We have the names of the 2 mare show champions to consider for that nomination, and Jason will gather the data for the

stallions for that nomination. Those decisions to be made at our next meet. Nominations for the mare, riding, and driving horses are not due until November 30

5. Next meeting date November 16, 2022 @ 7:30 PM EST. To lessen Jason's meeting congestion, we will be moving our meetings from the 3rd Wednesday to the 2nd Wednesday of the month. December's meeting to be the 14th.

Adjourned 8:24 pm

Respectfully submitted, Gail Aumiller