

01/26/2024 Membership Meeting

Attendance: Jess, Susan, Meagen, Jo and Jason

Membership Goals for 2024

Budget Goal for 2023 is \$210,000 to achieve this goal we need approximately:

30 Sport Members

1,125 Full Members 160 Business Members

Year to date we are at 490

In 2023 we were down a total of 200 members (a split of business and full) looking at hard data here are the last few years and what we feel are the reasons for uplift and decrease

2020 - 1677 no inspections (start of purchase increase for all horses in US)

2021 - 1828 high sales year and members hoping for Keur

2022 - horses from last 2 years needing to Keur and 2 keurs offered

2023 - 1638

Jason says hysterically the base membership is 1200 with a 450 revolving door.

As a group we agree the budget goal for 2023 was too high and we have decreased it by close to 35k to be more realistic.

Moving forward as a committee would like to try to work on gathering new members and bring them into FHANA rather than always looking back at those that have left and try to bring them back, while in some cases that may work most often it is for a personal agenda or reason why they have left and as a committee it is hard to rectify those situations. As a call to action we will start a new "campaign" trying to promote more of the sport memberships, these members have all the uses of fhana except the Keurs and Portal but can still do points, attend meetings and receive magazine and gifts, this membership fee also entirely goes to FHANA. Every committee member will work on one campaign facebook post for Jason to use on social media in the next few weeks and months.

We are also beginning to work with Auction sites selling Friesians and having them give a new member form and transfer of ownership form to all winners at their auctions. We are also working on a way to get some of the larger sales barns to start including these documents as well.

Friesian Ride and Drive presentation at the AGM

Jess has the print and we will unveil this new event at the AGM. The event will run April 1st - July 31st, the minimum distance is 24 hours BUT if you want to get a special ATA BOY go for 40 and we will recognize those riders and drivers at the 40th anniversary in RENO. Jason to get a few tshirts for us to use for the unveiling and all others will have theirs mailed to them when they sign up! Jess will work on a list for winning categories, the fee will be \$35.00 and all proceeds will go to the new Friesian Health Initiative.

New Events

Meagen would love to see a way for us to promote the events FHANA is offering better, Jason will get her a list of events upcoming and she will work on a single flyer.

New Committee Members

Annetee Carpenter reached out asking to join the committee, Jo will check in with her to discuss that possibility and her availability. Becca reached out to Bev McGowan asking for a spanish speaking member to join the team, also suggested that perhaps we could get Jesse back on the committee per diem or when needed for specific Spanish related projects.

Next Meeting 02/13 7pm EST

