



## Board of Directors Minutes

August 20, 2019 1:30PM EDT

### A. Welcome & Call to Order - Dr. Rosanne Palermo, President

i. in attendance: Dr. Rosanne Palermo, President, Angie DePuydt, Vice President, Charlotte Dumford, Secretary, Amy Rogala-Hobbs, Treasurer, Eric Smith, Director, Allison Thomas, Director, Marq Laude, Director, Jason Tice, Executive Director

ii. Identify conflicts of interest-No conflicts of interest were identified for this meeting.

### B. Correspondence

### C. Treasurer's Report-Amy Rogala-Hobbs, Treasurer

i. Ms. Rogala-Hobbs presented the financials for month end July 2019

#### Balance Sheet

Total Assets: \$453, 208.88

Total Liabilities: \$1,800.09

Total Liabilities & Equity: \$453,208.88

#### Profit & Loss July 2019

Total Income: \$76,103.19

Total Expense: \$37,796.25

Net Income: \$38,306.94

#### Profit & Loss YTD July 2019

Total Income: \$485,747.23

Total Expense: \$383,170.84

Net Income: \$102,576.39

**Motion made by Ms. Rogala-Hobbs to accept the treasurer's report as presented. Motion seconded by Ms. Thomas.** Mr. Laude requested some information about the 35th Anniversary and the difference between our budget and what is being reported. Ms. Rogala-Hobbs reported that there are two accounts for the event. One is US Dollars and one is in Canadian Dollars and they are reported separately. **Motion approved unanimously.**

### D. Consent Agenda Items-Dr. Rosanne Palermo

- i. Board Minutes dated 7.30.19
- ii. Inspection Committee Minutes dated 8.13.19
- iii. Mare Show-East 7.23.19
- iv. AGM Committee 8.8.19



- v. Education Committee 8.8.19
- vi Finance Committee 8.9.19
- vii. FHANA Member Council 6.19.19
- viii. ABFP Financials

**Motion made by Mr. Laude to accept the consent agenda as presented.**  
**Motion seconded by Ms. Thomas. Motion approved unanimously.**

## **E. Executive Director's Report - Jason**

Membership: Current membership is 1527 which is 3% higher for this period in 2018.

DNA Issues: No DNA issues currently.

Registration Issue: No Registration Issues currently

Chapter: No issues other than what has been reported in the past. Ms. DePuydt inquired if there was an update regarding the Alberta Friesian Horse Association Chapter status. Ms. Thomas reported that Jaap Dominicus will be the interim president until a chapter meeting takes place and a new president can be voted in.

Inspection Numbers: (As of 8/16/19) ONT-55, Michiana-62, Ionia-19, WI-48, BC-25, QC-14, AB-18, New England-26, KS-31, NV-23, TN-36, TX-9, CO-6, FL-21, MT-16, ISF-43, OH-42, AZ-22, So Cal-21, Cen Cal-48, WA-14. The Board discussed which board members will be attending which inspections. Each board member will be attending a local inspection along with possibly attending the New England, Florida, and Arizona inspections.

Other items:

2020 Budget Items-Please remind committees and chairs to start submitting 2020 budget requests.

Website Information-Please review the draft of the website change:  
<https://xd.adobe.com/view/30e89a31-662b-4dfa-6995-afbc76adeb6b-46d9/?fullscreen>

Mr. Tice suggested that an ad-hoc committee be developed to discuss the employee handbook and review the content that is included in the handbook to make sure it is up to date. Dr. Palermo agreed with this suggestion, and the committee will consist of Mr. Laude, Dr. Palermo, and Ms. Dumford.

## **F. Committee Reports**



i. Marketing Committee 8.13.19 (Angie) Ms. DePuydt requested some feedback on three discussion topics to make sure all points of view were heard. Subject 1: Establishing exhibitor guidelines addressing alcohol in the FHANA Booth. Based on discussion, the committee wanted to allow alcohol to be auctioned off as part of a silent auction. The Board discussed that it was best not to allow alcohol to be auctioned in the FHANA booth. There are other laws and licenses that would be required if we were to allow this, and FHANA does not wish to obtain the appropriate license. Subject 2: FHANA Family Letter and Lead form. Ms. DePuydt included this letter in the packet to help obtain leads from individuals that attend FHANA events. In return, FHANA will mail these individuals an informational packet to help them better understand FHANA. The committee will reach out to Business members and Full members to acquire handout materials to be included in the packets. The board was in favor of this action. Subject 3: FHANA Ambassadorship. Ambassadors would be members recognized by FHANA to represent FHANA at events. These individuals will be selected by the FHANA board and will receive an ambassador kit to help represent FHANA while they are attending various events. This would cost approximately \$500/ambassador, and FHANA will look for 5 ambassadors to start. The board was in favor this project and looks forward to additional information.

## G. Review Items

i. 35th Anniversary Celebration (Allison/Jason) Mr. Tice reported on the 35th Anniversary Financials. Mr. Tice reported that not all expenses have been reported but that that from this rough draft of the expenses, it looks as if we did make a small amount of money from the event.

ii. Membership Committee Motions (Amy)



Ms. Rogala-Hobbs brought three items to the board for discussion and a motion. After discussion, it was determined that these three items did not need a motion. The board was in favor of releasing the survey results to the membership, but this should be done through the committees with consideration given to how each committee will utilize the information. Ms. DePuydt suggested that the information be a part of committee reports at the upcoming Annual General Meeting. The survey results will be sent back to the committee for further development and discussion. Ms. Thomas suggested that the committee utilize the FHANA Member Council to help get information and requests out to the membership and chapters. Ms. DePuydt and Ms. Rogala-Hobbs will work together to help present this information to the FMC. The board also decided that each board member will reach out to their respective regions and contact the chapters about sitting in on a chapter meeting and helping to address concerns etc...Ms. Rogala-Hobbs introduced a new item to be inserted into the FHANA membership packets for new and renewing members. For 2020 the committee would like to proceed with an outdoor magnet. **Motion made by Ms. Rogala-Hobbs to purchase 8.5 x 3.25 magnets (outdoor use, 30 ml thick) with 4-color printing of the FHANA logo for the 2020 new/returning FHANA members' packets. Quantity is 1500 at a price quote from the vendor of \$1,758.90. This motion also includes a request to Finance for \$1000 increase to the postage budget to cover the mailing cost of the 2020 member packets. Motion seconded by Ms. Dumford.** Ms. DePuydt asked if this money was in the Membership Committee budget. Ms. Rogala-Hobbs requested that the funds come from the Marketing Committee budget since the Membership Committee does not have a budget. The board discussed how to proceed with this action item. Mr. Tice reported that the budget would need to be reviewed but that because this is a form of marketing, the obvious place to come up with the funds would be from the marketing budget. The Board determined the funds would come from the Marketing Committee budget with a line item note if the committee is over for the year. **Motion amended by Ms. Rogala-Hobbs to purchase 1700 magnets with the expense coming from the Marketing Committee budget. Ms. DePuydt seconded the motion. Motion approved with one, Mr. Laude, opposed.**

## H. Discussion Items

i. 2020 FHANA Elections-Ms. Dumford presented the schedule for the upcoming Board of Directors elections. After some discussion, the Board determined to move the Town Hall meeting to December. Ms. Dumford will work with Ms. DePuydt and Ms. Thomas to establish the process and solicit the questions from members.

## I. Board Round Table Discussion



i. Strategic Planning 2020 AGM-Ms. DePuydt presented a suggested list of possible attendees. Dr. Palermo requested the board look at the list and bring back suggestions on members who might help FHANA with the process. Mr. Tice reported that the most appropriate number we should include is approximately 15-25 members.

## **J. Good of the Order**

- i. Next meeting: September 17th, 2019 via Teleconference
- ii. Future Meeting: October 15th, 2019 via Teleconference

## **K. Adjourn**

**Ms. Rogala-Hobbs motioned to adjourn. Ms. Dumford seconded.**  
**Meeting adjourned at 3:43 EDT.**