

NFHR BOARD OF DIRECTORS MEETING

AUGUST 8, 2007

MINUTES

The meeting was called to order at 8:00 pm EDT

PRESENT: Roger Cabic, Howard Fiedler, Cynthia Madden, Mike May, Mark McGinley, Curt Pierce, Phil Prichard, Ruth Sorum, Linda Syverson-Kerr, Kay Van Natta, and Dan Watanabe.

PRESIDENT'S OPENING REMARKS:

Howard opened the meeting. He noted that everyone has had many summer Fjord activities, making it more difficult for committee work to be accomplished. On a sad note, Karen Cabic's mother passed away in July, and a memorial was given to the charity of Karen and Roger Cabic's choice. Recently, a Fjord owner asked Howard if there was an evaluation video that a Fjord Horse owner could use to learn more about the evaluation tests. There was a discussion about this issue and the Evaluation Committee is already working on this project. It is hoped by the evaluation committee that a video will be available in the next year or so.

APPROVAL OF PREVIOUS MEETING MINUTES

The June 2007 meeting minutes were delayed due to a hard drive crash. The minutes will be reaccomplished soon.

REGISTRAR'S REPORT:

Mike stated that things have been very busy due to the registration amnesty and the entries for 4 evaluations. Mike has received over 150 DNA reports that need to be processed in order to complete the corresponding registration forms. Mike also reported that there are now over 1,021 members. This is the highest number of members ever recorded for this time of year. There was a discussion about the timing of the registration amnesty. It was recommended that if an amnesty is ever offered again, it should be slightly earlier or for a shorter time period. Mike has been working 12-hour days for several months now. There was also a discussion about the office manpower. To help with the workload this year, volunteers are doing much of the Evaluation Technical Delegate work and the Evaluation form copying is being done by emailing the files to a copy store near the evaluation site. There are also problems caused by members not following the rules and deadlines, which hurt the efficiency of the organization.

TREASURER'S REPORT: As of July 31, 2007:

BANK ACCOUNTS	
Bank of America Money Market	\$40,521.75
CD Bank of America	\$15,369.48
CD-Fairport Savings Bank	\$15,312.48
Checking-Bank of America	\$30,575.22
TOTAL	<u>\$101,778.93</u>

Cynthia stated that there is an increase in the income. Three of the four evaluations are forecasted to make a slight profit.

MOTIONS APPROVED BY EMAIL

None

COMMITTEE REPORTS:

- **Herald, Education, Advertising, Promotions (HEAP) Committee**

Ruth reported that the members of the HEAP committee are heavily involved in other NFHR programs and Fjord horse activities this summer. Therefore, work on the projects of this committee is going slowly. In the fall, we will resume our focus to complete our goals.

- **Fjord Herald Committee**

Dan asked about the status of obtaining the periodical rate for the *Fjord Herald*? Mike explained that problems with the printer have delayed getting the periodical rate. Mike also reported that due to errors in the print run the printer would reimburse us when spring issue discrepancies are reported. The summer issue was mailed around July 19.

- **Education Committee**

Ruth reported that the focus of the Education committee continues to be the *New Member Manual*. We are completing our work on the content and then will put it together and work on the cover, after which we'll get final approval and send to the printer. Copies will be made available to current members as well as new members. Ruth asked if the BOD should see the manual before it is printed. It was agreed that this would be done.

- **Promotions Committee**

Cynthia reported that she delivered samples of all the promotional items for sale to Sandy North in late June. Sandy is going to photograph the items for the *Fjord Herald* ad and the website.

Cynthia submitted a Fjord article for the *Equine Journal*. This article was published in the July issue.

A couple of months ago, Cynthia discussed the products we can offer in the Kentucky Horse Park (KHP) gift shop with the gift shop manager via phone. Cynthia told her about the coloring books and t-shirts. The gift shop only buys items at wholesale prices and only buys clothing items for \$7 or less. We may want to sell items to the gift shop strictly for promotional purposes. The gift shop manager also recommended coffee cups. Cynthia is in the process of redesigning the coffee mugs. Cynthia is looking at 14 oz cup, yellow (sort of a gold yellow) with a black logo. The black and silver cups made for the 25th are almost gone and it has been found that the color wears over a period of time. We also have baseball caps we can sell in the gift shop, depending on how much they will pay for them.

The 25th T-shirt sale is going well. Of the 17 shirts remaining, 11 have been reserved. Cynthia has six XL sandstone t-shirts left. Cynthia is going to order sweatshirts later this month. Cynthia was asked about travel mugs and she will look into this.

There was a discussion about offering wholesale prices for large quantities of the coloring books to gift shops for resale. Ruth mentioned that there are not many breed related items at the KHP gift shop. Most of their items are equestrian discipline related. There was a discussion about stocking key chains and sending them with the membership renewals in 2008. There was also a discussion about Fjord Horse stickers, pens, etc. for Fjord Horse and NFHR promotion at expos, fairs, demos, etc.

- **Election Committee**

Margaret Bogie reported to Linda that a notice about the elections is in the *Fjord Herald* summer issue. Margaret will also post to the Fjord List about the elections. Mike will add something about the elections to the website.

- **Evaluation Committee**

The Evaluation Committee met on July 31. The status of the remaining three evaluations and the Evaluator's Continuing Education Seminar were reviewed. The committee discussed some of the logistic details needed for the three Evaluations. The next committee meeting is scheduled for September 18.

- **FHI Committee**

Mike and Phil have sent the FHI meeting minutes to the BOD.

- **Finance Committee**

Cynthia had sent the monthly financial report to the BOD via email. There is new format of the spreadsheet. It was suggested we look at the previous couple of years to see how this year compares. It was also recommended that the Finance Committee continue working on financial planning.

- **Membership Committee**

Phil sent the revised committee goals and proposed membership letter to the BOD.

- **Operating Policy & Procedures (OPP) Manual Committee**

This committee has been reviewing the By-Laws. There are no recommended changes to the Bylaws at this time. If there are to be any changes to the Bylaws to be voted on by the membership, the board needs to approve them at the September meeting. The BOD members are going to take a more detailed look at the Bylaws

- **Recognition and Awards Committee**

Linda reported that Amy Evers is tallying the Versatility award points. Linda has not found anyone to tally the other awards. The committee has been reviewing the current awards, working on combining and trying to get the wording to cover it all. Hopefully within the next 2 months we will have it done so that in 2008 we can add the Year End horse and Show Person awards, along with the Therapy Horse award. The committee members want realistic fun awards with meaningful prizes without fees to register for the award.

Ruth asked about having a special letter of commendation developed for members who are helping the Fjord community and promoting Fjords. There was a discussion about the criteria

and use of the letter. We also need to find out about the activities so that we can recognize the members. Some of this is also related to the Team Fjord concept.

There was a discussion that some of the award signup lists maybe out of date. Dan will research this using the database. Roger will fax the info he has to Dan. Once these lists have been updated, reminder letters need to be sent to the appropriate members.

- **Show Committee**

No committee activity to report. The Finger Lakes Fjord Horse Show was cancelled by the FLFHS committee due to the sudden death in the judge's family and the fact that the fairgrounds barn burned down the weekend before the scheduled dates. The committee had successfully overcome several major problems until the death in the judge's family happened two days before the show. The FLFHS committee is planning a Fjord show in 2008.

- **30th Anniversary Committee**

Linda reported that she has spoken to Susan and they think that we should come up with a date for this event, then when we approach places (arenas/banquet halls/hotels) we have a date in mind; members can mark their calendars early; Judges and Evaluators can earmark their calendars. With everything happening during the year, July appears to be the best possible month. It was recommended that the committee readdress this issue. There was a discussion about energizing the committee and planning out the focus for the rest of the year.

- **Strategic Planning Committee**

The Strategic Planning Committee met on June 7. The committee discussed the membership of the committee and methods to develop strategic plans. The committee has started work on the Core Values. When completed, the committee will recommend a set of Core Values to the board. The next meeting is scheduled for Aug 29.

OLD BUSINESS

- **25th Anniversary Video**

Beth is reviewing the final draft of the video. The DVD may be ready for reproduction in the next few days. A few more releases from the participants are needed. So far, there has been over \$4,000 in DVD sales.

- **Breed Weekend at Kentucky Horse Park**

Applications were received from several members prior to the deadline. These applications add up to ten Fjord Horses, which is the number of horses we are allowed by the horse park. Cynthia motioned to accept the applications we have received. Dan seconded. The motion was approved.

Ruth had sent a report about their recent visit to the park. Twice a day we probably will have a 20-minute period for our demonstration. Ruth and Curt will continue work to put the team together. Mike has established a Yahoo email group for the KHP breed weekend participants.

- **Distribution Center**

Howard talked to Catherine Lassenen. There was some miscommunication concerning Catherine's work with the distribution center. A proposal will be sent to the BOD for consideration.

- **Jan 2008 Face-to-Face and Annual Membership Meetings**

- Date and location of the Membership meeting will to be posted in the *Fjord Herald* Fall issue
- Deadline for RSVP is Jan 4, 2008 so that Ruth can make the proper arrangements.

- **Website Status**

Some progress is being made on the new website. We are still working on providing pictures and Becky will coordinate with Laurie and Stephan to make the pedigree search interface work better.

- **Fjord Herald DVD**

Mike is working on this project. The master is complete but there is a problem with the DVD index. Mike will contact the company to get the issue resolved.

NEW BUSINESS

- Howard proposed that Mike receive \$300 per month for the office facility. Ruth motioned to provide Mike May \$300 per month for the office facility and costs. Cynthia seconded. The motion was approved.
- Howard mentioned that Roger has often spent his own money and resources for support of the NFHR operation. Cynthia motioned to reimburse Roger \$1000 for resources he has provided to the NFHR. Mark seconded. The motion was approved.
- Dan asked about was making a uniform and consistent policy regarding health and coggins requirements for NFHR evaluations and events. There was a discussion about this. The Evaluation Committee will discuss this issue and make a recommendation to the BOD. The Show Committee will also consider adding the Evaluation Committee recommendation to the *Fjord Show Handbook*.

NEXT MEETING: September 12

FUTURE MEETINGS:

October 18 (*this date was changed after the meeting*)

November 14

December 12

January 18 -20, 2008

The meeting concluded at 11:12 pm EDT

Respectfully submitted,
Curt Pierce
NFHR Secretary