

NFHR BOARD OF DIRECTORS MEETING MINUTES

May 14, 2025

Call to Order 6:12 pm MST

Roll Call: Present: Kelsey Sayers (President), Holly Durst (Interim Vice President, Treasurer), Kelly White (Secretary), Ardeth Obenauf, Cynthia Madden, Rebecca Wilhite, Lisa Otten, Jeanne Poirier (Registrar, Executive Director)

- Not Present: Teressa Kandianis (Vice President – LOA/excused), Margaret Bogie (on suspension)

Adoption of Agenda –

- Agenda adopted by acclimation
 - Aligned to reorder the agenda to do priority Committee business prior to New Business or Old Business
 - Aligned to limit the meeting length and schedule a follow-up meeting next week, Wed 5/21 at 6 pm MST
 - Will assess each agenda topic if to address tonight or table to the meeting next week

Approve March and April minutes –tabled to the next meeting

President's Report – (Kelsey will provide to Kelly)

Treasurer's Report – Holly Durst

- No change in savings \$18,342.59 (will reduce by the CD), paying bills. \$15,196.41
- Staying within the budget
- Jeanne went to the bank to purchase the CD. Needed to provide updates of the Treasurer and Executive. \$5k at 3.78% for 5 months, final paperwork not received yet

Registrar Report – Jeanne Poirier

- 438 membership, subscriptions
- 12 2025 foals to date
- 83 transfers as-of today
- 2 imports working on – building pedigrees (mare and gelding)
- Jeanne has been working with the database team since 2019. Just about to release Phase 2. Now offering online registration, certificate of stallion service, transfer of ownership

- Jeanne will write a Herald article. Future communications to be put on the Website, Facebook, and email blast
- People are starting to use the portal for deaths and reporting geldings
- Contacted Cherrie and Kelly to Beta test.
- No new members yet from the new rule registration isn't needed to register horses
- Promote sellers to buy a gift membership for the buyer
- Motion: A gift membership purchased in 2025 will be good through 12/31/26 at the purchase price of \$60. Communicate in the Herald, Facebook, and Website. Kelsey motioned, Lisa second. Motion passed unanimously.

New Business:

- NFHR Social Media/Facebook:
 - Discuss who should be Admins
 - The Admin role includes:
 - Posting posts
 - Approve people who submit to join the page
 - Delete spammers
 - No sale ads – group rules, refers to other FB pages
 - Rebecca volunteered to be an Admin
 - Youth page
 - Kelsey shared a FB page exist
 - Kelsey will write a Youth article for the Herald and promote the Facebook page
 - Discuss issue with Admins blocking members
 - Aligned to unblock all Fjord people, keep blocking spammers
 - Motion: Cynthia moved to notify the banned people that they have been restored to the FB page and need to follow the rules. Kelsey seconded. Motion passed unanimously.
 - Future topic: Discuss process to suspend someone from the FB page
- Layout Design for Herald - Kelly
 - Status of applications

- 2 applications received. One informal, friend of Erin, to help with the next issue. The candidate was interested in helping on a temporary basis and would want to negotiate a higher rate than \$800 if they were continuing in the role. Experience not as qualified as Lisa S
- Lisa S has taught this, nice portfolio, fjord owner. Very qualified.
- Cynthia Moved to hire Lisa Sherrodd for the Layout/Design position at \$800/issue. Ardeth seconded. Motion passed 6 ayes, 1 abstain
- Job description used for layout/design posting was from 2020. Approved by the board in 2020.
- Erin wants to talk about an advertising position. Cynthia previously sent out an advertising job description

Old Business:

- FjHI meeting update - tabled
- Stallion Show update - tabled
- Update on the layout design applications (see above)
- Review 2023 Survey and align on next steps - tabled

Committee Reports:

- Awards – Kelsey, no report
- Bylaws Review – Teressa, no report
- Education & Promotion – Cynthia
 - Sold 3 posters
 - One is going to a 4-H show and will write an article
- Election – Kelsey Table to next meeting
- Evaluation – Rebecca, no report
- Executive – Kelsey, no report
- Finance – Holly, see Treasurers Report
- Fjord Herald – Kelly
 - Deadlines: Submissions June 1st. Final July 1st

- Discuss/align on a Herald cover policy (i.e. current board of directors (family or farm) can't have the cover) Kelly Moved that the Herald cover does not feature a picture from a current BoD, family member or farm. Second Lisa. Motion passed.
- Today the cover is not sold. Could in the future potentially offer it (stallion issue). Could be a revenue source. Could do an auction for the cover
- Avoid the impression of favoritism for BoD.
- Contract for the inside cover or inside back cover are open.
- Discuss/align prevention of self promotion articles and how to handle
- Herald Committee review and give feedback to the author to revise, not include the article, or to contain the article but the author needs pay as an ad
- Aligned all submitters get an acknowledgement that their article has been received and status (included or not)
- New email address – submissions@NFHR.com. Multiple people will monitor.
- Potential articles for the next issue:
 - FjHI article
 - Stallion show article
 - Phase 2 - Jeanne
 - Youth Facebook page – Kelsey
 - Solveig – Beth
 - Brian Stromberg and working cattle with Fjords
 - Sr Fjords:
 - Potential article – Kelsey mare at 23 jumping
 - Beth – 35 yr old
 - Birthday article on Tank – Cynthia
- Youth – Kelsey, no report

Meeting Adjournment:

Lisa motioned, Rebecca seconded to adjourn meeting at 7:34pm MST.