

NFHR BOARD OF DIRECTORS MEETING AGENDA
September 7, 2015 6:00 PM (Mountain Time)

CALL TO ORDER – The meeting was called to order by Teresa Kandianis at 6:00 PM

ROLL CALL – Eric Watness verified the following attendees:

Teresa Kandianis, President, Ardeth Obenauf, Cynthia Madden, Bob Long, Beth German, Andrea Eppley, Kay Konove, Kelly Munro, Nancy Newport, and Jeanne Poirier.

RATIFICATION OF MOTIONS: Interim Motions made by the BoD between May 19, 2015 and September 7, 2015 were presented for ratification. These included the following: On May 27th Eric Watness moved and Ardeth Obenauf seconded a motion to authorize the NFHR to enter into a contract with the Gallatin County, (Montana) Fairgrounds and send a \$100 check for the non-refundable deposit for the Bozeman evaluation planned for 2016. On May 29th Cynthia Madden moved and Eric Watness seconded a motion to approve the minutes for the May 18th BoD meeting. A motion was made and seconded to not produce a 2016 NFHR calendar. The record of emails was not clear on who made the motion and who provided the second. Therefore, Cynthia Madden made a replacement motion to not produce the calendar which was seconded by Bob Long. It carried unanimously. On June 19th Andrea Eppley moved and Cynthia Madden seconded a motion to give final approval to the Herndon evaluation. On August 18 Kelly Munro moved and Eric Watness seconded a motion to give the Fjord Foundation a full page ad at no charge. On August 25th Cynthia Madden moved and Andrea Eppley seconded a motion to send out a member survey by Sept 1. All motions were approved when made and ratified at the BoD meeting.

APPROVAL OF PREVIOUS MINUTES: none outstanding.

PRESIDENT'S REPORT: Teresa Kandianis commended the wide use of Fjord horses this year and mentioned the efforts being made to get control of budget concerns.

TREASURER'S REPORT: Cynthia Madden reported on budget issues focusing on an anticipated budget shortfall this year depending on fourth-quarter receipts and expenses. These concerns are caused in large part by unanticipated evaluation costs for Norco and Herndon and a drop (so far this year) in income from memberships while current year income compared to 2014 is nearly the same for registrations. A general discussion occurred about the budget out of which came a recommendation that a separate meeting be held to discuss evaluation funding. Further discussion about evaluation funding was deferred to a separate meeting to be held at a later date. The BoD also discussed Andrea Eppley's recent voluntary promotion of memberships by donating Team Fjord jackets to early renewal registrants. The BoD also discussed revamping the NFHR marketplace perhaps by outsourcing the sale of merchandise (see discussion and BoD action below). Cynthia Madden also emphasized the need for a membership campaign plan to increase our revenue. As of Sept 7 the NFHR had cash on hand in Checking of \$4,036.45, in a CD we have \$15,797.91, and are holding a Money Market account totaling \$503.01.

REGISTRAR'S REPORT: - Jeanne Poirier reported that in 2014 the Registry had 780 members but thus far in 2015 we have 768.

NEW BUSINESS:

New membership rates: Eric Watness moved and Beth German seconded a motion to raise annual Membership rates effective January 1, 2016. The motion was based upon a presentation by Cynthia Madden

concerning the rate increase including a proposed new rate schedule (please see attached rate schedule effective October 1, 2015 for membership rates and January 1, 2016 for registration services). After discussion and a friendly amendment the above motion was approved unanimously.

Membership survey: Cynthia Madden presented a preliminary Report on the membership survey sent through ConstantContact. The survey was designed to hear what membership believes on a number of important policy issues. The deadline for the survey has not yet passed so a preliminary report will be issued and sent to membership in conjunction with renewal information. A final survey report will be issued in February 2016 and made available to the membership.

Annual Membership Meeting: Nancy Newport presented a plan for holding a membership meeting which needs to occur according to our By-laws. If the timing is changed, notice must go out to the membership. It was decided that we would hold the annual NFHR membership meeting during the BoD Face-to-Face meeting in Wisconsin, April 1-3, 2016. It was also determined that we would use Zoom, an Internet meeting service, at no cost to the NFHR in order to enable participation from around United States in addition to in-person attendance in the hopes that more folks will join in.

Marketing committee: Kelly Munro moved and Eric Watness seconded a motion to form a volunteer marketing committee of two to four people to formulate new marketing strategies and bring an implementation plan to the BoD for approval. After discussion the motion passed unanimously.

Bozeman Evaluation: Bob Long discussed the planned 2016 Evaluation in Bozeman MT this coming summer. Activity and interest is strong at this time.

OLD BUSINESS:

Fjord Horse International membership: Teresa Kandianis discussed our return as members of Fjord Horse International. A letter over her signature will go out tomorrow fulfilling a prior decision by the BoD to rejoin FHI.

Evaluator training: Bob Long discussed the progress toward improving Evaluator training. This was also discussed in a recent Evaluation committee meeting. Bob Long moved and Beth German seconded the motion to approve Melissa Boyd is a Junior Evaluator. It was noted that she will arrange to go to Norway for some experiential training. The motion passed unanimously

Bob also discussed the need for training in Norway and a desire of some members and Melissa Boyd to arrange a trip to Norway this coming spring perhaps in conjunction with the stallion show and an FHI meeting. And he added discussion of the need for new, young evaluators.

2015 Evaluations: Jeanne Poirier, Registrar and Technical Delegate, discussed the 2015 evaluations including both Norco, CA and Herndon, VA. Each lost money but both were hugely successful. The people who presented were well prepared as were their horses. Jeanne referenced Nancy Newport's August 27, 2015 email to the Board of Directors and the Evaluation Committee outlining concerns regarding mistakes in evaluation scoring and some recommended procedures that need to be addressed including organizational concerns and budgetary issues.

2016 BoD members: Teresa Kandianis reported on our new BoD members including Nancy Grette, Wendy Bauwens and Kenny Hanson who are replacing Teresa Kandianis, Ardeth Obenauf and Beth German whose

terms are expiring. The new members were approved without an election because there was no opposition to the three seats available, which in turn did not require a membership vote per our bylaws.

2016 Budget: Cynthia Madden presented a tentative budget for 2016. Cynthia Madden moved and Kelly Munro seconded a motion to outsource the NFHR marketplace to Zazzle.com by November 1, 2015. This will allow NFHR members and the public to order goods with an agreed-upon mark up and arrange for shipping directly from Zazzle. Discussion centered on the desire to simplify our marketplace process and avoid carrying unsold merchandise. The motion carried unanimously.

BoD Face-to-Face meeting: Bob Long discussed planning for the 2016 BoD Face-to-Face meeting to be held April 1-3, 2016 in Wisconsin. The meeting will be held at a Lodge near-by Bob's farm and will include an annual membership meeting both in person and by internet connection.

2016 and 2017 NFHR Calendar: The discussion of the 2016-17 calendar was tabled so that Andrea Eppley (who had to leave the meeting before it concluded) could be available to discuss her ideas about funding, publication and distribution of the calendar. At this time no NFHR Annual calendar is planned.

BoD meeting: The next BoD meeting will occur between mid- October and the end of November, 2015 and will consist of a special meeting to discuss NFHR Evaluation planning and funding.

Eric Watness moved and Bob Long seconded the motion to adjourn. Motion passed at 7:22 PM.

Respectfully submitted:

Eric Watness, Secretary

Proposed Membership Increases-rev 9/28/15

U.S.	Current	Effec.10/1
Single	\$ 50.00	\$ 60.00
Single with Website Link	\$ 100.00	\$ 125.00
Single with Farm Directory Listing	\$ 100.00	\$ 125.00
Single, Website Link & Farm Directory Listing	\$ 150.00	\$ 190.00
Family	\$ 60.00	\$ 70.00
Family with Website Link	\$ 110.00	\$ 135.00
Family with Farm Directory Listing	\$ 110.00	\$ 135.00
Family with Website Link & Farm Directory Listing	\$ 160.00	\$ 200.00
Fjord Herald Subscription Only (no member services)	\$ 30.00	\$ 40.00
Gift Membership to New Owner by Seller	\$ 30.00	\$ 40.00
International		
Single	\$ 62.00	\$ 75.00
Single with Website Link	\$ 112.00	\$ 140.00
Single with Farm Directory Listing	\$ 112.00	\$ 140.00
Single with Website Link, Farm Directory List	\$ 162.00	\$ 205.00

Family	\$ 72.00	\$ 85.00
Family with Website Link	\$ 122.00	\$ 150.00
Family with Farm Directory Listing	\$ 122.00	\$ 150.00
Family with Website Link & Farm Directory Listing	\$ 172.00	\$ 215.00
Fjord Herald Subscription Only	\$ 42.00	\$ 52.00

Lifetime Memberships (website link/directory renewable annually)

Single	\$ 500.00	\$ 525.00
Single with Website Link	\$ 550.00	\$ 590.00
Single with Farm Directory Listing	\$ 550.00	\$ 590.00
Single with Website Link, Farm Directory List	\$ 600.00	\$ 655.00
Family	\$ 600.00	\$ 625.00
Family with Website Link	\$ 650.00	\$ 690.00
Family with Farm Directory Listing	\$ 650.00	\$ 690.00
Family with Website Link & Farm Directory Listing	\$ 700.00	\$ 755.00

Individual Membership Svc (members only)

Website Link	\$ 50.00	\$ 65.00
Farm Directory Listing	\$ 50.00	\$ 65.00
Website Lin & Farm Directory List	\$ 100.00	\$ 130.00
Youth Membership (under 18 yrs as of Jan 1)	\$ 20.00	\$ 25.00

	Current 2015	Effective 1/1/2016
Registry Services Fees		
Registration Application		
Fjord Foals < 6 months	\$ 30.00	\$ 40.00
Fjord Horse Gelding < 1 yr	\$ 30.00	\$ 40.00
Fjord Horses - 6 mos to 1 yr	\$ 50.00	\$ 60.00
Fjord Horse Gelding 1+ yr	\$ 50.00	\$ 60.00
Fjord Horses 1,2,3 yrs	\$ 75.00	\$ 85.00
Fjord Horses 3+ yrs	\$ 125.00	\$ 135.00
Member Transfer Fee	\$ 30.00	\$ 40.00
Duplicate Registration Certificate	\$ 50.00	
Non-Member Ownership Transfer	\$ 60.00	\$ 70.00
Other fees		
Awards Program Fee	\$ 25.00	\$ 50.00