



2017 Face to Face Meeting Minutes

NFHR BOARD OF DIRECTORS

January 30 & 31, 2017

Seattle, WA

Meeting was called to order at 8:06 AM on January 30, 2017.

Roll Call – BoD members present included Jessica Reuterskiold, Kay Schwink and Curtis Pierce, new BoD members, together with Bob Long, President, Wendy Bauwens, Nancy Grette, Cynthia Madden, Treasurer, Gretchen Payne, Vice President, Nancy Newport, Executive Director, Jeanne Poirier, Registrar/Technical Delegate, and Eric Watness, Secretary.

President's Opening Remarks – Bob Long welcomed new BoD members.

Parliamentary Procedures - Eric Watness was appointed parliamentarian. The meetings are conducted per Roberts Rules of Order.

Introductions – Each member introduced themselves.

Orientation for New BOD members - Nancy Newport led a discussion about our Code of Ethics and Standards of Conduct. Each member signed the Code.

Orientation for Communication – Jeanne Poirier led a discussion about the NFHR Yahoo group and email expectations.

Approval of Prior Minutes – January 3, 2017, Kay Schwink moved their approval. Cynthia seconded the motion. Motion Approved

Monday:

- Review objectives of committees (see below). A discussion was held resulting in a decision to assign each BoD member as liaison for each committee. Each board member shall not sit on more than 2 committees. Committee status as well as ideas for going forward were also discussed.
- Herald Update: Gretchen Payne gave her report focusing on ideas for new Herald content. International content and rates for advertising was also discussed. Erin Kinn, our new editor, has done a great job. Gretchen Payne moved and Eric Watness seconded a motion to hold an in-person meeting of the Herald committee to include Erin, Gretchen, Jeanne and Nancy. Others can participate via teleconference.
- FjHI Representative 2017: The FjHI Jubilee will be held on May 3, 2017 at Nordfjordeid. We will need to designate an official representative to FjHI meetings if they are going to Norway. Bob Long is tasked with that.
- Database Update: Jeanne Poirier discussed updating our existing PonyWeb database to a more robust system. Due to expense, Jeanne Poirier did not go on a research trip to investigate other systems as planned in 2016 goals. Nancy Grette moved that we make available \$1200 for travel to research similar systems. Curtis Pierce seconded the Motion. Motion Passed. Jeanne will submit a proposal within 3 months.
- BOD Member attendance and responsibilities: Cynthia Madden moved to establish a regular series of meetings determined by the BoD and require that, except for specially called meetings and emergencies, members must attend. Wendy Bauwens seconded the Motion. Motion Passed. Note: By Laws already cover the manner of setting meetings and the consequences of missed meetings. The schedule for 2017

is set below.

- Policy regarding fundraising for NFHR events: Cynthia Madden discussed a proposal for a fundraising policy. We are an IRS 501c5 which is not a charitable organization; it does not provide tax deductibility of donations. Eric Watness moved that Nancy Newport, Cynthia Madden and Wendy Bauwens meet and confer to create a fundraising policy, guidelines and forms. Curtis seconded the motion. Motion Approved.
- BOD member recruitment. Discussion was held. No action was taken.
- Norwegian Fjord Horse Foundation: A new rack card has been created by the Foundation to promote donations. The new rack card will be sent with the renewal acknowledgment to encourage donations.
- Marketplace Items, Zazzle update: Nancy Newport spoke to the status of this. Curtis Pierce moved that we replenish the NFHR marketplace and remove the current 20% price reduction. Gretchen Payne seconded the motion. Approved. The NFHR office will replenish with consultation with the Promotions committee. Cynthia Madden moved and Jessica Reuterskiold seconded a motion to cancel our relationship with Zazzle. Approved.
- Membership in the American Horse Council: Cynthia discussed this issue. No action was taken due to cost. Discussion was held regarding other options. The matter was referred to Marketing and Promotions.
- 2015 Survey and Membership Survey for 2017: The survey was referred to committees to implement in committee work plans.
- NMSU Dona Ana County Community College Student Marketing Plan for NFHR: Referred to Marketing and Promotions.

Tuesday:

- Evaluation Meeting Update: Eric Watness led a discussion about the status of the review of the Evaluation Program. Curtis Pierce moved and Kay Schwink seconded a Motion that the Recommendations of the Select Committee on Evaluations be sent to the EC for consideration and implementation. Approved. The recommended timeline: The EC shall submit a work plan within 45 days for recommendation to the BoD and create an improved Handbook by October 1, 2017 which is intended to be distributed for comment and acted upon at the next F2F in 2018.
- Future Evaluations: Eric Watness moved and Curtis Pierce seconded a motion to maintain a temporary moratorium on scheduling evaluations for 2017. Approved.
- Viability of the Fjord Horse in America: Discussion held. Curtis Pierce moved to form a Breeder's committee to assist breeders in promoting the Fjord Horse and come back to the BoD with a work plan. Cynthia Madden seconded. Motion Approved.

Break for morning: Meeting reconvened January 31, 2017 at 9:23 AM

- Membership Numbers: Discussion was held about the status of memberships. Last year we had 755 members but the number is less now. We won't know the final numbers until after the registration deadline - 2/1/17.
- Resource Guide: NFHR will supply revisions to the current Resource Guide in order to publish updated resource guides through the Norwegian Fjord Horse Foundation.

Executive Session – Bob Long, Gretchen Payne, Eric Watness and Cynthia Madden met in executive session.

Tuesday Continued:

- Committee appointments: Liaison assignments were made with the consent of each BOD member Bob Long will contact each liaison before next meeting. Liaisons are:
 - Education: Kay Schwink
 - Elections: Bob Long
 - Evaluation: Eric Watness
 - Review: Executive Committee
 - Executive Committee: All officers, Bob Long, Gretchen Payne, Cynthia Madden, Eric Watness
 - Finance: Cynthia Madden
 - Herald: Gretchen Payne
 - Marketing Promotions: Jessica Reuterskiold
 - Membership: Wendy Bauwens
 - Recognitions and Awards: Anne Crandall
 - Breeders: Curtis Pierce

- Committee work plans: Committees are expected to develop a work plan within 6 weeks to include proposed budget needs. The Breeder committee needs to create a new short description of purpose.
- Set standard teleconference meeting dates: The BoD agreed to set standing meetings on the second Tuesday starting March 14, 2017 and continuing every two months thereafter at 6 P.M. Mountain time. If we add meetings they will be set on the 2nd Tuesday of the month to the extent we are able. The dates are: 3/14, 5/9, 7/11, 9/12, 11/14 and 1/9/18
- 2018 Face2Face meeting location: The next F2F BoD meeting will be in Berthoud, CO the end of January, 2018 hopefully to coincide with Stock Show. Nancy Newport and Jeanne Poirier will coordinate logistics. We plan to hold an evaluation in conjunction with a member Forum in 2019.
- Executive Director and Registrar/TD discussion: We are happy with what Nancy and Jeanne are doing. Thank you. Eric Watness moved and Curt Pierce seconded a motion to grant a 3% increase in contract payments to our contractors. Approved.

- **New business:**
 - Evaluation committee: Host handbook needs to be rewritten. Referred to the Evaluation Committee.
 - Discussion was held regarding supporting regional clubs. No action was taken although ideas included dedicating space in the Herald for local clubs, finding financial to support local clubs that need help, provide Heralds and rack cards for local events, creating new banners and buy a new table top display that would be easy to ship. BoD members are also encouraged to attend local events and cultivate relationships to support local clubs. Ideas are referred to the Marketing and Promotions Committee.
 - Survey Forum attendees about what they liked and didn't. Eric will develop a few questions to go to Forum attendees
 - FB message: Jenny Barnes suggested awards point system. Some award points need several days for one award and while other points can be received for one day. Could that be balanced that out? The BoD asked for a short formal request. Referred to Recognitions and Awards Committee.

Gretchen moved to adjourn, Cynthia Madden seconded. Adjourned 10.41 A.M.

2017 Committees

Education Committee

Objective: Objective: to provide accurate, up-to-date information about the Norwegian Fjord Horse to the public and to NFHR members. Develop and provide educational materials and organize educational events, to include but not limited to education forums, seminars, and clinics, for NFHR members and the public. Forum, Resource Guide, collaborate with Herald.

Goals:

- To increase awareness and understanding of all facets of the Fjord Horse
- To assist Fjord owners (and potential Fjord owners) in identifying the special benefits and responsibilities associated with our breed
- To ensure that horse events, publications and equine event sponsors have access to current and accurate information about the Fjord Horse in America
- To review available Fjord Horse information on publicly accessible websites (for example Wikipedia, University Animal Science Departments, County/State Extension Pages, etc.) and offer updates/new information as appropriate
- Coordinate with judges training and continuing education programs to provide education/training/clarification regarding unique Fjord characteristics, breed specific characteristics and show rules
- Identify Committee members from a broad range of geographical areas and backgrounds to meet these objectives

BoD Liaison: Kay Schwink

Elections Committee

Objective: Solicit and accept nominees for the Board of Directors. Act as point of contact for the company receiving, counting, and certifying the election. Solicit nominations for future BoD positions.

BoD Liaison: Bob Long

Evaluation Committee

Objective: Ongoing development and oversight of the NFHR Evaluation Program.

Goals: 2017 goal is to review, revise and implement the NFHR Evaluation handbook.

BoD Liaison: Eric Watness

Evaluation Committee Review Board

Objective: Responsible for making recommendations to the BOD regarding the approval of evaluators following the training period, and to resolve disputes referred by the evaluation committee or the BOD. In the

absence of any evaluations it is unlikely that this committee will have any goals to meet in 2017.

BoD Liaison: Executive Committee

Executive Committee

Objective: Assist and make recommendations to the Board of Directors in the management of the NFHR.

BoD Members: Bob Long, Gretchen Payne, Eric Watness, Cynthia Madden.

Goals: Continue to support and direct the activities of the NFHR BoD and members.

Finance Committee

Objective: Provide yearly projected budget in a timely manner. Develop and implement proper accounting method.

Goals: 2017 goal is to continue working towards improving the NFHR financial position.

BoD Liaison: Cynthia Madden

Fjord Herald Committee

Objective: Assist the Fjord Herald Editors to obtain, solicit, and generate content for the Fjord Herald issues to include advertising, articles and pictures.

BoD Liaison: Gretchen Payne

Marketing and Promotion Committee

Objective: To promote the NFHR per our mission statement and assist members in promoting and marketing their Fjord Horse the presence of the Fjord Horse in the general community.

Goals: For 2017, collaborate with other committees to enhance the presence of the NFHR and Fjord Horse in the general community.

BoD Liaison: Jessica Reuterskiold

Membership Committee

Objective: To build membership in the NFHR and receive member input.

BoD Liaison: Wendy Bauwens

Recognition and Awards Committee

Objective: Recognize achievements of NFHR Members and their horses.

BoD Liaison: Anne Crandall

Youth Committee

Objective: Provide NFHR youth members the ability to give input and direction to the BOD and NFHR committees, and develop NFHR youth related programs. This committee will be composed of youth and young adults who own, ride, or drive Fjord horses.

BoD Liaison: Nancy Grette

Breeder Committee:

Objective: 1. Solicit active breeders to be committee members. 2. Identify Breeder's concerns. 3. Develop action plans. 4. Study feasibility of holding breeder's Forum and/or education.

BoD Liaison: Curtis Pierce