

## MINUTES FOR CFHA ANNUAL GENERAL MEETING 2018

Meeting began at 1:10 and was done by teleconferencing

Those in attendance were Aja Johnson, Gordon Fulton, Geri McNeil, Greg Steele, Catherine Kendall, Amy Bell, Mikayla Murphy, Ron Black, Alison Bakken, Linda Fry, Anna Middleton, Janet Wilson, Alex Johnstone, Dana McFaull and Marilyn Downey. Darlene Turner and Dayna McTighe sent their regrets they could not attend.

Aja our president welcomed everyone and thanked them for attending our meeting.

Gordon made a motion to accept the agenda and Greg seconded it and all were in favor.

Aja read the main points from the minutes of the previous AGM and Amy made a motion to accept the minutes and Alison seconded it and all were in favor.

### **FINANCIAL REPORT:**

Alison Bakken did an audit of our finances

She stated that the association was in good standing financially at this time. She had some questions on the rejected applications and 20 pending applications. She would like a review of the payment methods to assess if the charges from Pay Pal or just a charge card payment to CLRC were economic. She said we should do a review on what the CLRC does for us and how they do it. She also mentioned we should get a clear idea of what Ron is doing when he charges for his time. Aja explained we had been in touch with the CLRC on several of these items and it was explained the rejected applications were because DNA testing was needed or payment was not sent with application.

## **TREASURER'S REPORT**

**Ron Black gave his report as follows:**

**He stated the Association was in good financial standing.**

**Income was down because of less advertisers**

**Association broke even last year.**

**Canadian Fjord Horse Association**  
**Income Statement 01/01/2017 to 31/12/2017**

**REVENUE**

**OPERATING REVENUE**

CLRC -Membership Fees	4,300.00	
CLRC- Registrations	1,000.00	
CLRC -Transfers	2,080.00	
CLRC-DNA Testing Recovery	1,540.00	
CLRC-Other fees	-848.23	
CLRC Total Revenue		8,071.77
Website Revenue	350.00	
Newsletter Revenue	420.00	
Website/Newsletter Package R...	781.98	
Website/Newsletter Comm. Ad ...	244.80	
Sales Total Revenue		1,796.78
<b>TOTAL SALES REVENUE</b>		<b>9,868.55</b>

**Other Revenue**

Miscellaneous Revenue		100.00
<b>Total Other Revenue</b>		<b>100.00</b>

**TOTAL REVENUE** 9,968.55

**EXPENSE**

**OPERATING EXPENSES**

CLRC -Membership Levy	158.80	
CLRC -Registrations Levy	194.24	
CLRC -Transfers Levy	419.40	
CLRC - Account Entries Levy	1,113.84	
CLRC - DNA kits levy	106.72	
CLRC - Misc Transactions Levy	581.38	
CLRC-Treasurer Services	1,187.50	
CLRC Miscellaneous	231.25	
CLRC-Membership Invoicing se...	310.19	
CLRC- Teleconferencing expen...	256.80	
CLRC-DNA Testing Expense	916.00	
<b>TOTAL CLRC EXPENSES</b>		<b>5,476.12</b>
<b>Total Cost of Goods Sold</b>		<b>5,476.12</b>

**General & Administrative Expe...**

Courier & Postage	90.21	
Credit Card Charges	122.55	
PayPal charges	49.24	
Memberships	435.49	
Insurance	378.00	
Interest & Bank Charges	61.10	
GST/HST Expense	538.65	
Honorariums	118.42	
Website Expense	232.47	
Newsletter Expense	2,267.37	
Annual Meeting Expense	275.70	
<b>Total General &amp; Admin. Expen...</b>		<b>4,569.20</b>

**TOTAL EXPENSE** 10,045.32

**NET INCOME** -76.77

**Canadian Fjord Horse Association**  
**Trial Balance As at 31/12/2017**

Ac...	Account Description	Debits	Credits
1060	Chequing Bank Account	31,696.55	-
1320	Prepaid Expenses	476.96	-
2100	Accounts Payable	-	619.75
2450	Deferred Revenue	-	4,059.78
2460	Prepaid memberships	-	1,865.00
3560	Unrestricted net assets	-	25,705.75
4100	CLRC -Membership Fees	-	4,300.00
4110	CLRC- Registrations	-	1,000.00
4120	CLRC -Transfers	-	2,080.00
4130	CLRC-DNA Testing Recovery	-	1,540.00
4140	CLRC-Other fees	848.23	-
4210	Website Revenue	-	350.00
4220	Newsletter Revenue	-	420.00
4222	Website/Newsletter Package Re...	-	781.98
4225	Website/Newsletter Comm. Ad R...	-	244.80
4460	Miscellaneous Revenue	-	100.00
5101	CLRC -Membership Levy	158.80	-
5102	CLRC -Registrations Levy	194.24	-
5103	CLRC -Transfers Levy	419.40	-
5104	CLRC - Account Entries Levy	1,113.84	-
5105	CLRC - DNA kits levy	106.72	-
5106	CLRC - Misc Transactions Levy	581.38	-
5110	CLRC-Treasurer Services	1,187.50	-
5120	CLRC Miscellaneous	231.25	-
5121	CLRC-Membership Invoicing ser...	310.19	-
5126	CLRC- Teleconferencing expenses	256.80	-
5130	CLRC-DNA Testing Expense	916.00	-
5640	Courier & Postage	90.21	-
5645	Credit Card Charges	122.55	-
5646	PayPal charges	49.24	-
5670	Memberships	435.49	-
5685	Insurance	378.00	-
5690	Interest & Bank Charges	61.10	-
5720	GST/HST Expense	538.65	-
5750	Honorariums	118.42	-
5770	Website Expense	232.47	-
5775	Newsletter Expense	2,267.37	-
5790	Annual Meeting Expense	275.70	-
		<u>43,067.06</u>	<u>43,067.06</u>

**Canadian Fjord Horse Association**  
**Income Statement 01/01/2018 to 31/01/2018**

**REVENUE**

<b>OPERATING REVENUE</b>		
CLRC -Membership Fees	2,970.00	
CLRC -Transfers	210.00	
CLRC-Other fees	170.00	
CLRC Total Revenue		3,350.00
Website Revenue	300.00	
Newsletter Revenue	744.00	
Website/Newsletter Package R...	593.36	
Website/Newsletter Comm. Ad ...	244.80	
Sales Total Revenue		1,882.16
<b>TOTAL SALES REVENUE</b>		<b>5,232.16</b>
<b>TOTAL REVENUE</b>		<b>5,232.16</b>

**EXPENSE**

<b>OPERATING EXPENSES</b>		
CLRC -Membership Levy	81.00	
CLRC -Registrations Levy	28.80	
CLRC -Transfers Levy	63.72	
CLRC - Account Entries Levy	393.12	
CLRC - DNA kits levy	21.60	
CLRC - Misc Transactions Levy	-43.40	
CLRC-Treasurer Services	62.50	
CLRC- Teleconferencing expen...	25.80	
CLRC-DNA Testing Expense	128.00	
<b>TOTAL CLRC EXPENSES</b>		<b>761.14</b>
<b>Total Cost of Goods Sold</b>		<b>761.14</b>
<b>General &amp; Administrative Expe...</b>		
Courier & Postage		109.38
Credit Card Charges		30.26
Memberships		98.96
Insurance		378.00
Interest & Bank Charges		5.00
GST/HST Expense		53.18
Annual Meeting Expense		192.94
<b>Total General &amp; Admin. Expen...</b>		<b>867.72</b>
<b>TOTAL EXPENSE</b>		<b>1,628.86</b>
<b>NET INCOME</b>		<b>3,603.30</b>

**Canadian Fjord Horse Association**  
**Trial Balance As at 31/01/2018**

Ac...	Account Description	Debits	Credits
1080	Chequing Bank Account	31,571.90	-
2450	Deferred Revenue	-	2,339.62
3560	Unrestricted net assets	-	25,628.98
4100	CLRC -Membership Fees	-	2,970.00
4120	CLRC -Transfers	-	210.00
4140	CLRC-Other fees	-	170.00
4210	Website Revenue	-	300.00
4220	Newsletter Revenue	-	744.00
4222	Website/Newsletter Package Re...	-	593.36
4225	Website/Newsletter Comm. Ad R...	-	244.80
5101	CLRC -Membership Levy	81.00	-
5102	CLRC -Registrations Levy	28.80	-
5103	CLRC -Transfers Levy	63.72	-
5104	CLRC - Account Entries Levy	393.12	-
5105	CLRC - DNA kits levy	21.60	-
5106	CLRC - Misc Transactions Levy	-	43.40
5110	CLRC-Treasurer Services	62.50	-
5126	CLRC- Teleconferencing expenses	25.80	-
5130	CLRC-DNA Testing Expense	128.00	-
5640	Courier & Postage	109.38	-
5645	Credit Card Charges	30.26	-
5670	Memberships	98.96	-
5685	Insurance	378.00	-
5690	Interest & Bank Charges	5.00	-
5720	GST/HST Expense	53.18	-
5790	Annual Meeting Expense	192.94	-
		<u>33,244.16</u>	<u>33,244.16</u>

## **COMMITTEE REPORTS:**

### **Membership Report-Gordon Fulton**

**Gordon reported we are down to 108 members as of 2018 although some members had not renewed their membership yet. We have 14 US members.**

**Some from Eastern Canada have chosen to register only with the NFHR instead of the Canadian. We need to start doing more to attract younger members as our Fjord owner population is aging out at this time. We are not the only association running into this problem.**

### **Advertising: Mikayla Murphy**

- 1. Number of farm advertisers on the website in 2017-12 only 1 corporate advertiser included in the above total and 1 ½ ad.**
- 2. Newsletter advertising totals: Many of the newsletter ads were part of the website packages. Number of advertisers in the newsletter – 10 in 2017. 2 full page colour ads for farms, 3 half page farm ads, 1-1/4 page black and white ads for farms and 4 business card ads.**

**One thing hopefully most of the members have seen is the Clinic Promotion Program. Members who meet the criteria, which includes supplying a short write up and photo for the newsletter, can be subsidized up to 6 clinics per year. At this time we have had no one take us up on this. In the 2017 year we saw a decrease in overall advertising. We have had some rebounds so far with the renewals and hope to see it continue to increase which helps pay for our newsletter.**

## **Newsletter-Darlene Turner**

**Unfortunately Darlene was not able to attend but Aja presented her report.**

**Darlene needs more help with content such as articles, pictures, recipes and experiences with members horses. She has done a wonderful job taking on the the newsletter from retired Jane and we all really appreciate all the hard work she has put into it. Linda suggested maybe looking at older issues for content and Aja said she would talk to Jane and see if she had them on file for Darlene to look at as there may be some articles that could be recycled. Other horse groups have seen our newsletter and are becoming interested in it. So it looks like it is still a viable resource for keeping in touch with our members. We need more advertising to be able to financially afford to keep it going in future years. Linda had a suggestion that we have members take our newsletter on holidays with them and show it with a picture of where they are. We could call it Where in the World is CFHA?**

## **Pay Pal and Social Media-Amy Bell**



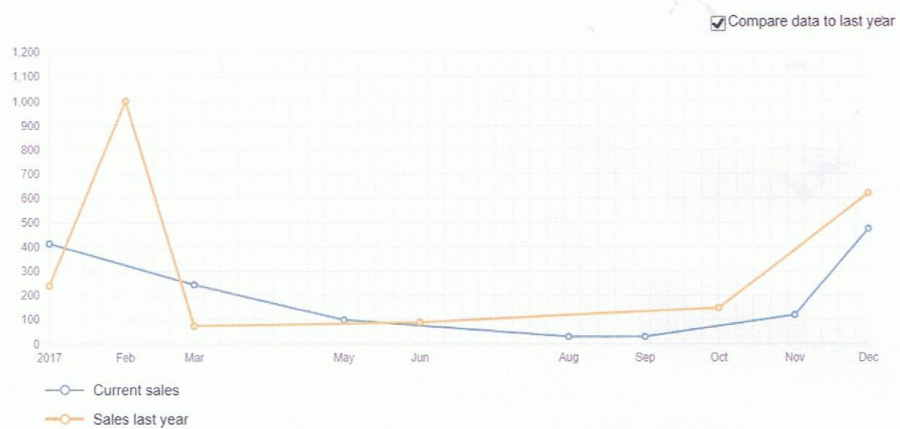
**PayPal:**

Income from 2017: \$1,416 which was down 35% from 2016 year (\$2,179). Some of this has been made up in the past few months of 2018. We did have a number of newsletter only subscriptions in 2017 which we have not seen in 2018, reminder notices have been sent with the March 2018 newsletter.

Transactions and payments made by paypal was up 13% Year over Year.

Fees paid in 2017: \$49.24 was paid in fees for the 2017 year.

Paypal remains an easy platform for payments, with a direct link via the website.



\*Current Sales = 2017 and Sales last year = 2016

**Social Media:**

**Facebook:**

In 2017 we attempted to increase posting to facebook and sending out blasts of reminders. The most traffic was obtained by interactive posts (show us your fjord photos and some posted videos). In 2018 the goal is to once again increase traction and footprint (with hopes to increase awareness as well as touch points to our website, advertisers and overall support of the CFHA). Any suggestions are appreciated. A thought is to try and see if we can involve the newsletter in some posts (similar to local newspapers that are taken world wide and then posted in the next paper as to "where in the world has the CFHA been").

Any specific questions that have been asked via facebook are sent back to directors in order to have a more private response (depending on what the topic and/or questions are).

Any images that you are comfortable with having posted on facebook (and stories) are greatly appreciated and will go a long way to reaching out to worldwide CFHA fans.

Overall stats: Likes = 939 with 908 "followers".

Twitter:

Twitter automatically is updated with each post, going forward the #symbol will be utilized more frequently in order to broaden the scope of "search" criteria.

We are going to be posting live to facebook/twitter for this years AGM.

You Tube:

Our YouTube account remains unused, we hope to be able to add some videos onto this account, training, clinics, etc would be greatly appreciated if available.

## **Promotions-Gordon**

**No one has taken up the CFHA on their promotion programs. Amy has been doing lots of promotions but maybe we need to add promotion program to the Newsletter and Web-site. We really need people to get their Fjord horses out there and send pictures and articles on what they are doing with them to show the versatility of the breed. We need to get more young people interested in the breed.**

## **NEW BUSINESS:**

**Introduction of New Board members- Aja welcomed the new board members and thanked them for stepping up to be board members.**

**Catherine Mari is from an area just east of Prince George in British Columbia and Alex is from A Little Piece of Heaven in Alberta.**

## **By-Law changes-Gordon**

**Gordon explained the need for the two changes we presented to clean up wording in them. The first one is on blood-typing which is no longer done. We are changing the wording to DNA testing.**

**The second one was on the pedigree committee which we want to change to the President of the CFHA.**

**Greg made a motion to present these changes to the Department of Agriculture and Mikayla seconded it and all were in favor.**

**Suggestions or issues anyone would like to bring up at this time-**

**Gordon mentioned he is dealing a lot with people trying to register horses and though it is up to the seller to transfer the animals to the new owner. This seems not to be happening quite frequently which causes a problem in the new owner registering, if they do not have all the information they need to register. Gordon said he would put something in the newsletter to remind people on how to do these sales.**

**Gordon thanked Aja for the long term she has put in the association and all her hard work on keeping us going. Dayna was not able to attend the meeting but we also wanted to say we really appreciated all the work she has done as a director in promoting the breed.**

**A motion to adjourn the meeting was made by Anna at 2:06 and Greg seconded it and All were in favor.**