

MINUTES FOR THE CANADIAN FJORD HORSE ASSOCIATION
ANNUAL GENERAL MEETING MARCH 16 20

Gordon called the meeting to order at 1:09

Those in attendance were:

Gordon Fulton, Geri McNeil, Anna Middleton, Alex Johnston, Catherine Kendall, Alison Bakken, Neil Downie, Jean St. Laurent, Alice Hattum, Darlene Turner, Janet Wilson, Dayna McTighe, Gail Wieterman, Tim Hrabia, Eunice Bosomworth. Dana McFaull and Ron Black.

Gordon Fulton the president, welcomed everyone and thanked them for attending the meeting. He explained that our biggest issues this past year have been that foal registrations are down. Although transfers are up we are not breeding any new foals and will eventually run out of animals to register. We must some how attract new members that are interested in getting into the breeding of Fjords. The other issue that has caused the directors a lot of stress is the registration problem that has occurred. It has taken the Board of Directors many hours to come to a solution that fits everyone's needs.

Motion to accept the agenda:

Alison made a motion to accept the agenda and Neil seconded it and all were in favor and the motion was carried.

At this point Gordon read the most important aspects of the minutes from the previous AGM.

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Motion to accept the minutes from the previous AGM:

Anna made a motion to accept the minutes from the 2018 AGM and Gail seconded it and all were in favor and motion was carried.

Financial Audit:

Alison has gone through the financials for the association. She said there is not much change from last year and all looked good. She wondered about the rejected applications for registration. Ron Black from the CLRC was attending the meeting but said we would have to ask our registrar about this as he is not privy to this information.

Financial Report:

Prepared and presented by Ron Black from CLRC

Canadian Fjord Horse Association Comparative Income Statement

	Actual 01/01/2018 to 31/12/2018	Actual 01/01/2017 to 31/12/2017
REVENUE		
OPERATING REVENUE		
CLRC -Membership Fees	4,620.00	4,300.00
CLRC - Registrations	700.00	1,000.00
CLRC -Transfers	2,765.00	2,080.00
CLRC-DNA Testing Recovery	1,248.05	1,540.00
CLRC - Microchip Revenue	0.00	0.00
CLRC-Other fees	1,250.20	-848.23
CLRC Total Revenue	10,583.25	8,071.77
Sales	0.00	0.00
Website Revenue	360.00	350.00
Newsletter Revenue	978.00	420.00
Website/Newsletter Package R...	1,123.36	781.98
Website/Newsletter Comm. Ad ...	244.80	244.80
Sales Total Revenue	2,706.16	1,796.78
TOTAL SALES REVENUE	13,289.41	9,868.55
Other Revenue		
Interest Revenue	0.00	0.00
Miscellaneous Revenue	0.00	100.00
Total Other Revenue	0.00	100.00
TOTAL REVENUE	13,289.41	9,968.55
EXPENSE		
OPERATING EXPENSES		
CLRC -Membership Levy	339.75	158.80
CLRC -Registrations Levy	158.80	194.24
CLRC -Transfers Levy	745.22	419.40
CLRC - Account Entries Levy	1,425.12	1,113.84
CLRC - DNA kits levy	89.10	106.72
CLRC - Misc Transactions Levy	283.98	581.38
CLRC - Rejected Apps Levy	52.50	0.00
CLRC-Treasurer Services	1,037.50	1,362.50
CLRC Miscellaneous	131.25	56.25
CLRC-Membership Invoicing se...	337.27	310.19
CLRC-Refund of fees	0.00	0.00
CLRC - Programming Adjustme...	10.00	0.00
CLRC - Microchip expense	0.00	0.00
CLRC- Teleconferencing expen...	321.30	256.80
CLRC-DNA Testing Expense	977.00	916.00
TOTAL CLRC EXPENSES	5,908.79	5,476.12
Purchases	0.00	0.00
Total Cost of Goods Sold	5,908.79	5,476.12
General & Administrative Expe...		
Courier & Postage	289.08	90.21
Credit Card Charges	163.45	122.55
PayPal charges	18.90	49.24
Memberships	98.96	435.49
Insurance	378.00	378.00
Interest & Bank Charges	60.22	61.10
Office Supplies	77.44	0.00
GST/HST Expense	729.23	538.65
Miscellaneous Expenses	0.00	0.00
Director Gifts	137.00	118.42
Website Expense	0.00	232.47
Newsletter Expense	3,509.19	2,267.37

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**Canadian Fjord Horse Association
Comparative Income Statement**

	Actual 01/01/2018 to 31/12/2018	Actual 01/01/2017 to 31/12/2017
Annual Meeting Expense	192.94	275.70
Total General & Admin. Expen...	5,654.41	4,569.20
TOTAL EXPENSE	11,563.20	10,045.32
NET INCOME	1,726.21	-76.77

Canadian Fjord Horse Association
Comparative Trial Balance

Ac...	Account Description	As at 31/12/2018		As at 31/12/2017	
		Debits	Credits	Debits	Credits
1060	Chequing Bank Account	29,067.79	-	31,696.55	-
1320	Prepaid Expenses	599.40	-	476.96	-
2100	Accounts Payable	-	45.51	-	619.75
2450	Deferred Revenue	-	1,306.49	-	4,059.78
2460	Prepaid memberships	-	960.00	-	1,865.00
3560	Unrestricted net assets	-	25,628.98	-	25,705.75
4100	CLRC -Membership Fees	-	4,620.00	-	4,300.00
4110	CLRC- Registrations	-	700.00	-	1,000.00
4120	CLRC -Transfers	-	2,765.00	-	2,080.00
4130	CLRC-DNA Testing Recovery	-	1,248.05	-	1,540.00
4140	CLRC-Other fees	-	1,250.20	848.23	-
4210	Website Revenue	-	360.00	-	350.00
4220	Newsletter Revenue	-	978.00	-	420.00
4222	Website/Newsletter Package Re...	-	1,123.36	-	781.98
4225	Website/Newsletter Comm. Ad R...	-	244.80	-	244.80
4460	Miscellaneous Revenue	-	0.00	-	100.00
5101	CLRC -Membership Levy	339.75	-	158.80	-
5102	CLRC -Registrations Levy	158.80	-	194.24	-
5103	CLRC -Transfers Levy	745.22	-	419.40	-
5104	CLRC - Account Entries Levy	1,425.12	-	1,113.84	-
5105	CLRC - DNA kits levy	89.10	-	106.72	-
5106	CLRC - Misc Transactions Levy	283.98	-	581.38	-
5107	CLRC - Rejected Apps Levy	52.50	-	0.00	-
5110	CLRC-Treasurer Services	1,037.50	-	1,362.50	-
5120	CLRC Miscellaneous	131.25	-	56.25	-
5121	CLRC-Membership Invoicing ser...	337.27	-	310.19	-
5123	CLRC - Programming Adjustments	10.00	-	0.00	-
5126	CLRC- Teleconferencing expenses	321.30	-	256.80	-
5130	CLRC-DNA Testing Expense	977.00	-	916.00	-
5640	Courier & Postage	289.08	-	90.21	-
5645	Credit Card Charges	163.45	-	122.55	-
5646	PayPal charges	18.90	-	49.24	-
5670	Memberships	98.96	-	435.49	-
5685	Insurance	378.00	-	378.00	-
5690	Interest & Bank Charges	60.22	-	61.10	-
5700	Office Supplies	77.44	-	0.00	-
5720	GST/HST Expense	729.23	-	538.65	-
5750	Director Gifts	137.00	-	118.42	-
5770	Website Expense	0.00	-	232.47	-
5775	Newsletter Expense	3,509.19	-	2,267.37	-
5790	Annual Meeting Expense	192.94	-	275.70	-
		<u>41,230.39</u>	<u>41,230.39</u>	<u>43,067.06</u>	<u>43,067.06</u>

Canadian Fjord Horse Association
Comparative Balance Sheet

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	As at 31/12/2018	As at 31/12/2017
ASSET		
Current Assets		
Chequing Bank Account	29,067.79	31,696.55
Total Cash	29,067.79	31,696.55
Accounts Receivable	0.00	0.00
Payroll Advances	0.00	0.00
Total Receivable	0.00	0.00
Purchase Prepayments	0.00	0.00
Prepaid Expenses	599.40	476.96
Total Current Assets	29,667.19	32,173.51
Capital Assets		
Leasehold Improvements	0.00	0.00
Office Furniture & Equipment	0.00	0.00
Net - Furniture & Equipment	0.00	0.00
Total Capital Assets	0.00	0.00
TOTAL ASSET	29,667.19	32,173.51
LIABILITY		
Current Liabilities		
Accounts Payable	45.51	619.75
Deferred Revenue	1,306.49	4,059.78
Prepaid memberships	960.00	1,865.00
Total Current Liabilities	2,312.00	6,544.53
TOTAL LIABILITY	2,312.00	6,544.53
EQUITY		
Owners Equity		
Unrestricted net assets	25,628.98	25,705.75
Current Earnings	1,726.21	-76.77
Total Owners Equity	27,355.19	25,628.98
TOTAL EQUITY	27,355.19	25,628.98
LIABILITIES AND EQUITY	29,667.19	32,173.51

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A motion was made by Alice Hattum to accept the financial report and it was seconded by Gail Wietermann, all were in favor and motion was passed.

COMMITTEE REPORTS:

Membership:

Gordon stated that over the past five years the membership has steadily declined. It is felt that it is due mostly to an aging population of breeders. We have about 114 members of which 14 are from the United States.

Advertising: witten by Mikayla Murphy

In 2018 we had a bit of a resurgence in advertising with the CFHA newsletter In 2018 we had our lone long-time corporate advertiser Nag Bags. We had 10 different breeders advertise with the CFHA newsletter in a variety of ways. There were 4 business card ads, 1 full page colour ad, 4 half page colour ads, 1 quarter page colour ad and 1 quarter page black and white ad. 13-breeders-some of the above and a few extra breeders also had listings on the farm/breeder directory on the CFHA website. Gordon is going to talk more later about the trials of the advertising and what it means for the CFHA newsletter. I want to thank everyone both new and continuing who advertised with the CFHA in 2018 and hope to see their continuing support in the future.

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Promotions:

Alex Johnson presented what we have been working on for promotions. She has been trying to find a Canadian company to do window decals for us. It has been a challenge because so many decals are already copywrited by other companies and we will have to come up with a new design. She has found a local printer and hopefully we will have something to put in the next newsletter.

Newsletter:

Darlene stated that she felt the newsletter was going pretty well. She is enjoying working on it and learning a lot about Fjord horses. She sometimes struggles to find articles to fill it up and would like to see more members send in articles. Take a picture and add a couple of lines of print explaining what the picture is about and send it in to her. You can find her e-mail address in the newsletter. She has changed the format and it has become fresh and new and appeals to a younger group now. She would like to see us print again our promotions offered in the newsletter. Alex is going to send her the information so she can print it in the next issue. Just as an aside we have had a large increase in printer costs over the past year so we must have advertising to keep our newsletter viable. We do not want to cancel it as we feel we will lose a great number of members that way. If you send in an article and want to have extra copies printed for

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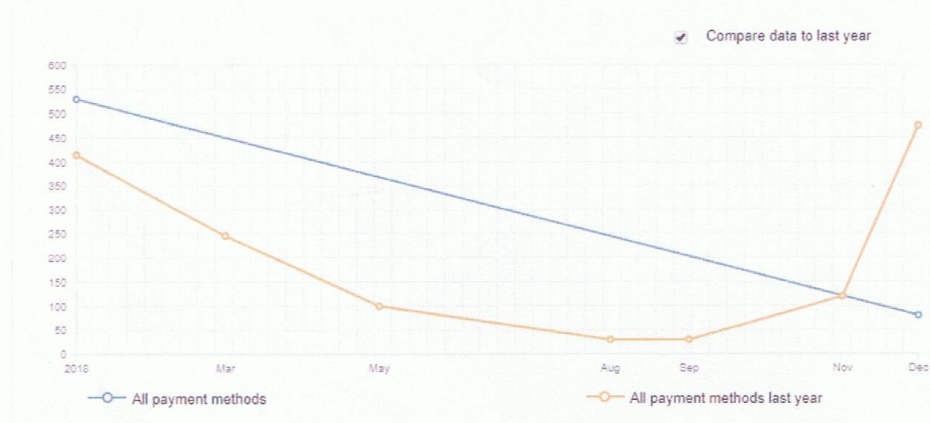
you you must notify Darlene so she can contact the printer to see if it is possible to provide them.

Paypal:

Paypal remains an easy platform for payments, with a direct link via the website for any newsletter only requests, sponsorship requests, membership requests.

Income from 2018: \$610 which is down significantly from 2017 figure of \$1,416. However there has been \$942 of sales in the 2019 year which accounts for the difference and puts us directly in line for 2017 figures.

Fees for using paypal for 2018 were \$18.90 and remains our lowest cost form of receiving income.



The graph above outlines activity usage. Balance was similar YOY to start (yellow is 2017 and blue is 2018) and instead of increasing in December like the 2017 year the balance in the paypal account stayed stagnant. In January 2019 however, we had a surge of advertising payments come through via paypal. The graph above is informative but not to be taken with too much weight for a trend.

***Cat, I don't think they see this graph at the AGM...not sure about this, so you may just want to skip that portion and they can see it in the Newsletter in June edition.**

Website:

2018 year had some challenges with the website links not working as CLRC amended their links as well. Tracy our webmaster from Daventry Web Designs has been working diligently to update all links. We were in communication with some still not working and have reached out to CLRC for their direct link to various downloadable forms.

Cost of the website is \$232.47 including tax/year and we are continuing with Tracy's services.

Facebook

- 950 members on March 01, 2018
- 1112 members on March 16, 2019
- Most popular post reached ~3,100 people (Nov 13, 2018 re: sticker)
 - This also produced the highest spike in page traffic, visibility, and new members
- 1-2 people/month accessing the CFHA website via FB
- Overall, we are getting ~10% engagement on each post. For example, if 100 people have “seen” the post, 10 engage with a comment or “like”

Instagram

- 114 members since initiation on May 01, 2018.
 - Only 39 posts
- Most popular post received 36 engagements.
- Top locations
 - Canada (17%), Germany (15%), Norway (15%), Netherlands (10%), USA (10%)
- Age range
 - 13-17 (6%), 18-24 (28%), 25-34 (26%), 35-44 (20%), 45-54 (17%)
- Gender
 - Female (93%), Male (7%)
- Time
 - 12pm/noon is the peak time for page traffic (8/9pm in EU)
- Overall, we are getting ~25-30% engagement on each post. For example, if 100 people have “seen” the post, 25-30 engage.

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NEW BUSINESS:

By-Law Amendment:

2019 bylaw Amendment

Present: 18. (3)

The animal is not inbred and therefore eligible for registration. Inbred is defined for the purpose of this constitution as an animal which does not have any registration numbers that are the same in it's past three generations. Animals born after November 1/2013 that are defined as inbred will not be allowed registration.

Change to:

The animal is not inbred and therefore eligible for registration. Inbred is defined for the purpose of this constitution as an animal that has any registration numbers that occur on both the sire and dam side of the pedigree in it's past three generations. This is the group of animals known as parent, grandparents and great grandparents. Animals born after November 1, 2013 that are defined as inbred will not be allowed registration.

Reasoning;

As you know there was an error with CLRC's registration process that went on for a period of years that allowed some ineligible animals to be registered. This has caused the CFHA directors considerable stress as to a proper way of handling the animals, the breeders and their present owners. It has also prompted CFHA to examine what inbreeding is from a scientific view point. We have obtained an outside instruction from a geneticist to indicate that the original definition was far too restrictive. This also told us why our definition and the CLRC inbreeding calculator conflicted with each other.

The proposed change also allows CFHA a way to manage the CLRC error.

The last point is that the present wording is really awkward.

A discussion about the new by-law amendment was introduced. Some members wanted to know how the problem came about and if we were certain the CLRC had the problem fixed now so that it would never happen again. Gordon assured everyone he was in constant contact with the CLRC and that they told him that the problem was fixed. He talked about the process of how we decided to come up with this amendment to our by-laws and how it would work for breeders that had the said animals. The members

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attending thanked the Board of Directors for all their hard work figuring out a fair way of dealing with this. Dana thanked Gordon for perservering with the CLRC, a geneticist and Agriculture Canada to come up with a workable solution. All on the board are very glad that this is over and has been probably the hardest thing we have had to deal with in our terms with the Board.

A vote was taken at this time and all were in favor of the amendment and none were opposed.

A motion was proposed by Tim Hrabia that the new by-law wording be accepted by the members and it was seconded by Cat and all were in favor and the motion was carried.

Advertising:

Gordon explained why advertising both in the newsletter and on the web-site were so important. We do not want to cancel our newsletter in print form because many of our members like getting it in the mail and some members only get the newsletter. Our costs for the newsletter have almost doubled in the last 2 years so to keep it viable we must attract advertisers.

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Issues to be discussed or questions by the membership:

Some suggestions that came out of this were that sellers give their buyers a one year membership to the CFHA as a way to keep them interested in becoming a member.

There was a suggestion to try to get more young girls involved by showcasing our horses as quiet, gentle and workable in all activities such as Western Pleasure, Hunter, English, Driving so that people would understand just how versatile these horses are.

Gail mentioned the Canadian Fjord Horse Rescue and we are willing to help with registration of these animals if the owner is willing to do the leg work to get all the paper work filled out with both the dam and sire and do the DNA testing.

This is one of the reasons why it is so important to have all foals microchipped and not sell animals without the proper paperwork. Most of the problems we are seeing is that people want to register an animal that they rescued or have bought unregistered and don't have any information on the sire and dam which makes it a very hard thing to do. You cannot submit DNA and have the lab find the parents. They only test for suggested parentage.

There was some questions about Canada evaluations and Gordon explained that at this time there is not judge in Canada qualified as both our judges are retired. The United States is looking at their evaluation system and Gordon is keeping in touch with them to see if when they start evaluations Canadians will be able to bring horses to them.

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If we decided to have an evaluation in Canada we would have to fly in a certified judge but we would have to be sure of the numbers to be able to afford the cost. Some of the members were interested in how to become a qualified judge and Gordon said they would have to apprentice in Norway and wasn't sure of the time involved.

Gordon thanked everyone again for attending the meeting and giving very good suggestions for the board to discuss further.

Anna made a motion to adjourn the meeting at 2:31 and Gail seconded it and all were in favor and motion was carried.