

MINUTES FROM CFHA AGM MARCH 14/20

Meeting was called to order at 1:09 by President Gordon Fulton

Those in attendance were : Gordon Fulton, Janet Wilson, Dana McFaull, Gail Wieterman. Geri McNeil, Anna Middleton, Catherine Kendall, Amy Bell, Alex Johnston, Ron Black, Neil Downey, Jodi Saarela, Uli Schnabl, Alison Baaken, Jean St. Laurent, Charlotte Sikatori McLain

Gordon welcomed everyone to the meeting and thanked them for coming.

Gail made a motion to accept the agenda and Geri seconded it and all were in favor

Alison made a motion to accept the minutes from 2019 AGM and Gail seconded it and all were in favor.

Alison did the financial audit. She said basically the finances look good but had some questions on applications that are being rejected and the levy being charges on these rejections.

Our GST expense is \$686.00 but we don't qualify for exemption. She was wondering what the CLRC miscellaneous charges were for. Also questioned the miscellaneous transaction levy.

Gail made a motion to accept Alison's audit and Catherine seconded it and all were in favor.

Ron Black from CLRC did the Financial Report for us but first answered the questions that Alison brought forward.

We have rejected applications when not enough funding sent or incomplete information or there is more need and they can't get a hold of the owner. Our association is charged for the work they do but the applicant pays the levy of \$20.00 to the association.

The CLRC only charges a levy for handling the registration so they can recoup from the association for the handling cost of the application.

Things that are charged as miscellaneous levy are things like rejected applications, duplicate certificates, her names and any other miscellaneous things done for the association. Ron says that our break down is more detailed than some groups because we requested that information.

Gordon asked Ron if he knew the total cost of the newsletter and it was determined the cost is between \$850.00 and \$900.00 each issue so we had a discussion on what we could do to keep this cost down. We basically need more advertisers or we may need to go electronic or charge extra to have the newsletter shipped out in paper form. We will be having further discussions on this at director meetings.

Someone asked Ron what the insurance covered and he said it covers liability for the directors and if we had clinics or in-services we would have to get more insurance.

Gordon invited Ron to come in on a conference call so we could straighten out how to go about billing advertisers. Dana billed them this year and will send a list to Ron of who she sent invoices to and Ron will give her a list of who has paid so we can talk to ones who have not paid further. It has been kind of hit and miss for a couple of years so we need to come up with a better plan.

**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	2,785.00	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	1,798.78
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	58.25
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	616.00
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	288.08	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	538.85
Miscellaneous Expenses	0.00	0.00
Director Gifts	137.00	118.42
Website Expense	0.00	232.47
Newsletter Expense	3,508.19	2,267.37

**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		598.40		476.98
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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Printed On: 30/01/2019

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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

REPORTS:

Membership-Gordon stated that our membership was declining every year and we understood that it was because our older members were retiring but we need to get new younger people involved. It seems we have some breeders selling horses that are registered but not giving the buyers the information to do the transfer or how to become a member. We decided we need to have a step by step plan that can be given to our membership explaining what to do or where to find the information they are needing. This will be discussed at a director meeting and someone will do this and have it advertised in the newsletter and on the web-site for all to find. CLRC will have to have some input in this also.

Advertising-Compiled by Mikayla Murphy

Companies-Nag Bags had a half page ad and have requested the same for this year.

Farms- Wendy Bauwens- ½ page color ad in the newsletter but has asked for newsletter and web-site this year

Bella Cavallo had a b/w business card ad in the newsletter

Hidden Hill has a ½ page color ad in the newsletter

Poplar Ridge-had the silver website package and an ad in the newsletter and on the web-page

Alison Bakken had a b/w business card ad in the newsletter

Lost Trail Farms had the silver web-site package with an ad in the newsletter and on the web-site.

Mid fjords had a business card b/w ad in the newsletter

Footnote Farms had a silver package with an ad in the newsletter and on the web-page.

In 2019 we stayed on an even keel in advertising with the CFHA newsletter. In 2019 we once again had our lone long-time corporate advertiser Nag Bags. We had 9 different breeders advertise with the CFHA newsletter in a variety of ways. There was 3 business card ads, 2 full-page color ads, 3 half page color ads, 12 breeders-some of the above and a few extra breeders also had listing on the farm/breeder directory on the CFHA web-site. I want to thank everyone both new and continuing who advertised with the CFHA in 2019 and hope to see their continuing support in the future. Furthermore I'd like to thank all the people I've met and the friends I've made from being a director and hope the CFHA continues to prosper in the future.

For those who didn't know because of work reasons changing Mikayla had to step down as an Eastern director and we are going to miss her help with advertising. She has been a great asset to our association and stepped up when we were having such a difficult time coaxing someone to come on from the east. We wish Mikayla every success in the future and hope she will continue as a member in our association.

Newsletter- Darlene was not able to attend the meeting but said she needs more articles sent in by the membership. Just a photo with a one sentence explanation of what is happening would be great. Thanks to Darlene for all her hard work. We also need more advertisers to be able to afford to keep printing the newsletter.

Promotions and Facebook-Alex Johnstone

Social Media/Promotions Report

CFHA AGM – March 14, 2020

Facebook

- 950 members on March 01, 2018
- 1112 members on March 16, 2019
- 1377 “like”, 1418 “follows” on March 14, 2020
- Most popular post had a reach of 15,900 views, 3,000 likes, 46 comments, 107 shares – “Fjord Fact Friday”.
 - Second – reach of 6,621; 1,200 likes – Stampede help call-out
 - Third – 5,319 reach; 535 likes, 12 comments, 18 shares – Stampede parade picture of Ken & Beth
 - Fourth – 2,689 reach; 128 likes – Stampede parade
- 1-2 people/month accessing the CFHA website via FB; same as in 2019.
- 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.
- 236 followers on March 14, 2020
 - 78 posts
- Most popular post received 56 likes, 194 reach, 2 saves, 1 share.
- 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.

Decals

- Have sold 24 decals so far.
- Net profit to CFHA (after cost of decal, postage = \$100).
- Furthest request from New York, NY, USA.

Clinic Bursary

- We had one successful applicant for \$100 – mane event clinic.

Web-Site- compiled by Janet Wilson

This year we approved to go ahead with funding for our website to be converted from it's now archaic design to a new faster, easier version that will be cell phone and tablet friendly. Our webmaster Tracy at Daventry Web Design is working on it and hopefully it won't be too long before it is complete. We had quite a few submissions of photos that we hope to use. Thank you to all who sent them in. We would really like to see an increase in advertisements and are hoping that this new website will make that a lot easier for all. It would be nice to have the website be a place where people can go and find the Fjord or Fjord related products they are looking for. We would like to encourage you to send us your comments if you see trouble with and also if there is something new you would like to see added. We really want this website to showcase our Canadian Fjord horses. We will let everyone know on Facebook and in the newsletter when the new website is up and running. Until then the current website is still available to everyone.

PayPal- compiled by Amy Bell

Income from 2019: \$1,581.00 which was up from 2018 year (\$610.00). We generally have a bigger influx of Paypal sales into the spring from those who have forgotten to pay for memberships, or a change in ownership, or new advertisers. In 2019 we saw 3 newsletter only subscriptions as well as an increase in Paypal usage for our marketing and promotion material. Hopefully this will continue into the 2020 year.

PayPal continues to remain an easy platform for people to use as well as a cost effective form of gathering revenue dollars. Total fees for using Paypal in 2019 were \$54.17.

NEW BUSINESS:

We had a discussion about how the rescue groups are asking for us to work with them. It has caused quite a bit of extra work for people buying them to try to track down paperwork and DNA tests to see if they are registerable. We asked them to try before buying these horses to make sure there is a paper trail if they want to try to register them to make it easier for everyone involved as DNA is expensive.

Alison made a motion to adjourn the meeting at 2:15 and Janet seconded it and all were in favor.